



Confederation of Indian Industry



राष्ट्रीय डिज़ाइन संस्थान
National Institute of Design
मध्यप्रदेश Madhya Pradesh



नीति आयोग
National Institution for Transforming India



WDO WORLD
DESIGN
ORGANIZATION

Member Event



23rd CII India Design Summit & Awards

Design from Handicraft
to Spacecraft

14 December 2023 | Hotel The Lalit, New Delhi

SUMMIT BOOKLET



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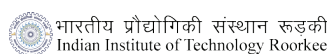
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PROGRAMME

Timings	Session Name
0930 – 1015 hrs	Inaugural Session
1030 – 1130 hrs	Session 1: What makes a Good Design Policy?
1130 – 1230 hrs	Session 2: Design for Circular Economy and Social Good
1230 – 1330 hrs	Networking Lunch
1330 – 1430 hrs	Session 3: Design in the era of Artificial Intelligence & Emerging Tech
1430 – 1530 hrs	Session 4: The Growing Impact of Design Education in India
1530 – 1615 hrs	Session 5: Designing for Tomorrow's Aerospace and Defence solutions
1615 – 1730 hrs	Session 6: Felicitation of Design Excellence Awards and Young Designer Awards



INAUGURAL SESSION



0930 - 1015 hrs

0930 - 0935 hrs	Welcome & Opening Address	Dr. Udayant Malhoutra Chairman, CII National Committee on Design Innovation (2023-24) and CEO & Managing Director Dynamatic Technologies Ltd
0935 - 0945 hrs	Setting the context	Prof. Pradyumna Vyas Senior Advisor, CII President-Elect – World Design Organization (WDO) Former Director – National Institute of Design (NID) Former Member Secretary- India Design Council (IDC)
0945 - 0947 hrs	Address	Dr. Thomas Garvey (Video) President World Design Organization (WDO)
0947 - 0950 hrs	Release of Thought Leadership Reports <ol style="list-style-type: none"> 1. CII-BCG report on 'Designing the Future: Leveraging Global Perspectives to Elevate India's National Design Policy' 2. CII-NIDMP report on 'Design Education imperatives in India' Launch of the India Design Platform for showcasing excellence of India Design and Designers	
0950- 1000 hrs	Address	Ms. Mugdha Sinha* Joint Secretary Ministry of Culture Government of India
1000- 1015 hrs	Special Address	Shri S. Krishnan Secretary Ministry of Electronics & Information Technology Government of India
1015 hrs	Closing Remarks	

1030 – 1130 hrs Session 1: What makes a Good Design Policy?

A National Design Policy is instrumental in fostering innovation, economic growth, and societal well-being. It provides a strategic framework to harness the transformative power of design across industries, from manufacturing to services.

By emphasizing design thinking and principles, the design policy promotes the creation of user-centric, sustainable solutions. It acts as a catalyst for competitiveness in the global market, enhancing the quality and marketability of products and services. Additionally, a well-crafted design policy encourages a culture of creativity and problem-solving, nurturing a skilled workforce.

The session will discuss the key imperatives of a Design policy which helps align design with national priorities, addressing challenges in areas such as MSME's system, Design education & training, and environmental sustainability. It will also propose a National Design Policy that serves as a guiding force, leveraging design as a key driver for economic development, social progress, and global competitiveness.

Moderator
Prof. Pradyumna Vyas

Senior Advisor, CII
President-Elect – World Design Organization (WDO)
Former Director – National Institute of Design (NID)
Former Member Secretary- India Design Council (IDC)

Panelists
Dr. G.R. Raghavender

Senior Consultant (IPR), CIPAM
Former Joint Secretary, Govt of India
Department for Promotion of Industry and Internal Trade (DPIIT)
Ministry of Commerce and Industry, Government of India

Ms. Revathi Kant

Chief Design Officer
Titan Company Ltd

Dr. Amitoj Singh

Partner and Head of X.Design
BCG

Prof. Aneesha Sharma

Head and Associate Professor
Department of Design
IIT Delhi

Mr. Saurabh Singh

Head of Design (GM)
Maruti Suzuki India

1130– 1230 hrs

Session 2: Design for Circular Economy and Social Good

Design for Circular Economy and Social Good represents a paradigm shift in the way we conceptualize and implement design solutions. This innovative approach seeks to create products and systems that not only minimize environmental impact through circular practices but also contribute positively to societal well-being. By prioritizing sustainable materials, efficient resource use, and end-of-life considerations, designers are crafting solutions that align with circular economy principles.

