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IIT Bombay



Industrial Design Conclave *New Product Development*

29-30 June 2017; IIT Hyderabad Campus, Auditorium, Ground Floor, Academic Block A, Indian Institute of Technology Hyderabad, Near NH-9, Kandi, Sangareddy-502285, Telangana

Program

Day 1

0900 – 1000 Hrs

Registration

Opening Session

1000 – 1005 Hrs

Welcome Address

Mr G K Moinudeen

Head – Design, IPR & Technology,
Confederation of India Industry
(CII)

1005 – 1015 Hrs

Address

Prof Uday Desai

Director, Indian Institute of
Technology, Hyderabad

1015 – 1030 Hrs

Address

Ms Amita Sharma

Former Additional Secretary,
Technical Education, MHRD,
Government of India & Visiting
Professor, IDC School of Design, IIT
Bombay

1030 – 1050 Hrs

Special Address

Dr Anil Kakodkar

President, National Academy of
Sciences, India; Chairman, Rajiv
Gandhi Science & Technology
Commission; Chairman,
Technology Information,
Forecasting & Assessment Council

1050 – 1110 Hrs

Special Address

Shri Surendra Nath Tripathi

Additional Secretary & Development
Commissioner, Ministry of MSME



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1110 – 1130 Hrs

Tea / Coffee Break

1130 – 1200 Hrs

Session 1 – New Product Strategy

Dr. Deepak John Mathew

Associate Professor, IIT Hyderabad

In this world of globalization where the accelerated pace of the business process, client and consumer demand for immediate outcomes, and cultural intersections define context, products are experiencing increasing demands placed on them. This session will explore how to drive a company's product strategy and product outcomes, positioning and differentiation.

1200 – 1230 Hrs

Session 2 – Connecting science, technology and emotion for sustainable and profitable design

Dr. Chandan Chowdhury

Executive Director and Professor, Indian School of Business

New product development and the discipline of design have increasingly become a complex subject with increased expectations of customers. Traditional approach to design where the major focus is on features, functionalities and price are not enough to ensure successful launch of new products. Our ability to connect science, art, technology and emotion where we also seamlessly integrate the potential end consumers in the innovation process, acts as a powerful enabler to provide unique 'customer experiences' resulting into sustainable and profitable design.

1230 – 1300 Hrs

Session 3 – Product Design Strategy: Collaborative Model for Innovation

Prof B K Chakravarthy

Professor, IDC, IIT Bombay



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Collaborative and network driven innovation is the buzz word in this era of competitive globalization. MHRD has taken a bold initiative to start 20 Design Innovation Centers in established IITs and Universities with a mandate to understand user needs and come up with viable and effective solutions. The Design Innovation Center (DIC) also works towards building synergistic relationship with industry and to encourage entrepreneurial activities. The design philosophy is based on, Collaborative Design, that seeks a synergistic confluence of the three cores: user insight, new technology and creative ideation. Flexible Collaborative Model for Innovation consists of three teams: the core team, the enterprise wide cross-functional team, and the networked external team. These three teams together form the innovation team of an enterprise. The *Innovation Team* needs to work directly under the top management as representative of top management in the collaborative network. It is very essential to create innovation culture in the organization as a whole.

1300 – 1400 Hrs

Lunch Break

1400 – 1430 Hrs

Session 4 – Design for Sustainability

Prof Amaresh Chakrabarti

Professor and Chairman, Centre for Product Design & Manufacturing, Indian Institute of Science (IISc)

Sustainable development is development that optimises impact of the lifecycle of a product on the people, profit and planet, so that the scope for growth of future generations are not compromised by that of the current generation. This requires product development to take on a very different strategy that what is currently practised that is user and profit centred, to one which is centred on the whole lifecycle and take people and planet along with profit. InDeaTe is a computer based platform with a template for the overall, lifecycle design process, and a database of sustainability definitions and indicators, as well as design methods and tools, for guiding the designer through the process while applying appropriate knowledge from the database in the form of these methods, tools, definitions and indicators, for solving the given problem. This workshop will introduce the



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concepts of lifecycle, sustainability, and new product development process, and introduce InDeaTe as to how this can support and improve sustainable design by retaining the inherent characteristic of exploration and innovation in new product development, while offering a multitude of possibilities for achieving the enterprise goals.

