



PROGRAMME STRUCTURE

Proposed Session timings	Session Details
DAY 1 : 08 December 2021	
1000 – 1100 Hrs IST (1330 – 1430 Hrs JST)	Inaugural Session with Partner Country - Japan
1105 – 1230 Hrs IST (1435 – 1600 Hrs JST)	Bi-lateral session with Japan on Circular Business Models & Role of Governance as catalyst
1230 – 1330 Hrs IST	Lunch Break
1330 – 1500 Hrs IST (1600 – 1730 Hrs SGT)	Bi-lateral session with DesignSingapore Council on Circular Design initiatives for reducing Packaging waste
1515 – 1645 Hrs IST (1045 – 1215 Hrs CET)	Bi-lateral session with German Design Council on Making Industrial processes more circular
DAY 2 : 09 December 2021	
1000 – 1100 Hrs IST	Chat with Prof. Don Norman and Mr. Srinivasa
1105 – 1230 Hrs IST (1335 – 1500 Hrs Taiwan Time)	Bi-lateral session with Taiwan Design Research Institute on Barriers to a Circular Economy Model and Way forward
1230 – 1330 Hrs IST	Lunch Break
1330 – 1430 Hrs IST	Focused session on Design Education
1430 – 1600 Hrs IST	Workshops 1: FORM REFORM TRANSFORM to a CIRCULAR ECONOMY by ARCH Workshop 2: Improving students' learning outcome through Design Thinking
1615 – 1700 Hrs IST	Award ceremony – 11th CII Design Excellence Awards
DAY 3 : 10 December 2021	
1000 – 1230 Hrs IST	Case-study presentations by 11 th CII Design Excellence Awards Winners
1230 – 1330 Hrs IST	Lunch Break
1330 – 1430 Hrs IST	Award Ceremony – CII Young Designers Awards 2021
1430 – 1530 Hrs IST	Award Ceremony – CII DQ Labs Design Hackathon
1545 – 1645 Hrs IST	CII iDesign program on “Innovation by Design” - Felicitation Ceremony
1700 – 1800 Hrs IST	Valedictory Session & Fire-side Chat with Industry leaders



Detailed Program

Inaugural Session

08 December 2021; 1000 – 1100 Hrs IST (1330 – 1430 Hrs JST)

Session Theme: Design for Circular Economy

Circular design essentially encompasses the improvements in material selection and product design. A good circular design enables a product to have multiple life cycles, with minimal loss of value, quality and energy. In addition to this, a good circular design uses materials and components that can be reclaimed for reuse. A circular economy is based on the principles of designing processes and products without waste and pollution, keeping products and materials in use, and regenerating natural systems. Adopting design thinking to deliver utility for consumers and companies based on products, services, and experiences that are more suitable for the purpose and come with a smaller end-to-end resource footprint. The inaugural session of the summit will focus on overarching role of Governance in implementing Circular Economy principles to reap the benefits for all the state of the society.

1000 – 1005 Hrs IST (1330 – 1335 Hrs JST)	Welcome Address	Mr. S Raghupathy Principal Adviser Confederation of Indian Industry
1005 – 1015 Hrs IST (1335 – 1340 Hrs JST)	Theme Address	Mr. Udayant Malhoutra Chairman, CII National Committee on Design (2021- 22) and CEO & Managing Director Dynamatic Technologies Ltd
1015 – 1020 Hrs IST (1345 – 1350 Hrs JST)	Address	Mr. Srini Srinivasan President, World Design Organisation
1020 – 1028 Hrs IST (1350 – 1358 Hrs JST)	Address	Mr. Hiroyuki Fukano President & CEO Japan Institute of Design Promotion
1028 – 1030 Hrs IST (1358 – 1400 Hrs JST)	MOU Signing between Japan Institute of Design Promotion & Confederation of Indian Industry	
1030 – 1045 Hrs IST (1400 – 1415 Hrs JST)	Special Address	Mr. Noriyoshi Fukuoka Director - Southwest Asia Office, Trade Policy Bureau Ministry of Economy, Trade and Industry
1045 – 1100 Hrs IST (1415 – 1430 Hrs JST)	Address by Chief Guest	Mr. Rajesh Kumar Singh Joint Secretary, Department for Promotion of Industry and Internal Trade Government of India
1100 – 1102 Hrs IST (1430 – 1432 Hrs JST)	Closing Remarks	



