



GOVERNMENT OF ASSAM
GENERAL ADMINISTRATION (SECTT. GAZETTED CELL) DEPARTMENT
DISPUR :: GUWAHATI-6

Block-A, 2nd Floor, Janata Bhawan, sad.assam@gov.in, sad.assam.gov.in

No. GA(SAE) 592779/6

Dated Dispur, the 26th December, 2025

NOTICE

This is to inform all the officers of Assam Secretariat Service in the rank of Under Secretary and above, that Department of Design, IIT Guwahati is planning to organize a 2 day Executive Development Programme named “**Innovating Public Services through Design Thinking**” on 7th & 8th January, 2026 at IIT, Guwahati. The programme will be a residential programme and accommodation of the participants shall be provided by IIT, Guwahati. It is also informed that available slot in the training programme is 25 only.

The interested officers are hereby requested to submit their willingness in writing to participate in the training programme within 31st December, 2025 to the undersigned. Nomination of officers shall be on first come first serve basis.

K. G. G. G.
26-12-2025

Joint Secretary to the Govt. of Assam
General Admin. Department, Dispur, Guwhati-6
Dated Dispur, the 26th December, 2025

Memo No. GA(SAE) 592779/6-A

Copy to:-

1. P.S. to the Commissioner & Secretary to the Govt. of Assam, General Administration Department for information.
2. All Additional Secretaries/Joint Secretaries/Deputy Secretaries/ Under Secretaries of Assam Secretariat Service.
3. Content Manager for uploading in the Departmental Website.

By order etc.,

Sd/-

Joint Secretary to the Govt. of Assam
General Admin. Department, Dispur, Guwhati-6

Pratul Ch Kalita, PhD
Professor and Head
Department of Design

भारतीय प्रौद्योगिकी संस्थान गुवाहाटी
Indian Institute of Technology
Guwahati
Guwahati-781039, India

+91 361 2582451 (O)
+91 361 2583675 (Lab)

pratulkalita@iitg.ac.in

https://www.iitg.ac.in/design

https://www.iitg.ac.in/design/home_people.php



Department of
Design

Ref: EDP/2025/01
Date: 23rd December 2025

To
Shri M.S. Manivannan, IAS,
Commissioner and Secretary to the Government of Assam
General Administration, Personnel Department etc.
Janata Bhawan, I Block, Guwahati

Subject: Request for inviting nominations from Officers of Assam Civil Service and Assam Secretariat Service at the level of Under Secretary and above

Dear Sir,

Greetings from the Department of Design, Indian Institute of Technology Guwahati.

We are pleased to inform you that, Department of Design, IIT Guwahati is planning to organize a 2-day Executive Development Program centered around Design Thinking and Innovation with special focus for achieving the strategic goals in government sector. The primary focus of this programme is to discuss new service and system design issues in Indian government organizations.

The program has been specially designed for Public Servants; therefore, the title of the programme is **“Innovating Public Services Through Design Thinking”**. The course will create an opportunity to discuss change management in the context of design and implementation of new service and systems, technology acceptance and adoption and organization restructuring in government sector. There are many different interpretations of the current developments and changes taking place in India, in technology acceptance and user behaviour in government service and systems. Design Thinking may be very effective in this context, as it effectively deals with change and innovation management. The course intends to propose fundamental strategy to public servants for development of a service system design, inspired by design and technology management in government process reengineering. The workshop will be conducted by faculty members of Department of Design, IIT Guwahati. The sessions are structured to first build a conceptual foundation on design thinking in governance, then illustrate case studies at international, national, and regional levels, and finally, engage the participants through a toolkit-driven group exercise on smart city problem-solving

Handwritten notes and signatures:
- "add secy (SU) for receipt" with initials
- "SIO WA (G2) Manu" with initials
- "Personl Secy (MB) / Secy (SD)" with initials
- "He may not meet" with initials
- "23/12/2024" date stamp

Handwritten note:
26/12/25
26/12/25

O/o the Commr. & Secretary
General Administration Deptt.
Assam Secretariat, Dispur, Ghy-06
Dy. No. 4199689
Date: 24/12/25

The proposed dates for the programme are 7th -8th **January, 2026**. In the light of this, it is our distinct honour to extend an invitation to the esteemed Government Officers of Assam Civil Service and Assam Secretariat Service at the level of Under Secretary and above.

Please note that it will be a residential programme and we shall provide accommodation of the participants at IIT Guwahati Guest House.

Please find attached the programme brochure along with this letter.

Thanking you in anticipation.

