

Service Design Concepts for Silver Market: A visual Design Thinking Approach.

Overview

There is little doubt that services-oriented businesses have grown to dominate world economic activity. The demand for innovative services has forced traditional product-oriented companies to perceive the potentials and strategic importance of creative services offered. Service-driven industries such as hotels, catering, logistic services and retirement homes hold an increasingly dynamic and pivotal role in today's "greying market"—the market segment more or less broadly defined as those people aged 55 and older. The greying market is an excellent field of launching and expanding for new-market as elderly customers will increasingly demand new products and services they had not demanded or had not been able to demand before. With the rapid changes in technology and the nature of service provided, older consumers are often overburdened by complex products and difficult to use technologies. In order to be successful, service-driven businesses that cater to this market require innovative approaches based on an understanding of the customers' needs and requirements. The course aims to provide a design framework for creating service-based business for silver market. A creative visual approach towards understanding the consumer's requirement. The course includes to provide participants with an understanding and hands on experience of using technologies in a creative way. The course aims to introduce and begin to engage students with some of the fundamental concepts of design thinking approach and management of the creative process in business environment. Given the shorter period and the complex of the project participants will be provided with the structured design process and set of design tools.

Modules	A: Dr Sangeeta Karmokar (SK) : 6 hours lectures and 6 hours practical tutorials B. Dr Prabhdip Brar (PB) : 2 hours lectures and 2 hours practical tutorials C. Dr Meeta Arora (MA): 2 hours and 2 hours Practical tutorials Course Dates: 16th January till 20th January 2023 Number of participants for the course will be limited to thirty.
You Should Attend If...	<ul style="list-style-type: none">• Executives, technologists and researchers from engineering, design, business and social science• Under graduate or post graduate students or Faculty from reputed academic institutions and technical institutions.

	<ul style="list-style-type: none">• Businesses interested in silver market for innovative ideas• Social and disruptive Entrepreneurs
Fees	<p>The participation fees for taking the course is as follows:</p> <p>Participants from abroad : US \$500 Industry/ Research Organizations: 5000/- Ph.D. /Research Scholars: 2500/- Academic Institutions: 3000/-</p> <p>The above fee include all instructional materials, computer use for tutorials and assignments, laboratory equipment usage charges, 24 hr free internet facility. The participants will be provided with accommodation on payment basis.</p>

The Faculty

Dr Sangeeta Karmokar

Sangeeta has been integral part of education, research and community engagement. Her practice-based research interest lies at the intersection of the entrepreneurship and design discipline with a special interest in social and women entrepreneurship. Sangeeta's expertise involves design thinking, digital innovation, entrepreneurial strategy, women entrepreneurship and working with community. One of the major research area is innovation and entrepreneurship and bringing together community and commercial partners in education area. The last few years of her career has been spent exploring and experimenting with design tools and innovative methods of engaging with industry and community. Sangeeta is the founder and chair of Women Entrepreneurship Centre, not-for-profit organisation based in Auckland (www.wencentre.org.nz), New Zealand working towards empowerment of women through inspiring, educating and entrepreneurial leadership. As an academic and researcher, she is interested in fostering creative and critical thinking and providing design thinking opportunities in building innovative business entrepreneurship. Sangeeta's current research and teaching expertise involves design thinking, digital innovation, entrepreneurial strategy, women entrepreneurship and designing business models and strategy. In the journey of taking teaching and research further, she has made strong connection with community and industry around creative entrepreneurship

Prabhdip Brar, Ph.D.

Design thinking is fundamentally transforming the way an artist brings colours to life. Design thinking is a methodology resultant from design activities that is used to resourcefully solve problems and enable innovation. My constant effort is to challenge students to figure out the right way to innovate, and that means developing intuition, creativity, empathy, and a sharp business mind. Dr Brar credits her tenure at NIFT, New Delhi, injecting in her with the ability to both nurture and challenge students, allowing them to flourish as artists, often in unexpected ways.

Course Co-ordinator

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Prabhdip Brar, Ph.D., former Chairperson of the University Institute of Fashion Technology & Vocational Development, Panjab University Organised the First International Fashion Symposium on Fashion Technology and Business. A GIAN on Fashion illustration & Design: Colour Interference in 2019. A design display show with LGBT community in collaboration with the Chandigarh state aids society in April 2019. She obtained her Ph.D in philosophy from faculty of Fine Arts, department of Art History & Visual Arts , Panjab University (2007), collocating the subject along with the prestigious MDes (Masters in design) specializing in Knitwear design & technology programme from the National Institute of Fashion technology, New Delhi. A fine artist in the right side of the day after obtaining her bachelor's degree from the College of Fine Arts, specializing in painting, Panjab University. She has published internationally on, Historic Indian Textiles, Mughal Apparel & erotic Indian art, Textiles & indigenous craft and Fashion management & Journalism. She has delved into the art of mixing colours, human anatomy, design process, indigenous textile & craft practices, and regional clothing practices focusing on motifs. Her recent researches focus on contemporary and historical avant-gardes in art design and fashion.

Dr Meeta Arora

HOD, Fashion Marketing and Management
NIIFT, Mohali

As a part of professional career achieved my goal by completing PhD in the field of 'Apparel Quality' The academic journey began with the start of B.Sc Home Science and then moving on to complete Masters in Fashion Technology, NIIFT, Delhi .To further hone my skills / completed my Postgraduate Diploma in Business Management from Symbiosis, Pune along with understanding of consumer and completed M.A in Sociology. The education in the field of fashion gave lot of exposure in understanding the various important aspects of Quality in Apparel manufacturing. All this helped in participating in various paper presentations and an upliftment towards national and international conferences.

Her research interest includes understanding marketing, visual merchandising & window displays, consumer's analysis, branding & advertisement, business communication along with understanding apparel quality & production.