Session 1

Bilateral Session with Japan Institute of Design Promotion **08 December 2021; 1105 – 1230 Hrs IST (1435 – 1600 Hrs JST)**

Session Theme: Circular Business Models & Role of Governance as catalyst

Ministry of the Environment, Japan (MOEJ) and Keidanren (Japan Business Federation) announced the launch of the Partnership on Circular Economy early this year at the World Economic Forum. This partnership will bring Japanese leaders in business and government together to accelerate the circular economy. It is pertinent for Indian industry leaders and policy makers to focus on Circular economy. The session will emphasize on sharing strategies and steps taken by Japan to promote circular business models, key learnings from Indian context and share successful case-studies. The session will invite key government officials, business leader and start-up working in this area to share experiences.

1105 – 1110 Hrs IST (1435 – 1440 Hrs JST)	Session Chairman	Ms. Revathi Kant Chief Design Officer Titan Company
1110 – 1125 Hrs IST (1440 – 1455 Hrs JST)	Keynote Address	Prof. Fumikazu Masuda Authority - Sustainable design Japan
1125 – 1140 Hrs IST (1455 – 1510 Hrs JST)	Keynote Address	Dr. Vandana Kumar Joint Secretary, Ministry of New and Renewable Energy Government of India
1140 – 1155 Hrs IST (1510 – 1525 Hrs JST)	Keynote Address	Mr. Shunsuke Ishikawa Partner Design Innovation, KESIKI Inc. Designated Associate Professor and Program Director, Tama Art University Creative Leadership Program
1155 – 1210 Hrs IST (1525 – 1540 Hrs JST)	Keynote Address	Mr. Sachin Joshi Head DPIIT UNIDO Facility for International Cooperation on Inclusive and Sustainable Industrial Development
1210 – 1230 Hrs IST (1540 – 1600 Hrs JST)	Panel discussion with the above speakers	
1230 – 1330 Hrs IST	Lunch Break	



Session 2

Bilateral Session with DesignSingapore Council

08 December 2021; 1330 – 1500 Hrs IST (1600 – 1730 Hrs SGT)

Session Theme: Circular Design initiatives for reducing Packaging waste

Packaging industry in India is growing multifold with the increase in demand for consumable products. This industry is moving towards sustainable packaging solutions which is becoming a higher priority for both brands and consumers. Singapore is taking significant steps towards reducing packaging waste and encouraging individuals to use products with less or green packaging. The session will invite thought leaders from both the countries to discuss on initiatives taken up for making the packaging industry more circular.

1330 – 1335 Hrs IST (1600 – 1605 Hrs SGT)	Session Chairman	Mr. Ashwani Kumar Chief Design & Packaging ITC Ltd
1335 – 1355 Hrs IST (1605 – 1625 Hrs SGT)	Keynote address on Design for Sustainability	Mr. Mark Wee Executive Director DesignSingapore Council
1355 – 1410 Hrs IST (1625 – 1640 Hrs SGT)	Keynote Address	Ms. Pooja Tandon Chief Design officer Pidilite Industries Ltd
1410 – 1425 Hrs IST (1640 – 1655 Hrs SGT)	Keynote Address	Mr. Chakravarthi AVPS Global Ambassador World Packaging Organisation
1425 – 1440 Hrs IST (1655 – 1710 Hrs SGT)	Keynote Address	Prof. Peer M. Sathikh Associate Professor, Associate Chair (Academic), School of Art, Design and Media Nanyang Technological University (NTU)
1440 – 1455 Hrs IST (1710 – 1725 Hrs SGT)	Keynote Address	Mr. Yariv Sade Director, Applications Engineering Stratasys
1455 – 1500 Hrs IST (1725 – 1730 Hrs SGT)	Q&A	



Session 3

Bilateral Session with German Design Council

08 December 2021; 1515 – 1645 Hrs IST (1045 – 1215 Hrs CET)

Session Theme: Making Industrial processes more circular

The Circular Economy Initiative Deutschland brings together economic, scientific and societal stakeholders. Its aim is to develop a joint target vision and a concrete plan how the transformation towards a Circular Economy in Germany could be fostered. Together with stakeholders from the world of design, industry, science and society this working group highlights incentives and benefits for the circularisation of the economy. The session will invite thought leaders from both the countries India and Germany to discuss on initiatives taken up for making industrial processes more circular.