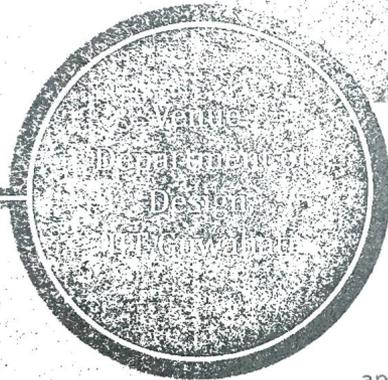
Regards,



Prof. Pratul Ch. Kalita



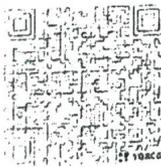
Innovating Public Services through Design Thinking



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CONTACT DETAILS

Department of Design, IIT Guwahati

Design Thinking is becoming the major tool for achieving the strategic goals of Public Sectors. Design and innovation are essential for enhancing public service delivery and achieving strategic advantage in today's government sector. The primary focus of this event is to discuss new service and system design issues in Indian government organizations.

Skills Learned:

Designing way of thinking, frameworks of design thinking, tools and methods of design thinking.

Learning Objectives:

The programme will create an opportunity to discuss change management in the context of design and implementation of new service and systems, technology acceptance and adoption and organization restructuring in government sector. There are many different interpretations of the current developments and changes taking place in India, in technology acceptance and user behavior in government service and systems. Design Thinking may be very effective in this context, as it effectively deals with change and innovation management. The course intends to propose fundamental strategy to public servants for development of a service system design, inspired by design and technology management in government process reengineering.

DAY 01 (7th January 2026)

Design Thinking - Overview

Learning Objectives:

- To appreciate the power of design thinking.
- To appreciate power of design thinking in organizational transformation.

Lesson Coverage:

- Introduction to Design.
- Design Thinking.
- Role of Design in public service systems.
- Organizational transformation through Design.
- Governance

Design Methods:

Learning Objectives:

- To learn basic frameworks of design thinking.
- To learn how various design innovation frameworks complement and map with each other.

Lesson Coverage:

- Design Methods and Frameworks.
- Design Thinking Framework (IDEO).
- Double Diamond Method (UK Design Council).
- Pridmore's Morphology of Design, Product Design Method.
- Systems Approach to Design for Systems Design and Service Design.

Design Innovation Process

Learning Objectives:

- To learn design innovation framework in detail.
- To appreciate the nonlinearity and iterative nature of design innovation framework with examples.
- To learn tools and methods in the entire design innovation process.

Lesson Coverage:

- Various stages of the Design Innovation Process.
- Nonlinear and Iterative nature of Design Innovation Process.
- Objectives and activities in various stages of the Design Innovation Process.
- Innovation sourcebook, Innovation framework, Innovation landscape.
- Trends matrix, convergence map, positioning map, Offering-activity-cultural map.
- Contextual research plan, Contextual inquiry, questionnaire design, scaling.
- Analogous models, Competitor-complementor analysis.
- Behavioral mapping, Card sorting, Cognitive mapping, Critical Incident Technique, Crowdsourcing.
- Concept generation, Metaphor and analogy, Moodboard, Nature inspired design, Facial Mapping, etc.
- Thinking
- Concept screening, Concept scoring, Synthesis of concepts, Prototype development, Prototype testing and improvement, Frame solutions and improvement.

DAY 02 (8th January 2026)

Service system design methods & Principles:

- Technology acceptance and adoption issues in digital governance.
- Service system design strategy for successful diffusion of digital governance.
- Citizen Centre service design to strengthen governance strategies and tools
- Real-world case studies, and hands-on activities.
- Understand how design-led approaches can improve public service delivery and citizen experience.

Case Studies

- Explore international examples such as MindLab (Denmark)—an early public innovation lab using user-centred methods and prototyping;
- Gov.uk (UK)—a national “digital by default” model with unified platforms, service standards, and iterative delivery.
- NYC Service Design Studio—a municipal team that supports agencies with co-design, training, and practical service improvements.
- Design Studio; Indian cases such as Passport Seva Kendra, Ujjwala Yojana, and eCourts.
- Regional Assam-focused examples like Design audit of Basundhara 1 &2, service system design of Real Estate Regulatory Authority (RERA) followed by an open Q&A.

Toolkit Introduction & Application

- Participants will be introduced to the design toolkit and engage in a group activity applying it to Guwahati city issues such as traffic, waste, waterlogging, and public transport.

Presentations & Discussions

- Groups present their toolkit-based solutions, followed by a discussion on governance-level vs. city-level design thinking and how approaches shift across scales.

Reflection & Closing

- Officers share their reflections and commitments, followed by concluding remarks.