Simultaneously, these initiatives aim to address social challenges, fostering inclusivity, fair labour practices, and community engagement. Whether through upcycling projects, eco-friendly product designs, or initiatives promoting social welfare, the integration of circular economy principles into design is ushering in a new era of conscious creation.

The session will discuss this holistic approach of design applications in circular economy that not only mitigates environmental degradation but also cultivates a sense of responsibility and empathy within the design community, thereby making positive contributions to both the planet and people.

Moderator**Mr. Anuj Prasad**Co-founder
Desmania**Speakers****Prof. Hari Nair**

CEO, Design for Winning LLC, USA

Professor, Industrial Design and Design Management, SCAD (Savannah College of Art and Design)

Mr. Sameer Sinha

Director

Savvy Infrastructure Ltd

Ms. Aditi Srivastava

President

Pearl Academy

Ms. Sruthi Kannan

Head - Cisco for Startups and Business Development for Digital Native Enterprises

Prof. (Dr.) Madhura Yadav

Dean, Faculty of Design

Manipal University, Jaipur

1330– 1430 hrs

Session 3: Design in the era of Artificial Intelligence & Emerging Tech

In the era of Artificial Intelligence (AI) and emerging technologies, design plays a pivotal role in shaping the way humans interact with advanced systems. Designers are challenged to create interfaces that seamlessly integrate AI, ensuring user-friendly experiences and ethical considerations.

Designers are at the forefront of translating complex technologies into intuitive, accessible solutions, influencing the trajectory of AI development and its impact on society. As technology evolves, designers must navigate the complexities of human-machine interactions, prioritizing transparency, and inclusivity.

The session would focus on the fusion of design thinking and AI that will enable the development of innovative solutions across various sectors, from healthcare to finance. The session would also discuss on the aesthetic and functional aspects of design and the role of designers both of which will become even more critical in a landscape driven by data and automation.

Moderator**Ms. Megha Awasthy**Director A&D, APAC
Steelcase**Panelists****Dr. Ramesh Shankar**Senior Program Manager
Autodesk**Prof. Suresh Sethi, Ph.D.**Professor and Chair of Industrial Design
School of Art & Design, University of Illinois, USA**Mr. Sumit Singh**Head of Customer Experience & Design
Havells India**Mr. Vivek Gopinath**Lead- UX Design
Worxwide Consulting**Mr. Gaurav Gurung**Senior Portfolio Manager (Tech and Innovation)
UK Research and Innovation (India)
British High Commission, New Delhi

1430– 1530 hrs Session 4: The Growing impact of Design Education in India

The growing impact of design education in India is pivotal for several reasons. It nurtures a creative and problem-solving mindset, fostering innovation and adaptability. Design education transcends traditional boundaries, preparing individuals for diverse career paths in a rapidly evolving global landscape.

As India increasingly positions itself as a hub for innovation, design education becomes instrumental in producing a skilled workforce capable of addressing contemporary challenges and driving positive societal change. Investing in and improving the quality of design education is essential for India's development and global standing.

In view of this, the session would discuss on the need and the imperatives a Quality design education which is expected to have a multifaceted impact on the country's economic growth, cultural identity, global competitiveness, and problem-solving capabilities. Apart from skill development, the session would also discuss on the integration of design education with deeper imagination with concurrent thought to social and cultural aspects, new technologies and the entrepreneurial traits.

Moderator	Prof. Dhiraj Kumar Director National Institute of Design, Madhya Pradesh (NIDMP)
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Panelists	Dr. Sunil Shukla Director General Entrepreneurship Development Institute of India (EDII), Ahmedabad Prof. Phani Tetali Dean UPES School of Design Prof. Ar. Abhay Vinayak Purohit President Council of Architecture Mr. Devesh Mistry Deputy General Manager- Design Lead Godrej Interio Prof. Vivek Kant Associate Professor IIT Kanpur
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1530– 1615 hrs Session 5: Designing for Tomorrow's Aerospace and Defence solutions

Designing Tomorrow's Aerospace and Defense Solutions is of paramount importance as it ensures the advancement and security of nations. In an era of rapid technological evolution, innovative design in aerospace and defense is crucial for maintaining strategic superiority.