1515 – 1520 Hrs IST (1045 – 1050 Hrs CET)	Session Chairman	Mr. Hrridaysh Deshpande Vice Chancellor Ajeenkya DY Patil University
1520 – 1540 Hrs IST (1050 - 1110 Hrs CET)	Keynote Address	Mr. Lutz Dietzold CEO German Design Council
1540 – 1600 Hrs IST (1110 – 1130 Hrs CET)	Keynote Address 2	Ms. Ursula Tischner Circular Economy Initiative Germany (CEID)
1600 – 1602 Hrs IST (1130 – 1132 Hrs CET)	MOU Signing between German Design Council & Confederation of Indian Industry	
1602 – 1645 Hrs IST (1132 – 1215 Hrs CET)	Panel Discussion – Dr. Christian Haessler VP and Head Global Circular Economy Program Covestro	Mr. Yogesh Bedi Chief - Steel Recycling Business Tata Steel
	Ms. Madita Morgenstern-Antao Co-Founder, Designers Without Borders & Founder and Creative Director of IDEASEIN	Prof. Michael Krohn Board Member Cumulus



DAY 2

Session 4 Chat with Prof. Don Norman and Mr. Srini Srinivasan <u>09 December 2021; 1000 – 1100 Hrs IST</u>		
1000 – 1005 Hrs IST	Session Chairman	Prof. Pradyumna Vyas Senior Advisor Confederation of Indian Industry
1005 – 1100 Hrs IST	Chat with	Prof. Don Norman American researcher, professor, and author Founding Director emeritus, Design Lab, University of California, San Diego & Mr. Srini Srinivasan President World Design Organisation



Session 5

Bilateral Session with Taiwan Design Research Institute

09 December 2021; 1105 – 1220 Hrs IST (1335 – 1520 Hrs Taiwan Time)

Session Theme: Barriers to a Circular Economy Model and Way forward

Implementing a circular economic model would have several benefits for the environment, economy and businesses. Nevertheless, there are some reasons that explain why this model has been growing slowly. The key barriers are economic, structural, operational, attitudinal and technological barriers in the overall process. Then comes the bigger challenge of being competitive and delivering high quality products. The session will highlight the ways and methodologies to overcome the barriers.

1105 – 1110 Hrs IST (1335 – 1340 Hrs Taiwan Time)	Session Chairman	Ms. Sreepriya Sridharan Podcaster and Circular Economy Advocate
1110 – 1115 Hrs IST (1340 – 1345 Hrs Taiwan Time)	MOU Signing between Taiwan Design Research Institute & Confederation of Indian Industry	Mr. Oliver Lin Vice President, TDRI & Dr. Ashish Mohan Head – Technology, Design, Innovation and IP, CII
1115 – 1130 Hrs IST (1345 – 1400 Hrs Taiwan Time)	Keynote Address	Mr. Steven Ko Founder and CEO O'right Inc.
1130 – 1145 Hrs IST (1400 – 1415 Hrs Taiwan Time)	Keynote Address	Mr. Peter Skelton Strategic Partnerships Manager WRAP, UK
1145 – 1200 Hrs IST (1415 – 1430 Hrs Taiwan Time)	Keynote Address	Mr. T A Wu Vice President Spring Pool Glass
1200 – 1215 Hrs IST (1430 – 1500 Hrs Taiwan Time)	Keynote Address	Mr. Low, Cheaw Hwei Head of Design - Philips Asia & Head of Government and Public Affairs - Philips Singapore
1200 – 1215 Hrs IST (1500 – 1515 Hrs Taiwan Time)	Keynote Address	Mr. Shashank Nimkar Founder & CEO Earth Tatva
1215 – 1220 Hrs IST (1515 – 1520 Hrs Taiwan Time)	Q&A	
1215 – 1220 Hrs IST	Lunch Break	



