CII

Confederation of Indian Industry

iDesign 3.0

DESIGN | ENGINEERING | BUSINESS

INNOVATION BY DESIGN

CII Design Academy | Development Program

19 August, 2023

Drive the Change

The Innovation by Design program has been created in response to increasing industry demand for appropriately trained Innovation Leaders who can sustain an organization's strategic and economic leadership in the marketplace.

The program's core philosophy is grounded in the notion of **'Design Thinking'** as an essential catalyst in transforming and enabling business and on a larger scale, society.

The focus is on creative thinking; the pursuit of alternative innovative solutions is an underlying trend throughout the entire program. Design takes on the powerful role of a strategic and commercial tool.

Using a conventional left-brain approach to Innovation requires you to analyze the past to predict the future. But today's complex business problems demand a new approach that this traditional thinking can't solve. In contrast, design thinking based Innovation, typical of a right-brain approach, enables a big picture, long-term view and allows you to break new ground.

In this turbulent, get-real economy, the advantage goes to those who out-imagine and out-create their competitors... the real challenge lies in getting better and better at a different thing: devising solutions to wickedly difficult problems.

This highly experiential, hands-on program offers participants with a unique learning experience to explore new ways of generating strategy using creativity and design principles. They will gain new skills to provoke unique insights and generate, evaluate and develop innovative ideas.

The Foremost Methodologies

User Focused, Breakthrough and Open Innovation, Strategic Thinkings as well as Design Innovation

The Entire Process

The Front End, Voice of Customer, New Product and Service Development through to Commercialization

The Culture

New Innovation Processes, Transforming Your Internal Experience, Leveraging Innovation, Organizing for Growth, Virtual Innovation, Innovation Leadership

The Hands On Interactive Lab

Ethnography, Creative Spaces, Innovation, Boot Camps

The Program

- A program based on a unique model of innovation that adapts to strategic and operational business needs with a customer focused outlook

- International faculty from world renowned institutions

- Offered in a format that allows you to learn while being able to maintain work, family and social life

- Sponsoring companies will see a return through more motivated employees and the innovation project chosen by the company

- Learn powerful techniques through in-depth learning, hands-on exploration and discussion with your fellow practitioners

Program Outcomes

Better understand the innovation process	Foster an environment that encourages innovation and design thinking	Develop your ability to commercialize intellectual property	Promote and apply innovation and design in your business and professional areas

It is "a shared investment between organizations willing to develop talented people and individuals willing to boost their career"

Program Benefits

- The program is beneficial for both - Individuals as well as Corporate. Thanks to the combination of project and learning modules you and your company will benefit directly: You will develop new products, services and business models, and create value for your company or your own start-up within the program.

- The program is a combination of theory and strategy contained in a design thinking context.

- An in-program project designed to affect organizational change, an innovation challenge driven by real-world issues that are of vital interest to the corporate.

- Residing at the intersection of business and innovation, we leverage the experience of the faculty and the talent of the student body to develop solutions for the corporate.

- Multi-disciplinary teams study corporate-proposed innovation challenges from many perspectives, including cultural factors, business design, market potential, & technical feasibility.

Cluster Structure

Participants can undergo this course without interrupting your career. The entire program is offered on weekends complemented by online content and support for the time in-between.

Unlike traditional programs where students take courses in a sequential order, this program features a cutting edge cluster structure which mirrors how innovation works across functional areas. In our unique approach the relationships between subject matter is leveraged. Modules are taught through seminars, lectures, team working, and design workshops.

In between the clusters, you would be supported by our unique On-line Learning Management System, which will help you keep in touch with your tutors and fellow team members and participants.

The most important thing is that undergoing this program is not at all stressful. Due care in planning of this program is taken so that the participants enjoy the time they spend with us.

Exceptional Curriculum

A curriculum that is so distinctly unique, result oriented and focused solely on Innovation.

A curriculum that is mapped with competencies identified for innovation.

The program comprises core modules of theoretical and analytical subjects in areas such as innovation, creativity, team working, and leadership.

