



EVENT REPORT

Date of event:	17/01/2024	Reporters details:	Name: Prof. Hitendra Shidhapura Designation: I/c Principal, USD, PPSU Mob: 9979890058 Email: hitendra.shidhapura@ppsuh.ac.in
----------------	------------	--------------------	---

Name and Type of Event	Event title: Competitive Advantage by Design Speaker: Shri Pradyumna Vyas, Senior Adviser, Design & Innovation, CII, Board of Director, NID Organized by: USD, PPSU
No of participants	40 students + 3 faculties

1. Attendee: Students of Design, P P Savani University
2. Venue: Design Lounge, P. P. Savani University
3. Event outline: The event was focused towards the understanding about the importance of design and its applicability. The session was taken by Shri Pradyumna Vyas, Senior Adviser, Design & Innovation, CII, Board of Director, NID. This workshop explained how design can be leveraged to create a sustainable competitive advantage in the marketplace. From product design to branding and customer experience, it delves into the various dimensions of design that can drive business success.
4. Outcome of event: Students were presented their design and interacted with Shri Pradyumna Vyas. Through interactive discussions, case studies, and hands-on activities, participants learned how to harness the power of design.
5. Result of event: By the end of the workshop, participants gained insights into how design can be a catalyst for transformation and a key driver of competitive advantage. Armed with this knowledge, students will be better equipped to harness the power of design to drive success in their organizations and industries.

6. Recommendations for future events: Definitely will recommend future expert lecture series to provide students relevant exposure.

