

# Design Innovation Centre, HUB

## One Page Report on Role of Design in Agriculture

### Role of Design in Agriculture

<b>Date:</b> 19 <sup>th</sup> May 2020 <b>Time:</b> 05:00 pm Onward	<b>Expert Name:</b> Mr. Nitin Gupta
<b>Registration Link:</b> <a href="http://bit.ly/GTU-dTalk">bit.ly/GTU-dTalk</a>	<b>No. Of Registration:</b> 106 <b>No. of Participants:</b> 95

The session was all about the role of design in agriculture. First of all, Mr. Parth Sejal introduced the speaker to all the students and faculties. Then, Mr. Nitin Gupta started the session. The first topic was the oldest profession of farmer. Mr. Nitin Gupta gave the difference between the oldest and current mechanisms in agriculture. He gave some countries' examples in the agriculture field and explained the need of our country. The next topic was all about DESIGN THINKING and DESIGN THINKING: Agri focused. Moving further, Mr. Nitin Gupta explained some challenges of design in agriculture such as the Neem harvester, Pepper harvester, Saffron drying, etc. The session ended with a question-answer between the Participants and the speaker.

**Video Link:**  
<https://drive.google.com/file/d/1OGRTZQNww4zK5S6zN8WvCydOEwt3NNi/view?usp=sharing>

#### Brochure:

GTU d'Talk  
 Dream Design Develop

ESTD - 2001

DESIGN INNOVATION CENTRE

Presents  
**Webinar on**  
**Role of Design in Agriculture**

**Speaker**  
**MR. NITIN GUPTA**  
 CO-FOUNDER & CEO - SICKLE INNOVATIONS PVT. LTD.

Nitin is Product Designer with Mechanical Engineering background. Prior to starting up he worked as Scientist at Indian Space Research Organisation (ISRO) for three years. He studied Product Design at Centre for Product Design and Manufacturing (CPDM) of Indian Institute of Science (IISc), Bangalore. Being born in Agriculturally rich town, Nitin always wanted to bring latest technologies and processes to agricultural domain.

Following his dream, Nitin along with his friend Vinay Reddy started Sickle Innovations in 2014 to solve some of the major burning problems of farmers with technology. Nitin has won IISc fellowship of 2015 and is a graduate awarded scout. Their startup Sickle Innovations has won multiple national awards for their innovations in the field of agriculture.

19th May 2020  
 Tuesday, 05.00 PM India

Register: [bit.ly/GTU-dTalk](http://bit.ly/GTU-dTalk)

In association with:  
 GTU, NIPHEP, SSIP

#### Event Photo:

Zoom Meeting Meeting ID: 819 819 819

Design Thinking: Agri focused

"Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success." — Eric Brown

Smart farms  
 Fragmented land

Water to build  
 Scale required  
 Sustainability

No Credit availability  
 Breakdown in one year  
 Flying customers

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