

AIM**1. Course Learning Outcome:**

Upon successful completion of the course, the student should be able to:

- Understand the various policies rolled out by National and State Government with respect to rural empowerment
- Understand the concept of sustainable social change and its application
- Understand the concept of sustainable business model, its application, and assess the outcomes
- Understand foundational concepts of co-design, its application in a dynamic rural setting, and analyse the outcomes to develop requirements document
- Ability to analyse challenges and devise solutions in a participatory manner

2. Learning Outcomes

- **Knowledge and Understanding**
 - i. Concept of co-design and its evolution
 - ii. National and state policies and schemes for rural development
 - iii. Methods for evaluating the reach/accessibility of rural development policies and schemes
 - iv. Overview of the theoretical framework, origins and application of the Social Change Model
 - v. Understanding the purpose, components, and application of a business plan
- **Competence and Skills**
 - i. Dynamic and flexible planning abilities
 - ii. Proactive execution of field research and associated activities
 - iii. Creative thinking
 - iv. Problem assessment
 - v. Collaborative thinking
 - vi. Collaborative engagement ability
 - vii. Team management skills
 - viii. Leadership
 - ix. Solution mapping
 - x. Collaborative decision making
 - xi. Ability to apply theory into practice
 - xii. Analytical abilities
 - xiii. Multidisciplinary learning and application
 - xiv. Real-world applications of co-design in different fields
 - xv. Adoption and diffusion of technologies, services, and knowledge
 - xvi. Leadership development programs using the Social Change Model
 - xvii. Synthesis of new business models
 - xviii. Applications of the Social Change Model in various contexts
 - xix. Synthesis of new business models as a driving force for innovation in traditional and new industries

3. Syllabus

Social Change Model - Case Study. Introduction. Understanding and identifying the Community Communication Channels. Adoption and diffusion of technologies, services, and knowledge. Overview of the theoretical framework and origins, historical evolution and practical applications. Process for Social Change: Examination of the three stages of the process for social change: Individual, Group, and Community - Leadership Development Programs: Analysis of the various programs that use the Social Change Model for leadership development, such as those in higher education institutions, non-profit organisations, and community development initiatives. Applications of the Social Change Model: Case studies and success stories that illustrate how the model has been utilised in various contexts to achieve significant changes in different areas of society

Business Model Development - Introduction to business model - 3 components of the business model: The value proposition, The value architecture and The profit equation. Understanding the multiple layers of values: economic, social, environmental. Analysis of current business models used in different industries - Synthesis of new business models and their role as driving force for innovation in traditional and new industries. Alternative Circular and Sustainable business models - Business opportunities and business models for companies working with emerging technologies

Preliminary Co-design (Solution Ideation) - Introduction to co-design. Concept of Co-Design and its evolution. - Benefits of co-design. Co-design process. Co-design tools. Co-design analysis and assimilation. Multidisciplinary Collaboration: Understanding the importance of bringing together diverse perspectives and expertise for effective Co-Design. Ethical Considerations. Co-designing technical & non-technical solutions and models (social change and business models)

Case Studies and Examples: Exploration of real-world applications of Co-Design in different fields, including product design, service design, public policy, and community development.

On-field Exercise - Field journaling. Reflective Writing. Co-design.

ASSIGNMENT LEVEL 1 [Pre-village visit] - Presentation of National & State-specific (based in village allocated) policies

[Group Assignment - Students with villages allocated in the same state can be in one group]

ASSIGNMENT LEVEL 2 [Pre-village visit] - Co-design day wise plan presentation

ASSIGNMENT LEVEL 3 [Post-village visit] - Co-design outcome presentation

4. Text Books/Reference Material

- Sanders, Elizabeth B-N., and Pieter Jan Stappers. "Co-creation and the new landscapes of design." *Co-design* 4, no. 1 (2008): 5-18.
- Sanders, Elizabeth B-N. "From user-centered to participatory design approaches." In *Design and the social sciences*, pp. 18-25. CRC Press, 2002.
- Steen, Marc, Menno Manschot, and Nicole De Koning. "Benefits of co-design in service design projects." *International Journal of Design* 5, no. 2 (2011).
- Varma, Deepak Suresh, Krishna Nandan, Vishakh Raja PC, B. Soundharajan, Mireia López Pérez, K. A. Sidharth, and Maneesha Vinodini Ramesh. "Participatory design approach to address water crisis in the village of Karkatta, Jharkhand, India." *Technological Forecasting and Social Change* 172 (2021): 121002.