The program covers areas such as user observation and research, human factors, analysis, ideation, concept creation, co creation, prototyping, business & strategy skills

Program Mentors

Dr. Naushad Forbes

Dr. Naushad Forbes is the Co - Chairman of Forbes Marshall, India›s leading Steam Engineering and Control Instrumentation firm. He is Chairman, Centre for Technology, Innovation and Economic Research (CTIER), Ananta Aspen Centre and Bharatiya Yuva Shakti Trust (BYST). Forbes Marshall's deep process knowledge helps their customers save energy, improve product quality, increase process efficiency, and run a clean and safe factory. Forbes Marshall has consistently ranked amongst several educational institutions and public companies and has chaired CII National Committees on Higher Education, Innovation, Technology and International Business. Naushad was an occasional Lecturer and Consulting Professor at Stanford University from 1987 to 2004 where he developed courses on Technology in Newly Industrializing Countries. He received his Bachelors, Masters and PhD Degrees from Stanford. Naushad is on the Board of several educational institutions and public companies. Naushad has long been an active member of CII and was President of CII for 2016 – 17.

Mr. Udayant Malhoutra

Udayant has successfully initiated, nurtured and scaled to industrial size, various technologies associated with all three sciences; physics, chemistry and biology. Udayant has been associated with Dynamatic Technologies for over three decades, and, drives the leadership team of the Company in transforming it into a knowledge based organisation. In addition to being the CEO & Managing Director of Dynamatic Technologies, he is also the Chairman of Eisenwerk Erla GmbH, Germany, and Dynamatic Limited, UK. He is a member of CII National Council, and Chairs the CII National Committee on Design. He has also served on the Board of Governors, IIT Kanpur, besides being the past Chairman of the National Sector Skills Council for Strategic Manufacturing, and the new National Institute of Design, Amravathi. He has been conferred the degree of Doctor of Engineering & Technology (Honoris Causa) from University of Engineering and Management, Kolkata, in recognition of his outstanding contribution in the field of Technology & Innovation and his dedicated service to the nation.

Prof. Pradyumna Vyas

Prof Pradyumna Vyas was the Director of National Institute of Design (NID), India's premier design institute from 2009 to 2019. He is currently a Senior Advisor of Design Promotion and Innovation at Confederation of Indian Industry (CII), India's premier industry association and a Board of Director of the World Design Organisation (WDO). Prof Vyas acquired a Masters in Industrial Design from IIT Bombay and was awarded an 'Honorary Master of Arts' degree in 2010 from the University for the has had an illustrious career spanning 36 years resulting in several national and international milestones and accolades. His contribution in the formation of India Design Council, 2009, led to him being nominated as its first Member Secretary by the Ministry of Commerce & Industry, Government of India. During his tenure as Director, NID received the status of Institute of National Importance by the Act of Parliament. He assisted the Government of India during the setting up of four new NIDs across the country. Through India Design Council, he launched India Design Mark in association with Japan Institute of Design Promotion (JDP) on the line of G-Mark.

Program Modules

1 Introduction to Design Thinking and Process

The introductory module explores the unique features of design thinking that make it a powerful and methodology to solve complex business challenges and create meaningful innovations.

2 Problem definition: The art of defining problems & choosing the right problems to solve

The module covers Theory & project-based exercises to enable problem framing from customer lens. Participants will be exposed to the variety of methodologies of conducting user research and understanding data and will practice structured brainstorming sessions focused on specific problems and their possible solutions.

3 Solution design: The art of exploring solutions and narrowing down to the best one

Participants will develop different approaches to actively engage the end users in order to develop an innovation process for their product or service. A good development needs a team with different ideas and imagination, and a good collaboration of the members.

4 Influencing to win: The art of workshopping, presenting and gathering alignment in a corporate setting

Participants will learn various kinds of workshops, frameworks for planning & facilitating workshops, various kinds of workshops. They would also learn influencing change in organizations. Role of collaboration and deep work by subject matter experts. Role of people in various levels of management.