Effective design can enhance the efficiency, safety, and sustainability of aircraft, weaponry, and defense systems, thereby safeguarding nations against emerging threats.

Furthermore, it stimulates economic growth by driving research, development, and manufacturing in high-tech industries. As the geopolitical landscape evolves, forward-thinking design in this sector becomes a cornerstone for ensuring global stability. The integration of cutting-edge technologies and strategic foresight in design is vital for creating robust, adaptable, and mission-ready solutions that meet the challenges of an ever-changing world.

Moderator	Dr. Udayant Malhoutra Chairman, CII National Committee on Design Innovation (2023-24) and CEO & Managing Director Dynamatic Technologies Ltd
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Panelists	Mr. Salil Gupte President Boeing India Mr. Rémi Maillard President Airbus India & Head of South Asia region
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1615- 1730 hrs	Session 6: Felicitation of CII Design Excellence Awards and Young Designer Awards
1615 – 1620 hrs	Welcome Address Dr. Udayant Malhoutra Chairman, CII National Committee on Design Innovation (2023-24) and CEO & Managing Director Dynamatic Technologies Ltd
1620 – 1625 hrs	Address Prof. Pradyumna Vyas Senior Advisor, CII President-Elect – World Design Organization (WDO) Former Director – National Institute of Design (NID) Former Member Secretary- India Design Council (IDC)
1625 – 1630 hrs	Address Mr. Srini Srinivasan (Video message) Chair, Grand Jury, CII Design Excellence Awards Senator, World Design Organization (WDO)
1630- 1640 hrs	Special Address Shri Amitabh Nag Chief Executive Officer, Bhashini Digital India Bhashini Division Mission of Harnessing Digital Technologies (AI, ML, NLP, cloud etc.,)
1640- 1650 hrs	Special Address Mr. Rajesh Kumar Singh Presently, Joint Secretary, Ministry of Panchayati Raj Earlier, Joint Secretary, Department for Promotion of Industry and Internal Trade
1650- 1730 hrs	<i>Felicitation Ceremony of CII Design Excellence Awards & Release of the CII Design Awards Compendium</i>
1730 hrs	Closing Remarks & Vote of Thanks
Close of Design Summit	



SPEAKERS' PROFILES



Shri S. Krishnan IAS

Secretary

Ministry of Electronics &
Information Technology (IT)
Government of India

Shri S. Krishnan is posted as Secretary in the Ministry of Electronics and Information Technology, Government of India since 11th September, 2023. He has earlier served as Additional Chief Secretary, Industries, Investment Promotion & Commerce Department, Government of Tamilnadu during March, 2020 to August, 2023.

Of the 1989 batch of the Indian Administrative Service, he has also been Additional Chief Secretary in the Finance Department and Principal Secretary in the Housing and Urban Development and in the Planning, Development and Special Initiatives Departments. He was the founder CEO of the Tamil Nadu Infrastructure Development Board. He has also served as the Chairman of the Fifth Tamil Nadu State Finance Commission.

He served as the Senior Advisor in the Office of the Executive Director for India, Sri Lanka, Bangladesh and Bhutan in the International Monetary Fund (Washington DC) and represented the Government of India in the G20 Expert Groups on International Financial Architecture and Global Financial Safety Nets.

In the Government of India, he has been Deputy Director in the LBSNAA (Lal Bahadur Shastri National Academy of Administration) for 4 years from 2000 to 2004 and Private Secretary to the Union Finance Minister.

He was District Collector of Virudhunagar District where he calmed a volatile situation and ensured implementation of development programmes in a 3 years tenure. He was also Deputy Secretary (Budget) in Finance Department for 4 years.



