



WEBSITE CONTENT DESIGN, DICDU

Lady Irwin College



DESIGN INNOVATION CENTRE

Coordinator: Prof. Dr. Sushma Goel

Year of Establishment: 2019

Design Innovation Centre (DIC) has been established under National Initiative for Design Innovation (NIDI) Scheme as a flagship programme by MHRD. It is a platform for product or process innovations for students, faculty and citizens to give ideas that can be developed as products/ processes.

ACTIVITIES & WORKSHOPS

Workshops

- **Patent Drafting, Filing & Prosecution** (29 June - 4 July 2022):

- Intensive global and Indian patent sessions.
- Emphasizes effective drafting and filing strategies.

- **Lifestyle for Environment** (17 June 2022):

- Explores sustainable living practices.

- **Prototyping of Concepts** (Jan 2023):

- Hands-on guidance for turning concepts into prototypes.
- Encourages innovation through practical experiences.

- **Paper Mache Workshop** (7 Feb 2023):

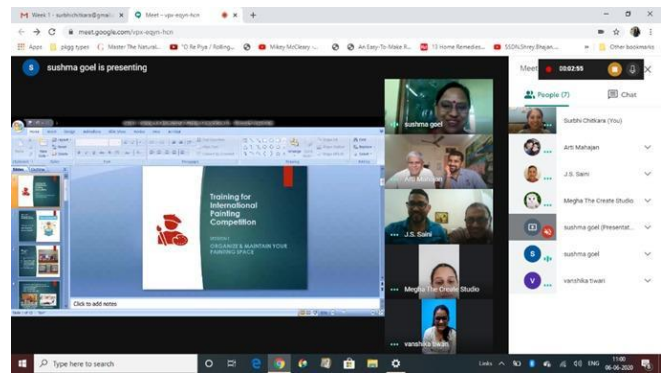
- Interactive session on traditional paper mache craft.

- **Developing Products using Fabric Waste** (8 Feb 2023):

- Innovative use of fabric waste for sustainable products.

Training & Mentoring For Projects (National & International Projects)

1. Training on **Painting & Waste Reuse for International Abilympics Competition** at Metz, France 2023 (of a PwD student - hearing impaired), Aug 2020-March 2023



2. A Graduation Project of aLLB student, Gujarat, Dec 2022-Jan 023 (20 hours)
3. Mentoring masters students for **National ToyCathon Competition 2022** to design toys from waste materials, Sept 27-Nov 26 2022.



4. Mentored master's students in **designing sustainable lifestyle products from waste materials** from September 2021 to March 2022.

5. Engaged in the **International Abilympics France** from August 2020 to March 2023.



EVENTS

National Innovation Week

- The National Innovation Week, comprising eight sessions scheduled from February 16 to 22, 2023 featured distinguished speakers in the field of design and innovation.

- Notable speakers included:

- Ms. **Manisha Singh**, Principal Designer at Wowfactor.in;
- Ms. **Manjari Sharma**, accomplished designer;
- Mr. **Balvir Singh**, Director of Murti Arts Academy;
- Mr. **C.S. Sussanth**, Principal Designer at NID Bangalore;
- Ms. **Vertika Dvivedi**, Founder of Wade Aisa;
- Mr. **Amit Jain**, Co-founder of Mitti ke Rang;
- Dr. **Madhumita Puri**, Founder of Avacayam & Trash to Cash; and
- Mr. **Vivek Singh** from Sagacious IP.

- The sessions covered diverse topics such as **Lateral Design & Realising Dreams, Creative Metamorphosis, Mural Arts, Innovations for Bamboo Sector in India, Design to Innovation: A Journey, Creativity vs Innovation, and Startup & IPR.**

INTERNSHIPS

The Internship spanned six months, running from December 2020 to July 2021, supervised by Dr. Bindoo Ranjan, Dr. Sushma Goel, Dr. T.G. Rupa, and Dr. Surbhi Chitkara, engaged six participants: Anmol Yadav, Jasmine Kaur, Samridhi Gupta, Shubhangani, Shweta Thakur, and Tashi Gupta. The projects undertaken during this period included participation in the **National ToyCathon, focusing on innovative toy designs addressing solid waste management challenges.** Additionally, the participants were involved in individual personal projects, aiming to explore diverse areas of interest and expertise.

GRAND FINALIST

Name of the GAME: **SHABDKHEL**
 Student Creators: Neha Tanwar and Sanjukta Tirkey
 Mentors: Professor Sushma Goel
 Ms. Tashi Gupta
 Mobile no: 9899649760

SWACHH TOYKATHON
 A SWACHH BHARAT MISSION URBAN INITIATIVE

Theme: Fun & Learn
Target Audience: 5 to 6 years old
 Game is designed for Early Childhood Care & Education based on building vocabulary foundation in Hindi. The inspiration of the game has emerged from the childhood evergreen games like 'Shatranj, zero-katta' with an adaptation of Literacy learning.

TOYKATHON 2020
AATMANIRBHAR TOYS
 INNOVATION CHALLENGE
 "Create A Toy-Based Game Reflecting Indian Tradition or Culture"

STRUCTURAL FEATURES

USP

- 4 Pedagogical Toys
- Mechanical Stop Watch
- 10 Detachable Sticks
- 52 Shape and Story Cards
- Four Tokens (4 colours)
- Light Weight
- Surface enhancement with Madhubani Art to promote Indian Art

TEAM MEMBERS

STUDENT CREATORS
 TASHI GUPTA
 ANMOL GUPTA
 SHWETA THAKUR

MENTOR
 PROF. SUSHMA GOEL

TOYKATHON 2021

TOYKATHON CHALLENGE 2021 → PROBLEM STATEMENT ON ENVIRONMENT AND ECOLOGICAL BALANCE → SCHEMA - A DIGITAL TOY WITH PHYSICAL POSSIBILITIES.

TEAM MEMBERS

STUDENT CREATORS
 SAMRIDHI GUPTA
 JASMINE KAUR
 SHUBHANGINI

MENTOR
 PROF. SUSHMA GOEL

A FASCINATING CELEBRATION TO BIODIVERSITY!

GAME INSPIRED BY INDIAN STORIES ON ETHOS, CORE VALUES AND RESPECT FOR ECOLOGY AND PROTECTION OF EVERY LIFE ON EARTH

COPYRIGHTS/DESIGN REGISTRATIONS (Certificated)

Intellectual Property Rights (Copyright)

- Jantu
- Waste to Wisdom
- Vega Wheel
- Bagu

Intellectual Property Rights (Design Registration)

- Vendor's Cart (April-May, 2022)
- Shelling (April-May, 2022)

PROJECTS MENTORED UNDER DIC

Incubation of Design Ideas

- Graduation Project of a M. Des. Industrial Design student Ms. Tashi Gupta (WUS University) (January–May 2022)
- Graduation post masters project of Anmol yadav (April 2022 onwards)
- SUP Alternatives (April 2022 onwards)
- Toys/Games (April 2022 onwards)
- Circular Approach to Design (April 2022 onwards)
- Biophilic Interior Surfaces Enrichments (January 2024 onwards)
- BE-BioEnzymes (January 2024 onwards)

Design Development (& Prototyping)

- FEEL & FIT -A Sensory Play
- BAMPULLING - PUCK IN THE RING
- PERIOD PADHAI - Information about Mensuration
- BAJA BOX - PHAD STYLE PAINTING
- SHELLING - Redefining the Craft
- MUMAL BAI RO DES - USING PUPPETS FOR INFOTAINMENT
- AKAAR - INSPIRATIONAL TANGRAM

BLOGS/ARTICLES/NEWS

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