



Confederation of Indian Industry



राष्ट्रीय डिजाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

endorsed by



DESIGN thinking
DESIGN doing

12th CII NID DESIGN SUMMIT
13 DEC. 2012 | Hotel Le Meridien, New Delhi
14



PROGRAM - DESIGN SUMMIT 2012

as of 13th DEC 2012

DAY - 1
13th DEC.

CEO Session

1030 – 1130 Hrs



In the last decade, design has earned respect of business leaders around the globe. Design has evolved by new ideas, philosophies and agendas. The session is planned to learn from the CEO's What does design mean to them today? What actions, ideas and competencies are required to deliver Design excellence? The session envisages to learn from the CEO's about Design Leadership—as Design is used to solve big problems and Design Execution—the ultimate payoff of Design Excellence.



Panelists

Rajshree Pathy
Sushma Berlia
Chandan Chowdhury
R. Mukundan
Naushad Forbes
Pradyumna Vyas
Pawan Goenka*
Pawan Kant Munjal*
Kishore Biyani*

1130 – 1200 Hrs



Tea / Coffee Break



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Inaugural Session

1200 Hrs



Welcome Address
Moderated by

Mr. Chandrajit Banerjee
Director General
Confederation of Indian Industry

1205 Hrs

Theme Address

Ms. Rajshree Pathy
Chairperson, CII National
Committee on Design 2012-13 &
Founder & Director, CoCCA & IDF

1210 Hrs

Special Address

Prof. Pradyumna Vyas
Director, National Institute
of Design & Member Secretary,
India Design

1220 Hrs

Special Address

Mr. Adi Godrej
President, CII and
Chairman, Godrej Group

1230 Hrs



Presentation of CII Design Excellence Awards 2012
by the Chief Guest

1240 Hrs

Inaugural Address

Mr. Anand Sharma*
Minister for Commerce, Industry
and Textiles

1255 – 1300 Hrs

Concluding Remarks

1300 – 1400 Hrs



Lunch

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1400 – 1430 Hrs



The Value of Design

Paul Priestman**Co-founding Director****Priestmangoode**

Design is not just about aesthetics, it's about making things better and more efficient. Paul Priestman is a designer and co-founder of one of the world's leading design consultancies, Priestmangoode. Over the last 25 years, his work has focused on how to use design to not only create better products, but to help companies operate more efficiently. Good design maximizes the use of resources, simplifies manufacturing processes and can significantly help businesses operate more efficiently. Using a number of case studies, including Priestmangoode's design for the cheapest to build hotel room in Europe, Priestman will discuss the crucial role of design as a tool to gain competitive advantage in the global economy.

1430 – 1445 Hrs



Question & Answer Session

1445 – 1515 Hrs



How does the digital social sphere affect product design?

Lee Bazalgette**Founder, Colombo Design Studio**

Thus far the digital social-sphere has largely been the domain of computers, mobile handsets and lately tablets. Of those, mobile handsets in particular have created the biggest change, enabling instant location and photo sharing, and interaction on an unprecedented level. One of the upshots of this is that the consumer is being asked to spend more and more of their time giving up their information and opinion, spending their time interacting with applications instead of with the people around them. But if we take a look beyond the handset, what opportunities are there to interact with the digital social-sphere with products that harness the platforms to present the information in new, interesting and useful ways? In this talk I'll look at examples of products that are already doing this, offer some examples of other new and exciting opportunities and hopefully inspire some ideas from the audience.

1515 – 1530 Hrs



Question & Answer Session

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1530 – 1545 Hrs



The Anatomy of an Idea

Jashish Kambli

Executive Partner, Future Factory

A recent study that spoke to CEO's across India, stated that innovation figured in the top agenda of most organizations, seen to be a strategic driver to business success. Yet, much has been said about the high failure rate on innovation, about the difficulty in managing design risk and on the challenges of taking a great idea forward to create business success.

