

Sustainable Design Thinking

- **Name of the college:** College of Home Science Nirmala Niketan
- **Affiliation:** University of Mumbai
- **Name of the Event:** Session on Sustainable Design Thinking
- **Name of the organizing Department:** Textile and Fashion Technology
- **Level:** National level
- **Organizing Team:** Dr. Pratima Goyal, and Ms. Vrinda Udiaver
- **Resource persons and their designation and organization employed:** Ms. Kavyashree Mruthyunjaya Swamy: Researcher, Teacher, Natural dye enthusiast
- **Day and Date:** Monday, 10th July 2023
- **Time:** 2.00pm onwards in classroom 7B
- **Beneficiaries/ Participants and number:** 31
 - Staff (In-House): 8
 - Students: 23
- **About the Event (Event Flow):**
 - Introduction and welcome: Mrs. Vrinda Udiaver
 - Theme of the session: Dr. Goyal
 - Introduction of Ms. Kavyashree Mruthyunjaya Swamy: Mrs. Vrinda Udiaver
 - Talk by Ms. Kavyashree Mruthyunjaya Swamy
 - Vote of thanks: Mrs. Vrinda Udiaver
- **Flyer of the Event:**



The

Department of Textile and Fashion Technology, College of Home Science Nirmala Niketan organized a session on ‘Sustainable Design Thinking’ on 10th July 2023. The resource person for the session was Ms. Kavyashree Mruthyunjaya Swamy, who is settled in the United States of America. Mrs. Vrinda Udiaver started the session with the introduction of Ms. Kavyashree.



Ms. Kavyashree is a textile designer and skilled researcher who is enthusiastic about supporting advancements in natural dyeing and printing and passionate about increasing knowledge to drive growth. She has worked as a guest lecturer in Bangalore University, and a senior faculty member at JD Institute of Technology, Bangalore. Ms. Kavya has had the opportunity to study design abroad and has done her Masters of Science in Textile Design, from Thomas Jefferson University, Philadelphia. She is also recipient of awards and honours namely, “Smart and Healthy Cities Student Research and Travel Award 2023” and “AATCC Student Research

Grant 2022". Ma'am has presented papers at the national level and also holds the distinction of conducting many workshops on natural dyeing around India.

Dr. Pratima Goyal, Head Department of Textile and Fashion Technology was then invited to speak about the relevance of the session. Ma'am stressed on the importance of Sustainable Design Thinking in the present scenario if one wants to keep oneself relevant in today's competitive market place. She reiterated that we were indeed fortunate to have Ms. Kavyashree as our resource person, because of her expertise and experience in the field.



Ms. Kavyashree started the session by interacting with the students to find out their awareness about the subject. She then introduced the topic by explaining that Sustainable Design creates long-term solutions and helps societies ensure the well-being of their people and create harmony with the environment for generations. She elaborated that a sustainably designed product or service is one that considers the entire lifecycle of the product during development-right from manufacturing to disposal, and stressed on the fact that a truly sustainable design is optimized for reuse. She then went on to explain the process of design thinking in detail. She discussed the 5 steps of the process namely- 'Empathize', 'Define', 'Ideate', 'Prototype' and 'Test'.

For the first step of 'Empathize', it is essential to talk to the users, to get to know them and then carefully consider everything they mention, so that one can truly understand what they need, how they feel, their concerns, likes, and dislikes. This step is very essential for the next step of 'Define', that clearly states what the problem is that needs to be solved. In the next step of 'Ideate', the goal is to develop new ideas, for which it is essential to focus on the problem at

hand and ponder about it. In this step it may be essential to change one's perspectives so that the solutions can be aligned with the users. The fourth step is to create a 'Prototype'. This is an experimental phase and it aims to identify the best possible solution for each problem. It is essential to produce inexpensive, scaled-down versions of the product or specific features found within the product to investigate the ideas that have been generated. The last step is to 'Test', where evaluators rigorously test the prototypes. Although this is the final phase, design thinking tends to be iterative and very often the results of this step are used to redefine one or more further problems, so, then it becomes essential to return to the previous stages to make further iterations, alterations and refinements – to find or rule out alternative solutions and also create the best possible solution of the problem at hand.