Session 6
Session on Design Education
09 December 2021; 1330 – 1430 Hrs IST

Session Theme: Role of Design Education in circularity

The circular economy (CE) concept is seen by practitioners and scholars as a novel pathway to sustainable development. A few scholars have started outlining educational approaches and tools that lecturers can use to accelerate the transition towards a circular economy. Indian institutions are also emphasizing on sustainability concepts. Therefore, this session will highlight key role of Education institutes on Circular Economy initiatives and its impact.

1330 – 1335 Hrs IST	Session Moderator	Dr. Manisha Phadke Director, School of Design NMIMS
1335 – 1350 Hrs IST	Keynote Address	Dr. Neetu Bhagat Deputy Director All India Council for Technical Education
1350 – 1430 Hrs IST	Panel Discussion – Prof. Dhiraj Kumar Director National Institute of Design – Madhya Pradesh	Mr. Deepankar Bhattacharyya Head - India & ASEAN Education Experiences at Autodesk
	Prof. Vanja Garaj Head of Design Brunel University London	Prof. Archana Surana Founder & Director Arch College of Design and Business



Session 7 (A)
Design Workshop by Arch College of Design & Business
09 December 2021; 1430 – 1600 Hrs IST

Topic - FORM REFORM TRANSFORM to a CIRCULAR ECONOMY

Workshop Brief –

With global sustainability alarms going off, we are realizing day by day that we have created products without much thought to the ecological harm it would cause after its use cycle, the levels of which would vary, depending on several factors including the type of product, materials and processes involved in its manufacture.

This situation has brought in concepts of reuse, recycling, upcycling et al, of defunct products. In the current scenario, though, this is not enough. However, if the products are designed keeping in mind these factors, starting from the beginning of its design process, there can be a significant improvement all around.

The **FORM REFORM TRANSFORM** workshop will focus around how the design and manufacture strategy could possibly be reformed or transformed in order to make them more sustainable for a circular economy. A task would be given to the participants which would involve reviewing an existing product and exploring how its design could be transformed into a new avatar that fulfils the criteria of circular economy and sustainability, leaving its core function intact.

The participants will be divided into groups and expected to express their ideas by way of presenting sketches and illustrations and the concepts that support their designs.

1430 – 1600 Hrs IST	Workshop by	Prof. Bhargav Mistry Dean - Design Culture ARCH College of Design & Business
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Session 7 (B)
Design Workshop by DQ Labs
09 December 2021; 1430 – 1600 Hrs IST

Topic: Improving students' learning outcome through Design Thinking.

Workshop Brief –

A curious mind knows no limits. In this workshop led by IIT Delhi designers, Get familiar with a Design Thinking Framework that gives a structure for being curious through 'Observation' leading to improved learning outcomes.

1430 – 1600 Hrs IST	Workshop by	Mr. Umesh Kumar Founder Director DQ Labs
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Award Ceremony – CII Design Excellence Awards 2021

09 December 2021; 1615 – 1700 Hrs IST

1615 – 1620 Hrs IST	Opening Remarks	Mr. Udayant Malhoutra Chairman, CII National Committee on Design and CEO & Managing Director Dynamatic Technologies Ltd
1620 – 1625 Hrs IST	Remarks by Jury Co-Chairman	Mr. Srini Srinivasan President, WDO, Grand Jury Co-Chairman, CII Design Excellence Awards
1625 – 1630 Hrs IST	Remarks by Jury Member	Mr. Michele Straniero Head - Design Thinking Practice Excellence Group
1630 – 1640 Hrs IST	Special Remarks by Jury Chairman	Mr. Bhaskar Bhat Grand Jury Chairman, Former Managing Director of Titan Company Limited Director, Tata Sons, Titan and Trent & Chairman of the Board of Rallis India & Tata SIA (Vistara)
1640 – 1655 Hrs IST	Award Ceremony	Announcement of - Main Category Winners Sub-category Winners
1655 – 1700 Hrs IST	Concluding Remarks	