Project

Participants will develop a brief project on the application of design principles in their work area (correlated with their line of application) as an offshoot and summary of the course programme. The same can be submitted to their manager in their organization as an outcome of the course.

Special Features

The programme will include case studies and interactive learning sessions with leading design experts.

The programme will cover 5 core modules, 24 sessions (spread over 6 months and covering theory and practical assignments), individual projects and special sessions with industry, speakers, and other experts.

These special sessions with industry speakers and experts is a unique offering that will help participants get real-world insights from experts and design practitioners. The session shall provide multi-industry insights on the latest trends in design in Indian and global business, and the applications thereof.

During the duration of the programme, CII will also organize two exposure visits which will offer the participants a chance to visit two Design Schools housed in renowned academia such as Design School of IIT Delhi and one of the reputed National Institute of Design.

The core objectives of i-Design 3.0 are helping participants:

- Understand the impact of design on business and strategy

- Understand user in context of design led innovation

- Understand the prevailing and upcoming trends and technologies

- Understand the nuances of design process and experience led mindset

- Finding the right balance between profitable, sustainable and inclusive innovation

- Create a detailed perspective of the impact of design frameworks on innovation, as end outcome for their respective businesses

- Evaluate the innovation in terms of awareness, adaption, sustenance

Learning Management System
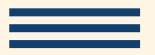
Access our World class "Learning Management System" powered by CII GEKO. GEKO is a one of its kind knowledge and capacity building platform that has been created specifically by the Industry, to keep the Indian workforce at par with the best in the world. It offers unique, industry-specific, learning and training sessions designed by CII Centres of Excellences and also aggregates the best generalist courses from different industry experts.

Geko platform will facilitate

| Access to course material uploaded by faculties and assignments | Access to session recordings | Offline discussions with faculty and other participants enrolled for the module via group chat |

Session will be hosted on Zoom/ Webex platform integrated with Geko.

Learn From The Masters

The faculty comprises of people who are

- From world renowned institutions across geographies bringing in a truly global perspective and practices to the classroom
- From industry for their extensive, current experience, industry knowledge, and ability to share and teach their acumen in an accelerated format

Prof. Mary Reisel

Mary is an applied anthropologist and designer who specializes in research & development in high-tech, studies of user psychology, and development of virtual tools and networks. She is based in Japan and has been working globally for twenty years. Her work includes research of different virtual platforms, development of services and products, behavioral psychology, consumer needs, UX, and cultural analysis for adapting products according to values and norms in each culture.She worked with various global companies in cultural adaptation development of platforms and social networks, design to pet and service robots for human needs, and construction of apps. Mary worked voluntarily with an India NGO in development of an app that supports the ASHA during Covid period in order to help rural areas receive medical support and care. She is the founder and manager of a consultant agency, Ceruleans, that specializes in ethnographic market research and R&D of virtual tools and swarm robotics. She started her career as a cultural anthropologist in Japan. She has been pursuing her academic career along her work. She joined Stanford's Design Thinking course which she teaches online from Japan. She has been teaching at universities at Tokyo. Her academic research supports her professional work and keeps her up to date with innovations and with philosophical questions related to the virtual life and the meaning of being human.

Mr. Surya Vanka

Surya Vanka is a transdisciplinary designer who has worked at the leading edge of physical and digital experiences for over 25 years. He is founder of Authentic Design, president emeritus of the Seattle Design Festival, chair of Industrial Designers Society of America (IDSA) prestigious 50th Anniversary conference, and chair of Interaction Design Association (DOA) Interaction Week 2019.Surya was director of user experience at Microsoft for over a decade leading the central design excellence team, a tenured professor of design at the University of Illinois at Urbana-Champaign and a fellow at the highly respected Center for Advanced Study. Surya has facilitated design leadership programs including UX Leadership Program, PARK Raymond Global Design Leadership Retreat, DMI Design Value Scorecard. He led the annual Microsoft UX Day and Microsoft UX Awards for over a decade, helped shape the influential industry framework, the UK Design Council Double Diamond. Surya won the Microsoft Engineering Best Practice Awards twice, Ohio State University 50th Anniversary Distinguished Design Alumnus Award, Microsoft Achievement Award, the Accessibility Achievement Award, the World Brand Congress Leadership Award, and several other industry recognitions.