Mr. Rajesh Kumar Singh

Joint Secretary, Ministry of Panchayati Raj
Formerly Joint Secretary, Department for Promotion of
Industry and Internal Trade
Government of India

Mr Rajesh Kumar Singh is serving as Joint Secretary in Ministry of Panchayati Raj, Government of India. He has also served as the Chairman of the Governing Council of each of the 5 National Institutes of Designs for about 2 years during the period July 2021 to Sept 2023

He started his career as Lecturer (Electronics) in MNREC, Allahabad in Jan 1991 and continued till July 1995, when he joined Civil Services (qualifying with Sanskrit and Physics as the optional subjects). Since then he has worked in various capacities namely Under Secretary, Deputy Secretary, Joint Director, Director and Joint Secretary in different ministries / departments / organizations of Central Government in Delhi viz Ministry of Human Resource Development, Ministry of Heavy Industries, Ministry of Culture, Department for Promotion of Industry and Internal Trade, National Disaster Management Authority (NDMA) and National Institute of Disaster Management (NIDM).

He has been extensively involved in educational administration, policy framing, projects formulation / execution at the national level.

He has been passionately researching for more than 30 years on various aspects of cultural heritage of India. An avid traveller & photographer, he has extensively covered length & breadth of India and has taken about two & half lakh photographs of tourist cum cultural places-sites / monuments / sculptures / mural paintings and museum artifacts etc.

He figures on the panels of many academic & training institutions as guest speaker / visiting faculty for the themes "Cultural Heritage of India", "Mainstreaming of Disaster Risk Reduction Measures in Cultural Heritage Sector" and is listed in the select list of "Eminent Persons and Guest Speakers" prepared by the Department of Personnel & Training, Govt of India.

He has contributed many well researched articles (in Hindi and English) and photographs in prestigious magazines, newspapers, journals etc on the above themes.

Graduated in Electronics Engineering from Motilal Nehru Regional Engineering College (MNREC, now MNNIT), Prayagraj (Allahabad) in 1990.

Acquired two post-graduate degrees during the course of his service namely MA (History & Heritage Management) from Annamalai University (2010) and MBA (Disaster Management) from Guru Gobind Singh Indraprastha University (2014).



Dr. Udayant Malhoutra

Chairman, CII National Committee on Design Innovation
(2023-24)

CEO & Managing Director
Dynamatic Technologies Limited

Udayant is the CEO & Managing Director of Dynamatic Technologies Limited, a world-class design, engineering and manufacturing company which designs and builds highly engineered products for Hydraulic, Automotive, Aeronautic and Security applications. Dynamatic Technologies Limited is a leading private R&D organisation with numerous patents and inventions to its credit, and partners marquee customers like Airbus, Boeing, Bell Helicopter, BMW, Audi, Daimler, Mercedes, John Deere and Cummins on a single source basis.

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.



Dr. Thomas Garvey (Video)

President

World Design Organization (WDO)

Dr Thomas Gravey has worked across a range of design disciplines and global settings, and have led international teams in professional design projects and research programs. He also directed the School of Industrial Design at Carleton University, for a decade.

During two terms on the Executive Board, he focused on the integration of young designers with the WDO vision. This included graduate research, student internships, and professional employment opportunities for young designers. He initiated pilot projects on the UN SDGs and co-chaired the reintroduction of the Research and Education Forum at the World Design Assembly in 2019.



Mr. Srinivasa Srinivasan

Chair, Grand Jury, CII Design Excellence Awards
&
Senator, World Design Organization (WDO)

Srinivasa Srinivasan is a highly accomplished designer and entrepreneur in creative design and technology development, with over 30 years of work experience in Silicon Valley (United States), Europe and India.

Srinivasa is a Senator of WDO (World Design Organization), after serving as its President until February 2022. He has been and continues to work with its global members to promote sustainability and design for a better world. Srinivasa is also a member of the steering committee for Future of Design Education, a global initiative founded by Prof. Don Norman.

Srinivasa is the Founding President of WDO Foundation, a non-profit entity set up to work with cities, municipalities, and local governments to execute projects that help create a better lifestyle for citizens.

Srinivasa has been a keynote speaker at several design conferences across the globe on innovation and design topics. He has served as the jury chairman and jury member on several well-known design awards across the globe. Srinivasa is an active member of IDSA, the professional body for industrial designers in the US.



