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1st National Conference on
Design Thinking: Trans-Disciplinary Challenges & Opportunities

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PROCEEDINGS

Organized by Dr. B.R. Ambedkar Chair, Andhra University
In Collaboration with Andhra University Trans-Disciplinary Research Hub

2023 1st National Conference on Design Thinking: Trans-Disciplinary Challenges & Opportunities

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PREFACE

Dear Distinguished Delegates and Guests,

Welcome to "Design Thinking and Trans-disciplinary Opportunities and Challenges in Science & Pharmacy," a captivating anthology that explores the transformative potential of design thinking within the realms of science and pharmacy. As the editor of this book, I am thrilled to present this collection of insightful chapters that details the intersections of design thinking, scientific inquiry, and pharmaceutical advancements.

Design thinking, with its human-centered approach and emphasis on innovation, has emerged as a catalyst for transformative change across diverse domains. In the context of science and pharmacy, it offers a fresh lens through which we can reimagine research, discovery, and the development of healthcare solutions. This book serves as a platform to explore the harmonious integration of design thinking principles and practices within these fields.

Within these pages, you will embark on a multidimensional exploration, uncovering the dynamic relationship between design thinking and scientific inquiry in the pursuit of groundbreaking discoveries and improved patient care. Esteemed contributors, including academicians, scientists, pharmacists, researchers, and scholars, have meticulously crafted chapters that highlight the opportunities, challenges, and emerging trends in this trans-disciplinary landscape.

As the editor, I am deeply grateful for the dedication and expertise demonstrated by the contributors who have embraced this collaborative endeavor. Their diverse perspectives, extensive research, and practical experiences enrich the breadth and depth of this publication, making it a valuable resource for professionals, researchers, and students alike.

I would also like to express my heartfelt appreciation to the anonymous peer reviewers, whose rigorous evaluations and constructive feedback have played a pivotal role in ensuring the scholarly integrity and relevance of the chapters. Their expertise has helped shape this book into a comprehensive exploration of science & pharmacy.

Lastly, I extend my sincere gratitude to the readers who embark on this intellectual journey with us. It is through your engagement, curiosity, and openness to new ideas that the true impact of this book will be realized. I encourage you to immerse yourself in the diverse perspectives presented within these pages, to consider the opportunities and challenges they reveal, and to envision a future where design thinking and science unite for a better society.

Prof. James Stephen Meka
Dr. B.R. Ambedkar Chair Professor
Andhra University

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