1430 – 1630 Hrs

Workshop Session 1 – Branding & Strategy

Dr Jyoti Kumar

Assistant Professor, IIT Delhi

The participants will learn the principles of brand strategy so that you could apply it your own brands. You will learn how to position your company and your products and how to create successful go-to-market strategies. The workshop is not so much about marketing strategies but positioning strategies to position for success.

1630 – 1645 Hrs

Tea / Coffee Break

1645 – 1715 Hrs

Session 5 – Industrial Design Patent – A Key tool to fuel your Business

Ms M S Devi

Partner, K&S Partners

A design of a product makes it more attractive and gives it added value from a business perspective. Consumers generally choose one product over another because of its aesthetic appeal and for that reason the appearance of the product will determine its success in the market place. As a consequence, it is important to consider protecting the design, since adequate protection will bestow on its owner the exclusive right to use it and prevent third parties from manufacturing, selling, offering to sell, importing, exporting or using a product incorporating this particular design without consent of the owner. It is therefore, important to draw upon a protection strategy coherent with the business strategy so that the owner of the product can enjoy exclusive rights over the design in countries wherever it is protected.



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Day 2

1000 – 1200 Hrs

Workshop Session 2 – Ideation Tools

Prof. Pankaj Upadhyay

Assistant Professor, Department of Design, IIT Guwahati

&

Prof. Supradip Das

Assistant Professor, Department of Design, IIT Guwahati

This Session will be a real hands-on session. As the name suggests the session will take the participants through ideation methods. The focus of the session will be to use a structured brainstorming process so as to explore wide solution space.

1200 – 1215 Hrs

Tea / Coffee Break

1215 – 1245 Hrs

Session 6 - Identifying new areas for consumer growth

Prof Yatishwar Dravid

Faculty, Design Innovation Centre at CPDM IISc

Vehicles of Growth: Design, Technology & Science from a Business Perspective - Purpose of a business is to create value for the customers. How to create more value? Is the perennial question that all businesses need to get right. Whether it is an established gigantic corporation, an MSME or yet to be born startup, all need continuous effort to create more value. This interactive session will focus on use of Design, Technology and Science based growth strategies for MSMEs and the modalities of using the various growth vehicles. Industry participants will work on developing insights into when to use which vehicle and what they need to do to get ready for the transformation. Session will conclude with SID, IISc's initiatives to empower MSMEs.

1245 – 1400 Hrs

Workshop Session 3 - Concept Inspiration

Mr. Sushil Mane

Director – Technical Support, Altair India



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The process of industrial/product design is important to overall product development precisely because it represents the voice of the consumer and the manufacturer. This is particularly true early in the product development cycle when basic product premises are determined. During the early stages of product development, the greatest impact can be made on the aesthetic, functional and economic elements of a product.

The challenge of blending the three essential elements aesthetics, function and economy represents the overriding mission of an industrial/product designer. Applying **simulation technology** to industrial/product design **accelerates** the generation of design concepts that are **exciting, feasible, desirable** and **profitable**.

This workshop on **Concept Inspiration** walks through some industrial examples and gives an insight into the process of generation of concept designs and will provide a hands-on experience to attendees.

1400 – 1445 Hrs

Lunch Break

1445 – 1545 Hrs

Session 7– Challenges Faced in PEB Designs (Case Studies Presentation)

Ms. G Padmaja

Assistant Vice-President - Designs, Kirby Building Systems India

&

Ms. G Prasad Raju

Vice-President - Construction, Kirby Building Systems India

1545 – 1600 Hrs

Tea / Coffee Break

1600 – 1700 Hrs

Concluding Session - *Open discussion between the participants and speakers*

This session is an open discussion. The idea is to go through the concepts and thoughts presented during the day and discuss them threadbare. This session will create a formal opportunities to clarify all doubts and queries that participants may have after listening through the day.