



**IMPACT TRAINING**



**CIVIL  
SOCIETY  
ACADEMY**

# **DESIGN THINKING FOR SOCIAL SECTOR**

**DECEMBER 19-21 |  
DELHI NCR**



The Civil Society Academy in India (CSA India) was registered under Article 64 of the Indian Trust Act on February 12, 2015. CSA understands that civil society development in India is a major force and that it plays an important role in achieving the Sustainable Development Goals. At CSA, we are passionate about:

## SUPPORTING



Supporting CSOs and community leaders to become more effective and creative in solving social problems.

## BUILDING



Building capacities on leadership, innovation, effective program development, and advocacy to create higher impact.

## IMPROVING



Improving well-being of communities through meaningful engagement of CSOs and community leaders.








Design thinking is a human-centric approach, which is an emerging area for the social sector and has been practiced in the corporate world to create unique products and services for their customers and clients. If applied well, it can help us solve complex problems of the social sector and creates long-term value for the communities. It aims to solve a concrete human need, lead to more innovative solutions, and help organisations to run faster with higher efficiency.

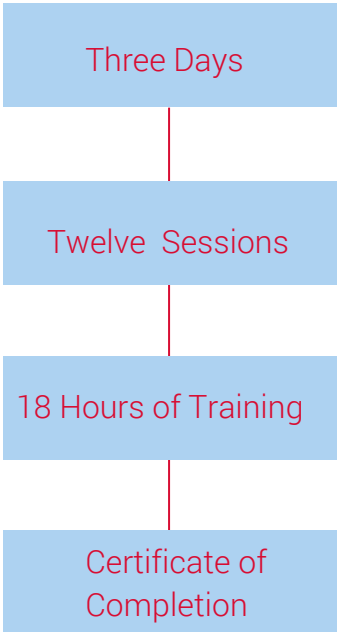
**WE CAN'T SOLVE PROBLEMS BY USING THE SAME KIND OF THINKING WE USED WHEN WE CREATED THEM**  
**- ALBERT EINSTEIN**

TRAINING  
FOCUS

- 01 IDEATION
- 02 PROTOTYPING
- 03 PITCH DEVELOPMENT

KEY  
FEATURES

-  Presentations
-  Discussions (One to one/Subgroups)
-  Case Studies
-  Guided Practice
-  Pitching



# TRAINING PLAN

## Day one

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### **01 WELCOME & INTRODUCTION**

Introduction to Design Thinking

### **02 EMPATHIZE I**

Empathy Map Persona Development

Sub-group Activity | Presentation and  
Feed forward

### **03 EMPATHIZE II**

Customer Journey Experience

Sub-group Activity | Presentation and  
Feed forward

### **04 DEFINE**

Developing Point of View

## Day two

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### **01 DEFINE**

Developing Problem Statement

### **02 IDEATION**

Using ideation technique to find  
solutions

### **03 IDEATION II**

Using ideation technique to find  
solutions

Prioritization

### **04 PROTOTYPING I**

## Day three

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### **01 PROTOTYPING II**

Storyboard Visualization

### **02 PITCH DEVELOPMENT**

### **03 MARKET WALK**

Feed Forwards

### **04 CLOSURE**

Gallery Walk | Evaluation and Closing

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WE ARE STARTING AND ENDING EACH DAY WITH A GROUP CHECK-IN AND CHECK-OUT

# BY THE END OF THE TRAINING, YOU WILL LEARN TO

## **IDENTIFY**

You identify problems in a human-centered way

## **IDEATE**

You use ideation techniques to find creative solutions

## **DEVELOP**

You develop a prototype for the solution

## **PITCH**

You pitch your solutions to the jury



# DESIGN THINKING FOR SOCIAL SECTOR TRAINING 2022

**DECEMBER 19-21 |  
DELHI NCR**

Timings: 10:00 AM to 5:30 PM  
Language: English  
(Discussions may happen in Hindi)

**REGISTER HERE**

## Join your peer

Learn to develop new patterns of thinking and build crucial skills for your work in a civil society organization. We welcome participants from different positions and diverse departments, which creates a rich mix of experience and perspectives.

**INR 9999** (for Indian NGOs)

**INR 19,999** (for International NGOs)

(10% Discount for group registrations)

The price includes training and training materials, lunch, and snacks for the duration of the workshop. The cost of logistics, travel, and any other meals will have to be paid separately by the participants.

Your contact:

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