Dr. Vanja Garaj

Dr Vanja Garaj is Head of Design at Brunel University London, where he also teaches on the Professional Design Studio module within the MSc Integrated Product Design programme. His teaching promotes goal oriented experimentation, while placing emphasis on design process and practice-based approach in collaboration with industry. He co-ordinated a number of live project briefs, across design fields, with organisations including Cancer Research UK, NHS, Pan Macmillan, Help for Heroes, Friends of the Elderly, Corney & Barrow, Shell, Ibis and BT. Dr Garaj's research is aimed at design, development and and evaluation of innovative systems, products and services, with the focus on digital and digital-physical domains and the application of the latest technology. The current research and innovation projects include Inclusive Immersion, funded by Engineering and Physical Sciences Research Council (EPSRC), StoryFutures, StoryFutures Academy and StoryFutures China, funded by Arts and Humanities Research Council (AHRC), Impacting Business by Design, funded by Research England, and Co-Innovate (Brunel Co-Innovate Journeys and Bridging the Gap), funded by European Regional Development Fund (ERDF) and Greater London Authority (GLA). Dr Garaj holds a BSc in Product Design from University of Zagreb, Croatia and a PhD in Systems Engineering (Human Factors) from Brunel University London, UK.

Mr. Ashish Majumdar

Ashish has over two decades of professional journey with a palette of experiences, from supervising blue-collar shop floor workers to training IT professionals to strategic contribution with C level leaders. The journey exposed different shades of establishing relationships, delivering projects, problem solving, managing teams, maintaining clients, dealing with unknown, working across cultures and time zones, sharing knowledge and experiences and technology transformations. In retrospect, his engagement with production, product design, eLearning, User experience and training, in manufacturing and IT consulting, across multiple domains, through tactical and leadership roles has been instrumental in rounding off his creative, analytical, managerial, consulting and interpersonal skills.

Mr. Vijay Chakravarty

Vijay is a leader in product development—with a strong acumen in human-centered design and business strategy. With over 18 years of hardware, digital, corporate, and technology management consulting experience, he focuses on leading organizations via growth transformation, strategic execution, customer experience improvements, new product development and new business model revenue strategies. His career has led him on a journey through Asia, Europe, Australia, and the United States resulting in a strong global approach. His portfolio includes digital and physical products across mobile, desktop, wearables, and other interfaces. Vijay has also been featured in publications such as Fast Company. With multiple global company and he often speaks at forums such as TEDx, R&D Innovation, Polishopa, IxDA, SDN and IDSA.

Hear From Our Participants

An enriching program from CII, iDesign2.0 focused on design process and innovation methods. The course helped in relating the design process to real life cases with diverse faculty viewpoints giving opportunities for each to go back and explore what works best for their own organisation ~ Nirav Shah - General Manager - Godrej.

Good Exposure to various tools used internationally for ideation part, UX. Thinking patterns while developing the product and customer need finding, etc were really good ~ Mr. Shailesh B Mohod - Deputy General Manager - Blue Star India.

i-Design 2.0' Program is well executed & well articulated course launched by CII. Course structure with its various modules and hands on approach for scenario based practical learning really helped not only just to learn theory for 'Design Thinking' but real time experience of working on a solution. Throughout the course participants gained understanding of plethora of latest tools and techniques for Problem Framing, Collaborating, Ideation, Prototyping, Experience design & Preparing viable business model which will be helpful in Design journey. This course really recommended to individuals involved Product/Service industry and budding entrepreneurs" ~ Prasad V Shukla - Senior Manager, New Product Development - Kirloskar Brothers Ltd.