Being part of their innovation team, Jashish has closely observed innovation practices across global brands over the last 15 years. Based on his experiences and on established theories and publications by leading practitioners, this study puts together a guide for best practices to help achieve successful innovation within organizations. Using a framework, it explains the drivers to successful integration of innovation as a practice, and on the factors that lead its path to success.

1545 – 1600 Hrs



Small & Big Innovation

Paul Hendrikx

Co-founder - Studio Mango

A lot of companies think that innovation is not their “cup of tea” most of them are afraid of the uncertain road, which might be ahead. It is far more secure to take roads often traveled and follow the flock then to take a turn and go on the dirt road less traveled, but who knows what unknown wonders might be ahead? So by going in a different direction, by thinking different and approaching problem solving & product development in a completely new and innovative way it provides the possibility to put the market upside down, set yourself apart and develop that brand image and profitable company which stands out from the others. New industry leaders are born every once in a while and they all have this simple fact in common, and no matter who you are, where you're from or what you do, everyone has the capacity and the ability to become one of these leaders.

With a few case studies Studio Mango will show that you can find innovation in small and big things, these case studies will show how you move from Design Thinking towards Design Doing step by step. And to stipulate this at the end of our talk one of our Indian clients from Moradabad will tell how Studio Mango is helping them to innovate and renew their business.

PROGRAM - DESIGN SUMMIT 2012

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DAY - 1
13th DEC.1600 – 1630 Hrs  Tea / Coffee Break1630 – 1645  **Nick Talbot**
Global Design Head
Tata Elxsi1645 – 1715 Hrs  **Doing Design in India: Yesterday, Today and Tomorrow**
Anil Saini
Director, General Motors Design Studio, India

Doing design in India has been a great journey in last couple of decades for many of us; and is going to be still more rewarding for those who are entering into it. This talk will dwell upon the major sub-themes proposed in the summit; which are very aptly woven together under the umbrella of “doing or executing Design”.

It makes tremendous sense to talk about them in the era where Design is maturing in India.

The talk will touch upon the position of Design in an organization, appropriate placement of Design leadership in organizational structures. It will also focus on creating and managing the right structures within the Design departments to bring out the operational excellence; both, to generate creative design solutions and also to bring them out at the right time in the market.

The talk will also touch upon the need of realizing that there are various different types of “doers of design” involved in the design execution or implementation process; upon the need of making them available by academia and the pains of grooming them in industry. Also, the talk will involve discussion on the tools and practices that ‘doers of design’ need to have in place in order to be effective.

1715 – 1730 Hrs  Question & Answer Session

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1730 – 1800 Hrs



Design by Doing **Abhijit Thosar** **Director – Interactive Consulting** **Cognizant Technology Solutions**

Companies like Apple have demonstrated that with DESIGN you can rule not just the mind of consumers but also the global markets. DESIGN is THE Differentiator! Q. E. D.

However it is no longer enough to have a DESIGN department in your company. For DESIGN to make any real business impact it needs to be tightly integrated with People, Process and Product within the organization. It is important to have DESIGN on top of your boardroom agenda and an integral part of your business strategy.

Organizations need to embrace DESIGN to anticipate, adopt and accelerate in the new and fast changing world.

Having done this several times, Abhijit speaks about some of the learning and best practices in establishing DESIGN function at organizations of varying scales and nature.

He talks about how DESIGN needs to go through full lifecycle of institutionalization – from creating a business case, to getting a management buy in, to ensuring an early success, to building a scale and to measuring an ROI.

Abhijit hopes that one day DESIGN will occupy the “corner office” in all successful companies and will be the key driving force in making them future ready.

1800 – 1815 Hrs



Question & Answer



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Evening Session

1815 – 1900 Hrs



Evening Session – Design Clinic Scheme for MSME's (DCS-MSME)

Case study presentations of Design Interventions supported through the Design Clinic Scheme

Session Chair – Development Commissioner*, MSME

Session Co Chair - Pradyumna Vyas, Director,
National Institute of Design

Session Moderator – Shashank Mehta

Presenters

Anuj Prasad

Founder

Desmania Design Pvt Ltd.

