"CONSERVATION DESIGN THINKING WORKSHOP UNDER NMCG-WII INITIATIVE BIODIVERSITY AND GANGA CONSERVATION ON MARCH 6TH-7TH, 2019

DETAILED EVENT

A joint two-day "Design Thinking workshop" was organized by IBM Corporate Service Group and WII-NMCG team at Wildlife Institute of India, Dehradun on March 6th-7th, 2019. The major goal of the workshop was to involve participants in proactive thinking exercises as a part of a problem solving protocol that would boost progress of the Ganga Biodiversity conservation while discovering effective ideas and opportunities.

A. To increase core competency of the project and team work.
B. To increase the contributions by multiple stakeholders or user-end benefits.
C. To achieve enhanced community based river conservation with help of Information Technology.

On the first day, the participants were grouped into three broad working teams-community, Ecology and Information Technology post a brief ice-breaker session where the team were asked to build reliable and realistic representation of a person (Persona building exercise) who is likely an important part of the project. This was followed by structuring the problems faced by the person. The last part of the session was an active follow-up session where each team member suggested prospective solutions ranked by importance and weightage. It helped participants to target the right problem to solve, and then to frame the problem in a way that invites creative solutions.

On the second day, the focus was to formulate solutions to the problems and hurdles identified on the previous day. The session began with a carnival dance to loosen up everyone's spirit; the song as explained by Miss Carla was about Taj Mahal and served as an early reference to India for many Brazilians like her. The problem solving session was initiated by Ms. Betsy who briefed about the importance of listening to how the team members feel, to build empathy to assure that the solutions created are accepted and used. This was followed by three exercises, first of enlisting the ideas that the team put forward, voting on the ideas and projecting them on to a 'feasibility versus importance' graphical curve. Each of the team was then represented by a team member who presented their ideation. The next activity was framing up of hill statement with a 'who', 'what' and 'wow' phrase. This helped the team to represent their solutions in the most concise and precise way. The next two activities of pictographically depicting their

statements as step wise diagrams of work process and making a cartoon story brought out the creative thinking and team coordination of the participants not only improving the focus on the problems in hand and brain storming on solutions but also in articulation of these along with step by step formulation of solutions. The session concluded with the satisfied participants thanking the IBM team for bringing the team together on a common platform for problem solving with improved bonding and mutual understanding and the IBM team appreciating the WII team for their impressive team work and fun packed participation.

PROGRAMME SCHEDULE

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IBM Design Thinking Methodology

Under NMCG- WII initiative

Biodiversity Conservation and Ganga Rejuvenation

Date: 7th and 8th March, 2019

Venue:- Softel Plaza, Dehradun

- 1000-1015 **Ice Breaker**
- 1015-1030 **Introduction of Design Thinking Methodology**
- 1030-1130 **Break into groups**
    - Ecology
    - Community
    - IT
- 1130-1200 **Playback**
- 1200-1220 **Break**
- 1220-1250 **Create "As-Is" Scenario's**
- 1250-1330 **Ideation**
- 1330-1400 **Playback and Q&A**
- 1400 **Lunch**

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PHOTO GALLERY