Fee Structure

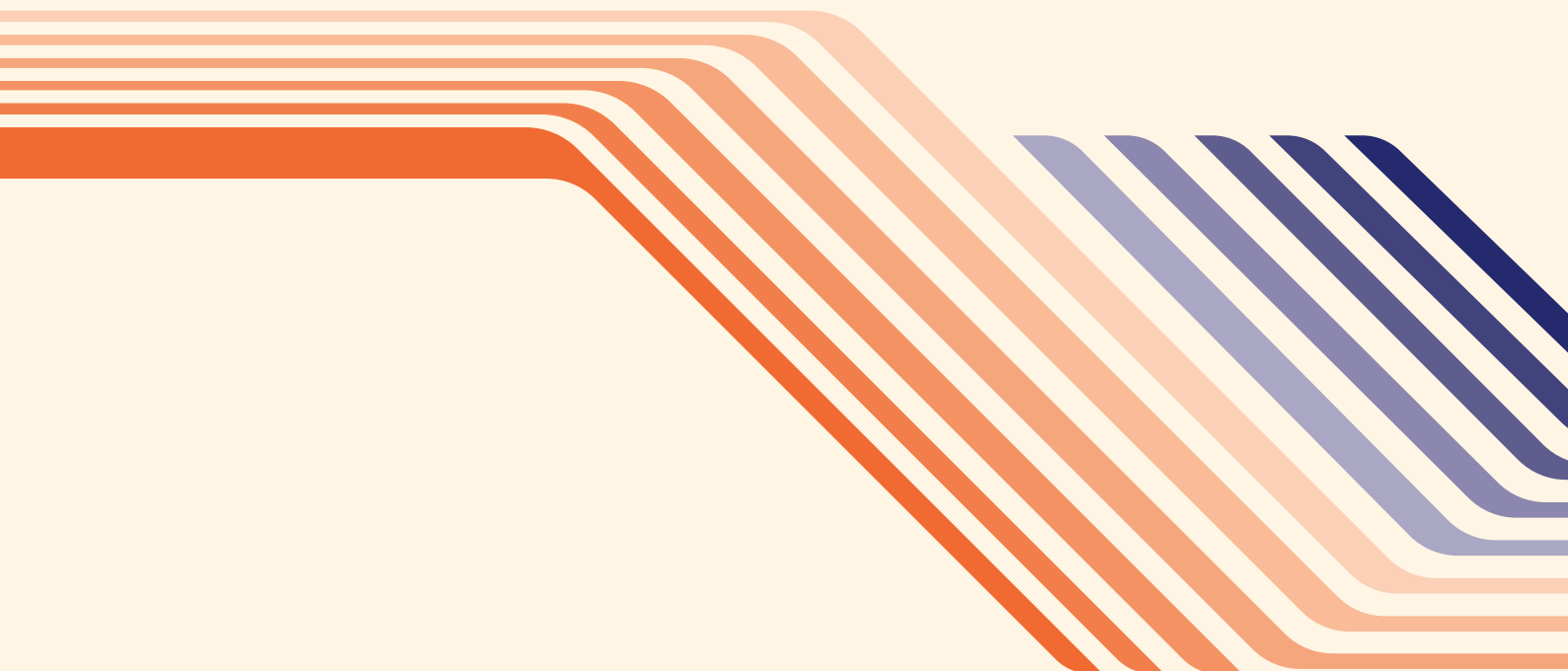Programme Fee is INR 1,50,000 + 18% GST per participant

Organisations sponsoring more than two participants 5 % discount on overall fee.

Group of five participants from the same organization: 15% discount on overall fee.

The industry special sessions will be open for the wider Design and Innovation Teams of the organisations.

The fees includes Tuition fees, Reference Reading Material, Case Studies. Accommodation, Travel, Meals during the visit to Design schools will be extra and have to be borne by the Participant.

Participating Companies

UPL OpenAg™

GE

AMS — In Pursuit of Excellence

TITAN COMPANY

Infosys

thyssenkrupp

Pidilite

DESMANIA

BLUE STAR — BLUE STAR INFOTECH

Roca

DCM SHRIRAM

FORBES MARSHALL

Godrej | APPLIANCES

CYIENT

Godrej interio

Kirloskar

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