Sudhir Kumar

Director

SKM Design,

Day 1 Ends

Gala Networking Dinner 19.30 onwards at the same venue



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14th DEC.

1000 – 1030 Hrs



**Design Planning Before Design Process:
Mapping Process to Problem by
Zachary Jean Paradis
Director of Experience Strategy
Sapient Nitro**

Product development and project management have evolved. A world once built entirely around waterfall processes, classical engineering and Six Sigma, shifted to more agile ones with labels like “Scrum” or “XP”. In Japan and elsewhere, manufacturing became “Lean” and, more recently, with the proselytization of Steve Blank’s thinking on customer development and the introduction of Eric Ries’ excellent book, everyone’s talking about how start-ups need to be “Lean”.

The approach one advocates typically depends on a number of factors: education, experience, the type of organization we work for, and the current blog being read. The reality is that what is most often advocated is either the most familiar or new. Each approach reaches a “New Black” status with a breathless set of fan(atic)s.

Whether “New Black” fanatic or traditionalist, practitioners tend to propose a single approach—the notional hammer—regardless of the problem.

In fact, it is actually much more important to talk about approaches relative to problems. Just as it would be madness to use a hammer for every physical building project, it would be equally so to use the same approach with every design or UX project. This talk will leverage and refine thinking from the speaker’s book, Naked Innovation, seeking to introduce a world where “Design Planning” precedes “Design Process” resulting in a portfolio of multiple approaches aligned to multiple problems.

1030 – 1045 Hrs



Question & Answer Session

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1045 – 1115 Hrs



“Design Doing: Taking it to Market”

Vivek Sirohi

Vice – President R & D for South Asia

Global VP for Water Category, Unilever

The talk will capture couple of case studies where Design thinking has found its way into “real products” which are commercial success. The key focus will be on opportunities and challenges large companies encounter in the area of taking a good thought and translating it into a commercially viable product. The talk will also address the soft (organizational) and hard (tools) required for this to happen. This will hopefully inspire the audience to take lessons from these case studies to address challenges, which they may have in their areas of work.

1115 – 1130 Hrs



Question & Answer Session

1130 – 1200 Hrs



Tea / Coffee Break

1200 – 1215 Hrs



Design & its Relevance in Real Life Scenario

Ajay Verma

Vice President, Value Solutions

Dassault Systèmes

1215 – 1245 Hrs



Four Paradigms for the Future

by Francesco Morace

Founder, Future Concept Lab

Francesco in his talk will cover the 4 major areas shaping society today and the future global consumer market of tomorrow.

The four major areas are:

- *Unique & Universal*: a method for placing value on the local traditional elements found in a culture and transforming them into universal points of reference
- *Trust & Sharing*: generating a relationship with the consumer that is based on loyalty and sharing
- *Quick & Deep*: linked to a notion of timeliness and to an idea of deep, of our capability to be happy and have profound responses
- *Crucial & Sustainable*: increasing the value of plans and philosophies that are associated with new concepts regarding sustainability

1245 – 1300 Hrs



Question & Answer Session

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1300 – 1400 Hrs  Lunch Break

1400 – 1415 Hrs  **Design by doing**
Jan Gogelein

Product innovations derived from 'technology push' often turn out to be unsuccessful soon after market launch. New products designed purely for 'aesthetic impact' draw a lot of attention but connect only to a small group of consumers.

How can product design make innovation successful for a large multi-cultural crowd?

An iterative development process forms the basis for the development of products that can truly increase market potential. A process one could call 'design by doing'. In his talk Jan Gogelein will show how experiments with the interaction between consumers and representations of products (prototypes, models, visualisations, user-interface simulations, etc.) increase the success rate of innovation.

