



MHRD'S
INNOVATION CELL
(GOVT. OF INDIA)



INSTITUTION'S INNOVATION COUNCIL(IIC)

'GIVE WINGS TO YOUR IDEAS'

**SRI DURGA MALLESWARA
SIDDHARTHA MAHILA KALASALA**

VIJAYAWADA-10



**SRI DURGA MALLESWARA
SIDDHARTHA MAHILA KALASALA**

An Autonomous College in the Jurisdiction of Krishna University
A College with Potential for Excellence
Sponsors: SIDDHARTHA ACADEMY OF GENERAL AND TECHNICAL EDUCATION



**In Celebration of the GOLDEN JUBILEE of Siddhartha Academy of General &
Technical Education (1975-2025)**

An IQAC Initiative

DEPARTMENT OF COMPUTER SCIENCE

In Association with



Cordially invites you to attend the

One-Day IDEATHON
On
Design Thinking and Innovation

On

23rd August, 2025

Venue: CLAUDE LAB (Room No: 305)

From: 09:00 AM – 01:00 PM

**M. Praveena, Head
Department of Computer Science**

**Dr. V. V. Subramanya Kumar
Principal**

ONE DAY IDEATHON ON DESIGN THINKING AND INNOVATION

Date: 23th August 2025

Venue: WEBINAR HALL

Organizer: Department of computer science

Time: 9.00 AM TO 1.00 PM

No of Participants: 109

Participants: 100 students II BSC COMP(A), II BSC COMP(B), II BSC AI SDMSMK Participated

Resource Person: 1. Naga Malleswari Chennamsetti Full Stack Developer,Monad Health Secretary, Swecha AP,

2. Niharika Malleboyina - Full Stack Developer,Monad Health Executive Committee, Swecha AP,

3. Mukesh Sai Charan Valisetty,

Visual, Exhibition & Event Designer at Bluesway, Volunteer,Swecha AP,

4. Haseena Shaik, Intern at SwechaAP

5. D N Durga Prasad, Manager - SwechaAP

INTRODUCTION

A One-Day Ideathon on Design Thinking and Innovation was organized with the objective of nurturing creativity, problem-solving, and entrepreneurial thinking among participants. The program was aimed to provide a platform for students and innovators to identify pressing challenges, generate creative solutions, and present innovative ideas using the design thinking. The ideathon brought together enthusiastic participants from diverse disciplines & fostering collaboration and teamwork. The students were motivated to design impactful solutions in a short span of time.

OBJECTIVES OF THE PROGRAM

To introduce participants to the principles of design thinking and innovation, encourage participants to identify real-world problems and develop user-centric solutions. To provide a

platform for showcasing creativity and teamwork as well as participants to translate abstract ideas into practical and feasible models. To promote an innovation mindset among students for academic, professional, and entrepreneurial growth.

DESCRIPTION OF THE PROGRAM

Team Formation and Problem Identification

Participants were divided into groups and encouraged to identify pressing issues related to community, environment, technology, or education. Each team selected one problem statement to work on during the ideathon.

Ideation Phase

Teams engaged in brainstorming sessions to generate a wide range of possible solutions. Creative methods such as mind mapping and group discussions were used to ensure out-of-the-box thinking.

Prototyping and Presentation

Teams translated their shortlisted ideas into conceptual models, sketches, and mock-ups. Each group presented their prototype along with a brief explanation of its feasibility, sustainability, and potential impact. The presentations were evaluated by a panel of experts who provided constructive feedback.

Valedictory Session

The ideathon concluded with the announcement of the best ideas. Certificates of participation were distributed, and the resource persons encouraged participants to further refine and implement their innovative solutions.

PHOTOS





OUTCOMES OF THE IDEATHON

The one-day ideathon proved to be highly impactful and fruitful. The key outcomes included: Increased awareness and practical understanding of design thinking. Generation of several innovative and community-centric ideas. Development of teamwork, leadership, and presentation skills among participants. Motivation for participants to pursue innovation-driven projects in the future.

CONCLUSION

The One-Day Ideathon on Design Thinking and Innovation successfully inspired participants to approach problems creatively and collaboratively. The event not only enhanced their innovation skills but also instilled the confidence to design feasible and sustainable solutions. It provided a platform for young minds to showcase their creativity and laid the foundation for fostering an innovation-driven culture.