Dr. GR Raghavender

Senior Consultant (IPR), CIPAM

Former Joint Secretary, Govt of India

Department for Promotion of Industry and Internal Trade (DPIIT)

Ministry of Commerce and Industry, Government of India

Dr GR Raghavender is senior consultant (IPR) in Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry and a retired civil servant from Central Secretariat Service (CSS) 1988. He worked as a Joint Secretary, Department of Justice, Ministry of Law & Justice, Government of India, New Delhi since January 2017. He was also Mission Director for the National Mission for Justice delivery and legal reforms. Previously, he was Joint Secretary in Department of Industrial Policy and Promotion, Ministry of Commerce & Industry, Government of India, New Delhi.

He is an Intellectual Property Rights law expert, especially Copyright and Related Rights. As a Former Registrar of Copyrights of the Indian Copyright Office, he played a key role in the introduction of the recent amendments to the Copyright Act in 2012 and the Copyright Rules in 2013. He attended many WIPO SCCR meetings and FTA negotiations as member of Indian delegation. He made significant contributions to the recently concluded two WIPO treaties namely Beijing Treaty on Audiovisual Performances 2012 and Marrakesh Treaty.

He has recently been awarded a PhD (GGSIU) University, New Delhi. He holds several degrees and post graduate degrees namely, an MA in Development Studies from the Hague, The Netherlands, MA and M. Phil from Osmania University. He was a JRF Scholar of UGC as well. He also holds an LLB degree from Delhi University and LLM from GGSIP University. He completed his Bachelor's degree in Library and Information Sciences and B.Sc. degree from Osmania University, Hyderabad.



Shri Amitabh Nag

Chief Executive Officer, BHASHINI

Digital India Bhashini Division Mission of Harnessing Digital Technologies (AI, ML, NLP , cloud etc.,)

A Thought Leader & Executioner, having over 30 years of experience spanning across Business Management, Sales and Marketing and Projects Execution in the field of Information Technology. Have the distinction of managing Business Units which executed IT led transformation programmes. Have been associated with renowned companies like HP Inc. and TCS in multiple roles.

Worked in different industries like Manufacturing, Retail, BFSI etc., in different roles like Customer Relationship Management, Business Development in Govt. sector and Business Unit Management. Extensively worked in Govt. sector, extensively interacted with Govt. bodies at policy level and contributed towards market shaping activities. Developed Business Strategy, and built profitable and sustainable businesses by executing projects in a cost-effective manner.

Have a track record of Overseeing large projects project delivery with a cross functional team and in collaboration with partners. Passport Seva and MCA established benchmarks of Successful project execution.

Have in-depth experience of interacting with Industry bodies like CII, Nasscom, FICCI etc.,. Was a member of the 12th and the 13th National E- Governance conference Programme Committee. An opinion maker and one of the most sought after speakers in the Industry forums on the trends, offerings and benefits of Information Technology.

Actively developed ecosystem to acquire & deliver business and built a large portfolio of third-party partnerships for Systems Integration and Outsourcing Business (IT & Non IT areas). Created partnerships to build solutions around multiple Independent Software Vendors (ISVs) & OEMs. Acted as a Change Agent and transformed the organizations to build value adding eco-system. Helped the organizations to expand into sectors like Education, Health, Smart City, BFSI, Manufacturing etc. through partnerships with ISVs & Startups.

Created products/ forums and monetized them by replicating or selling as service to multiple customers. Worked with the complete channel network, consultancy organizations and the System Integrators to acquire business.

Passionate about understanding & adapting to new Technology and Change Management. Recruited and developed high performing teams which helped to achieve revenue targets of business units.



Prof. Pradyumna Vyas

President-elect, World Design Organisation (WDO)
Senior Advisor, Confederation of Indian Industry (CII)
Former Director – National Institute of Design (NID)
Former Member Secretary- India Design Council (IDC)

Prof. Pradyumna Vyas is a former Director of National Institute of Design (NID), India's premier design institute. He is currently the senior Advisor for Design Promotion and Innovation at the Confederation of Indian Industry (CII), and President-elect of the World Design Organisation (WDO).

Prof. Vyas acquired Masters in Industrial Design (M Des.) from the Indian Institute of Technology, Bombay, and was awarded an Honorary Master of Arts degree from the University for the Creative Arts in Farnham, United Kingdom in 2010.