Day 3

Case-study presentations by CII Design Excellence Awards 2021 10 December 2021; 1000 – 1230 Hrs IST

1000 – 1005 Hrs IST	Opening Remarks	Dr. Ashish Mohan Head – Technology, Innovation, Design and IP Confederation of Indian Industry
1005 – 1230 Hrs IST	Presentations of by CII Design Excellence Awards Winner	
1230 – 1330 Hrs IST	Lunch Break	



Award Ceremony CII Young Designers Awards 2021

10 December 2021; 1330 – 1430 Hrs IST

1330 – 1335 Hrs IST	Opening Address	Dr. Ashish Mohan Head- Confederation of Indian Industry
1335 – 1340 Hrs IST	Address	Ms. Revathi Kant Chief Design Officer Titan
1340 – 1345 Hrs IST	Address	Ms. Pooja Tandon Chief Design Officer Pidilite
1345 – 1350 Hrs IST	Address	Ms. Shaon Sengupta Studio Director, Head of Design Philips India
1350 – 1355 Hrs IST	Address	Ms. Pooja Jain Managing Director Luxor Writing Instruments Pvt. Ltd.
1355 – 1400 Hrs IST	Address	Mr. Saurabh Singh Head – Strategy & Product Planning Ampere Motors
1400 – 1405 Hrs IST	Address	Mr. Praveen Rawal Managing Director Steelcase India
1405 – 1425 Hrs IST	CII Young Designers Award - Winners Announcement in 6 Categories & Top 25 entries	
1425 – 1430 Hrs IST	Concluding remarks	



Award Ceremony CII DQ Labs Design Hackathon 2021

10 December 2021; 1430 – 1530 Hrs IST

1430 – 1435 Hrs IST	Opening Address	Prof. Pradyumna Vyas Senior Advisor Confederation of Indian Industry
1435 – 1440 Hrs IST	Address	Mr. Umesh Kumar Founder Director DQ Labs Private Limited
1440 – 1455 Hrs IST	Address	Dr. Manisha Phadke Director, School of Design NMIMS
1455 – 1505 Hrs IST	Address	Dr. Vanita Ahuja Director National Institute of Design – Haryana
1505 – 1525 Hrs IST	CII DQ Labs Design Hackathon - Winners Announcement	
1525 – 1530 Hrs IST	Concluding remarks	



CII iDesign Program on “Innovation by Design” – Felicitation Ceremony

10 December 2021; 1545 – 1645 Hrs IST

1545 – 1547 Hrs IST	Welcome Address	Mr. S Raghupathy Principal Adviser Confederation of Indian Industry
1547 – 1550 Hrs IST	Address	Mr. Hrridaysh Deshpande Vice-Chancellor Ajeenkya D Y Patil University
1550 – 1555 Hrs IST	Address	Prof. Pradyumna Vyas Senior Advisor Confederation of Indian Industry
1555 – 1600 Hrs IST	Address	Prof. Simon Bolton Director Business-plus Ltd.
1600 – 1605 Hrs IST	Address	Dr. Vanja Garaj Head of Design Brunel University London
1605 – 1615 Hrs IST	Felicitations to the CII iDesign Program participations	
1615 – 1640 Hrs IST	Feedback from participants on key learnings, Design projects developed during the course of the program and suggestions on future programs	
1640 – 1645 Hrs IST	Concluding remarks	



Valedictory Session & Fire-side Chat with Industry leaders

10 December, 2021; 1700 – 1800 Hrs

1700 – 1705 Hrs	Welcome remarks	Mr. S Raghupathy Deputy Director General Confederation of Indian Industry
1705 - 1755 Hrs	Fire-side Chat	Mr. Arvind Mishra Executive Director & Global COO Dynamatic Tech Managing Director, Dynamatic UK Managing Director Dynamatic US LLC <i>In Conversation with</i> Mr. Karel Vredenburg Director, Global Design Leadership, Culture, External Engagement, and Academic Programs at IBM & Mr. C K Venkataraman Managing Director Titan
1755 – 1800 Hrs	Concluding Remarks	