

**IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
Master Class Episode 34**

“Master Class Episode 34”
Topic: - Design Thinking & Innovation
Date: 21 st July 2021 from 10.30 AM to 11:30 AM
Venue: - IIHMR University, Jaipur
Speaker: - Prof. Praveen Nahar, Director, National Institute of Design, Ahmedabad
Number of participants: - 336
Introduction: - This session featured: Prof. Praveen Nahar, Director, National Institute of Design, Ahmedabad, India. The event was moderated by Prof. Rahul Ghai, Dean - SDS, IIHMR University, Jaipur and the Session was welcomed by Dr. P.R. Sodani, President, IIHMR University, Jaipur.
<p>Objective:</p> <p>The primary objective of Design Thinking & Innovation is to foster human-centered problem-solving by understanding user needs, redefining challenges, and developing creative, effective, and practical solutions.</p>
<p>Salient Novel Points Covered:</p> <p>Shift Toward Acquiring Biotech and Specialty Firms</p> <ul style="list-style-type: none"> Pharma companies increasingly target smaller biotech startups and niche specialty firms with innovative therapies, especially in gene therapy, immunotherapy, and personalized medicine. <p>Focus on Digital Health and Technology Integration</p> <ul style="list-style-type: none"> Recent M&As often include digital health platforms, AI-driven drug discovery companies, and health data analytics firms to boost tech capabilities. <p>Strategic Portfolio Rationalization</p> <ul style="list-style-type: none"> Companies are divesting non-core or underperforming assets to focus M&A on high-growth, high-value therapeutic areas. <p>Rise of Cross-Border Deals</p> <ul style="list-style-type: none"> Increasing globalization is driving more international M&A activity, allowing companies to enter emerging markets and access new patient populations. <p>Growing Importance of Real-World Evidence (RWE) and Data Assets</p> <ul style="list-style-type: none"> M&A targets increasingly include firms with valuable patient data repositories and capabilities in real-world data analysis to support regulatory and commercial strategies. <p>Increased Use of Collaborative Deals and Joint Ventures</p> <ul style="list-style-type: none"> Beyond outright acquisitions, companies engage in co-development, licensing, and joint ventures to share risks and costs.

Role:

Design Thinking and Innovation play a transformational role in driving creativity, solving complex problems, and building user-centric solutions across sectors—especially in healthcare, pharmaceuticals, technology, and education.

Human-Centered Problem Solving

- **Empathy-Driven Approach:** Design Thinking focuses on understanding user needs, experiences, and pain points before designing solutions.
- Helps organizations create products, services, and systems that are more aligned with real-world use cases.

Enhances Cross-Functional Collaboration

- Brings together teams from diverse disciplines (designers, engineers, marketers, doctors, etc.) to co-create solutions.
- Improves internal communication and speeds up decision-making.

Encourages Rapid Prototyping and Feedback Loops

- Enables quick testing of ideas through prototypes and MVPs (Minimum Viable Products).
- Facilitates early failure and fast learning, reducing time and cost in development cycles.

Challenges and Opportunities:**Challenges****1. Resistance to Change**

- Traditional organizations often resist adopting new, user-centric approaches.
- Employees may be hesitant to shift from process-driven to empathy-driven problem-solving.

2. Misunderstanding the Concept

- Design Thinking is often **oversimplified as just “brainstorming”** or design workshops.
- Lack of proper training leads to superficial applications without meaningful outcomes.

Opportunities**1. Human-Centered Innovation**

- Delivers **solutions grounded in user needs**, making products and services more relevant, usable, and successful in the market.

2. Breakthrough Thinking

- Encourages **out-of-the-box ideas**, helping tackle complex or “wicked” problems that traditional methods cannot solve.

Q &A and Interactive Discussion:

An interactive session on Design Thinking & Innovation was engaging, informative, and participatory to keep the audience involved while delivering valuable insights.

Future Scope:

Design Thinking & Innovation are poised to play a transformative role in shaping the future of businesses, social enterprises, and government systems.

Mainstreaming in Education and Curriculum



Design Thinking and Innovation

📅 Wednesday, July 21, 2021

🕒 10:30 AM - 12:00 PM (INDIA) 🇮🇳



SPEAKER

Prof. Parveen Nahar
Director
National Institute of Design, Ahmedabad



WELCOME

Dr. P. R. Sodani
President
IIHMR University, Jaipur



MODERATOR

Prof. Rahul Ghai
Dean School of Development Studies
IIHMR University, Jaipur

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