

Two-day Executive Development Programme on

Leveraging AI and Design Thinking for Business Innovation

Participants: Executives, Managers and Operations Executives

28th February &
1st March, 2025

Hotel Raco Cyber Residency (Flamingo)
Opposite UST/Infosys Campus, Thiruvananthapuram

Organised by

Indian Institution of Industrial Engineering
Trivandrum Chapter

Rotary Tower, Kunjuveedu Nagar, Poonthi Road, Thiruvananthapuram. Pin 695 011
www.iiie-trivandrum.com/



Indian Institution of Industrial Engineering

The Indian Institution of Industrial Engineering (IIIE) is a not-for-profit registered professional society established in 1957 with the aim of promoting Industrial Engineering in India. Dedicated to the advancement of Industrial Engineering education and its applications, IIIE assists in enhancing management of various endeavors across industries. The institution operates through 35 chapters across India. The Trivandrum chapter organizes webinars, seminars, quizzes, productivity competitions, training programs and offers consultancy services.

About the Program

Industry and business are transforming with advancing technologies, requiring human-centric work system designs integrating augmented intelligence. Automation now focuses on purpose-driven designs utilizing advanced tools. In this rapidly evolving environment, staying relevant is essential for both individuals and organizations. Design Thinking fosters innovative, structured problem-solving to seek out-of-the-box solutions across all sectors, while Artificial Intelligence (AI) emulates human capabilities and performs diverse tasks with efficiency and precision.

The two-day Executive Development Program on "Leveraging AI and Design Thinking for Business Innovation" combines interactive sessions, case studies, and practical tools. This workshop focuses on leveraging the synergy between human intelligence and machine intelligence to create the next generation work systems. By the end of the program, participants will gain insights into integration of these tools to drive innovation and transformation effectively and to empower themselves to become change agents.

Objectives

This two-day workshop is designed to equip the participant to chart a well thought out journey for themselves and their organization to navigate the complex and dynamic present day business environment. **The main objectives are:**

- **To understand current AI capabilities**
Generative AI, LLMs, applications beyond ChatGPT and DALL-E.
- **To get the awareness on how to Apply Design Thinking principles** and develop innovative solutions.
- **To have Hands-On Experience through** exercises to ideate, prototype, and test AI-driven applications.
- **To participate and experience Industry relevant Simulation** and test prototypes.

Participants

Participants could include Executives, Managers, and Operations Executives.

Topics addressed

Design Thinking and Introduction to AI, Generative AI as a tool for Innovation, State-of-the-art in AI, Inspiring demonstrations of applications of AI, Design Thinking as a strategic approach for problem-solving, User-centered design and interactive sessions, Exercises in using Design Thinking and AI for problem solving, Creative Ideation and idea development techniques, Use of AI in each stage of the transformation, Domain specific industry simulation, Testing and iteration of solutions.

Key Take aways

The participant is expected to have following takeaways:

- **Practical experience** in applying design thinking principles to real-world problems.
- A clear understanding of **AI Adoption on Strategic Approach using Design Thinking**.
- **An Innovative Mindset** inspired to think beyond conventional solutions.
- **Create Collaborative Networks** with peers for future collaboration and knowledge sharing.

Course Fee

Rs.8000/-

per participant (inclusive of GST)

The fee includes course material, lunch, tea/coffee and snacks. **Participants will have to make their own arrangements for travel and stay.**

How to apply

Step 1

Payment of fees

The course fee shall be paid to the bank account of "Indian Institution of Industrial Engineering, Trivandrum Chapter", at State Bank of India, Kumarapuram Branch, Trivandrum.

A/c No.: 57047050670,

IFSC: SBIN0018145

Step 2

Submitting the nomination

For individuals : Submit the details of the applicant and the payment reference through the [online Google form](#)

For organizations sponsoring more than one person : Fill up the nomination form with details of all applicants & payment reference and forward the scanned copy of the nomination form by email to iiie.trivandrum@gmail.com with a copy to anilb.cet@gmail.com

Important: Admissions will be offered on a first come, first served basis as there are only limited seats available.

The last date of receipt of nominations: **20th February, 2025.**

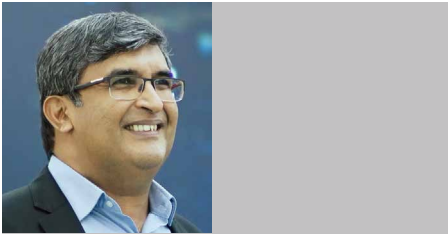
Resource persons



Dr.Brijesh Madhavan

CEO, Curvelogics Advanced
Technology Solutions Pvt Ltd

Brijesh Madhavan has 27 years of experience. He began his career with a decade of research at premier institutes, including the Indian Institute of Science. His work focused on simulation modeling, game theory, and mathematical ecosystem modeling, integrating the interdisciplinary fields of Mathematics, Programming, and Electronics to address complex ecological challenges. Transitioning to the corporate world, he held leadership roles at HP, S&P Global, and EY, where he built AI and Advanced Analytics teams. His expertise spans domains such as Maritime, Automotive, Oil and Gas, Technology Infrastructure, Pricing, Sales & Marketing, and Social Media, leveraging technologies like Computer Vision, NLP, and Predictive Modeling. As the founder of multiple AI startups, he leads the development of innovative solutions in Generative AI, Computer Vision, IoT, EdTech, Sports Analytics, and Augmented Reality. His firm's solutions include reverse image search, AI-powered education platforms, predictive models for IoT, and advanced computer vision for surveillance, sports analytics, medical imaging, and workplace ergonomics.



Er.Satheesh Nair

Senior Director,
UST Product Engineering

Satheesh Nair, leads the Product Design and Front end Technology Practice at UST Product Engineering Division, Trivandrum. He is a graduate in Industrial Engineering (CET) , with postgraduate degrees in both Industrial Design (NID Ahmedabad) and Education and Training (University of Technology Sydney, Australia) .

With 25 years of industry experience in Digital Human Centered design, Customer experience design, and Digital Product Design, plus 10 years of Industrial (Product) Design, Design Education and Training, Satheesh has consulted and delivered 1000+ Experience Design projects in the roles of Product Design Consultant, Experience Strategist, Design Delivery Manager and Experience Architect. Satheesh was leading the Global Wavespace centers of EY in Trivandrum.

Co-ordinator

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