Ms. Kavyashree concluded by presenting a case study of Zara (Inditex), that is continuously working to make its business more sustainable, reducing its impact and integrating sustainability into its daily decision-making. She mentioned that Inditex has formed a Sustainability Committee in 2019, that is a consulting and advisory board committee which is responsible for advising the Board on matters within its purview, overseeing and monitoring social and environmental sustainability activity, areas of the health and safety of products that the group sells, and on relations with stakeholders in the field of sustainability, including matters relating to the implementation of the group's human rights strategy. This she stressed is the reason why Inditex is one of the world's largest fashion retailers, with eight retail formats and more than 7,200 stores in 93 markets and 41 online markets, where more than 162,000 people from 99 different nationalities are integrated and work in environments where



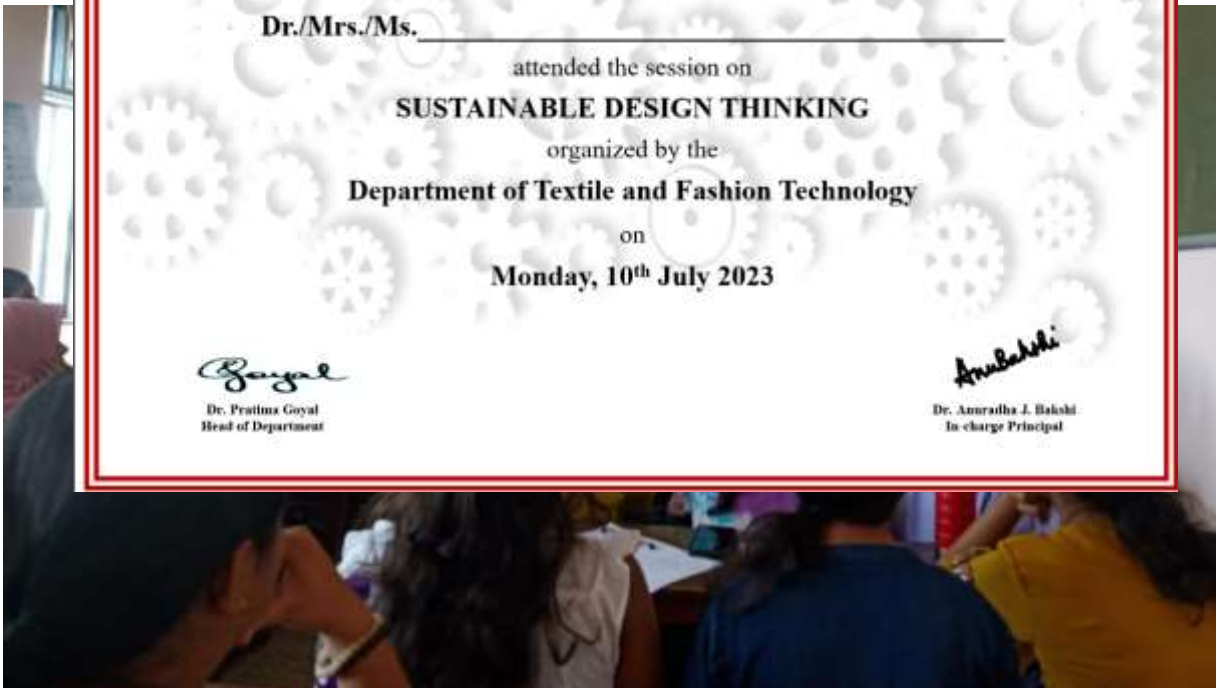
innovation, creativity, challenging oneself and non-conformism go hand in hand, helping them to offer their customers responsible products that are environmentally friendly.

The session ended with the questions and answers and the vote of thanks that was given by Mrs. Vrinda Udiaver. The session was very informative and delivered very effectively.

Reported by Ms. V Udiaver

Edited by Dr. P Goyal

➤ **Certificate for the event**





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