1415 – 1430 Hrs  **Paper Presentation # 1**

1430 – 1445 Hrs  **Design Thing: Next Green Revolution –**
Global Perspective & Indian Applicability
Aditya Berlia
Pro Chancellor & Co Founder, Apeejay Stya University

1445 – 1500 Hrs  **Paper Presentation # 2**

1500 – 1515 Hrs  **Case Study Presentation # 1**

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1515 – 1530 Hrs



Case Study Presentation - "Half Dose" International Red Dot Design Award Winner 2012 by Venkat Rao

Splitting a tablet for a half dose can be difficult, unhygienic, and inaccurate. Half Dose provides a safe and convenient method. A large number of pills are sold as breakable tablets. Pill splitting is an effective way to reduce pharmaceutical costs and wastage of packing material. However, splitting a tablet can be difficult and inaccurate – particularly for groups such as the elderly, the visually impaired, and those with hand injuries. The possibility of contaminating one's medicine is high due to the need to touch it.

Half Dose proposes a unique new tablet shape that allows the user to split it with the pressure of a single finger without removing it from the pack. The user's force is concentrated at the weakest point, splitting the tablet into two equal halves. This design reduces the effort needed to split the tablet. It is inclusive, hygienic, and accurate.

1530 – 1545 Hrs



Paper Presentation - Blueprint for sustainable co-existence: a study of urban-rural dynamics in India by Varsha Gupta National Institute of Fashion Technology

A mix of rural and urban populace defines the real India with a majority living in villages and a growing urban population. This change is expected to bring in the dynamism required for the growth of economy, at the same time such changes could also pose danger to the existing social dynamics; it is a double-edged weapon: a challenge for the Indian designer and an opportunity to explore the changing dynamics. More importantly, it is a challenge for the government, industry and society as a whole to be aware and harness this inter-dependency between the urban and rural India and create systems for co-existence. The study identifies & analyses the supply chain in recycling of post-consumer textile in an identified region and emphasize rural-urban dynamics to help manage the recycling of apparel brought about by the growing consumerism. The process helps in generation of non-farm employment in rural clusters in environmentally sustainable manner with zero carbon footprints. The model encourages empowerment of woman through reaffirmation of her role in the complete supply chain with work-life balance for sustaining livelihoods.

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1545 – 1600 Hrs



Case Study Presentation – The Travel of India in Fashion Forecasting for Leather by Md. Sdiq Scientist – CSIR – Central Leather Research Institute

Travel of INDIA in ‘fashion forecasting’ for leather is an initiative to bring to the fore the ability of the Indian Leather Industry to take pro-active measures in fashion forecasting and design development by providing a scientific leather product development focus in the areas of color forecasting, range building, design and retail analysis. The outcome envisaged is to strengthen the Indian leather product design capabilities, which would be reflected in product quality enhancement.

1600 – 1630 Hrs



Tea / Coffee Break

1630 – 1700 Hrs



How Design Helps Thinking

Taina Snellman and Christoffer Langenskiöld
CEO, Tikaushare

Tikau Share is a Finnish NGO that organizes development aid projects in the villages where Tikau products are made. Tikau Share’s sustainable development activities embrace employment programs, health care, education, housing and a variety of projects, which aim to improve the living conditions of villagers in rural India. Tikau Share focuses on design as a tool to provide education, livelihoods and empowerment.

The speakers will share how design helps thinking. They will share how they use innovative design to contribute to the empowerment of under-privileged communities. They will focus on how design can improve human and environmental wellbeing.

1700 – 1715 Hrs



Question & Answer Session



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1715 – 1800 Hrs



Panel Discussion – Institutionalizing Design in Indian Industry

This session is the culminating session of the 12th CII-NID Design Summit. This panel discussion will feature discussion on the practices followed by Indian industry for institutionalizing Design in their respective organization and role of design in achieving innovation. The panel members will draw from their experiences within their companies and share the best practices followed by them.

The session will be a participative discussion involving all attendees of the Design Summit as important stakeholders.

Panelists

Preeti Vyas Gianetti
Vikram Sharma
Anil Mathur
Pradyumna Vyas
Rajshree Pathy