With more than 38 years of professional and teaching experience in different spheres of design, Prof. Vyas was associated with NID for 30 years, first as a faculty member and later as the Director of the Institute from 2009-2019.

Prof. Vyas has been at the helm of design affairs in India and globally, and his illustrious career has been marked with several national and international milestones and accolades.

His contribution in the formation the India Design Council (IDC) in 2009, under the aegis of the Ministry of Commerce & Industry, Government of India was marked by Prof. Vyas being nominated as its first Member Secretary, a post he retained until his retirement from NID in 2019. Through IDC, he launched the India Design Mark, I-Mark in association with the Japan Institute of Design Promotion (JDP), Japan on the lines of the G-Mark award.

During his tenure as Director, NID received the status of Institute of National Importance by the Act of Parliament. Prof. Vyas assisted the Government of India in setting up four new NIDs across the length and breadth of the country.

Prof. Vyas has been conferred with multiple awards in recognition for his contribution to design education and promotion and is a jury member of several international awards.

Prof. Vyas is appointed as Independent Director on the Board of Titan Company Limited (2019), Dynamatic Manufacturing Limited (formerly known as JKM Ferrotech Limited) (2019), JKM Erla Automotive Limited (2019), Dynamatic Technologies Limited (2019), and Kirloskar Brothers Limited (2019-2022).



Mr. Salil Gupte

President
Boeing India

Salil Gupte was named President of Boeing India in March 2019. He is responsible for leading and integrating the company's work in India across its three business units: Boeing Commercial Airplanes, Boeing Global Services, and Boeing Defense, Space & Security. Salil leads a team of 3,000 India employees who work on building the future of aerospace and defence, supporting both Indian and global customers and advancing the next generation of aerospace technologies at the company's sites in Bengaluru, Chennai, Hyderabad, Mumbai, and New Delhi.

Previously, Gupte was vice president of Boeing Capital Corporation, a wholly owned Boeing subsidiary, responsible for arranging, structuring and providing financing for Boeing's commercial airplane, space and defense products. Gupte's earlier roles at Boeing include supply chain execution for Boeing Global Services, and leading commercial operations for Boeing's spare parts business. Gupte has worked closely with customers across the Boeing enterprise, led sales and marketing teams, and has experience in commercial and defense supply chains, overseeing manufacturing, sourcing, and fulfilment activities for Boeing products. Gupte has also led Boeing's aftermarket strategy teams, completing joint ventures and acquisitions to accelerate Boeing's growth in services.

Gupte is Chairman of the National Executive Board of American Chamber of Commerce (AMCHAM), a leading industry body that works towards promoting the growth of aerospace and defence in India. He serves as Chairman of the Confederation of Indian Industry (CII) National Committee on Aerospace and is a Member of the CII National Council and Civil Aviation Committee. He is also a member of the Executive Board of the US-India Strategic Partnership Forum (USISPF) dedicated to strengthening the US-India bilateral and strategic partnership.

Before joining Boeing in 2009, Gupte worked with Citigroup and Goldman Sachs, as an investment banker in the aviation and infrastructure sectors.

Gupte holds an M.B.A. from Stanford University and a B.A. in Economics from Cornell University.



Mr. Rémi Maillard

President

Airbus India & Head of South Asia region

Rémi Maillard is the President of Airbus India & Head of South Asia region. In this role, Rémi leads Airbus' businesses in South Asia. He is responsible for commercial aircraft sales and business development, and also manages Airbus' regional footprint, which includes engineering, innovation, customer support and services and training. He also drives Airbus' top defence and helicopters campaigns and the company's 'Make in India' programmes.

Prior to this, Rémi was the Head of Business Unit Services at Airbus, where he was responsible for the growth of Airbus commercial aircraft services business and overseeing maintenance, upgrades, flight hour services, and training operations with a focus on creating value for customers and enhancing their operational performance.

Rémi joined Airbus in 2008 and has held several leadership roles. He started his career at Airbus Helicopters, leading a transformation programme for the company's Research and Development activities. Rémi then served as the Chief Engineer of the Tiger programme before playing a key role in the development of the H175 programme and its Entry-into-Service. He also held the position of Head of Development Chief Engineers spearheading engineering activities for major helicopter development programmes (H160, H175, X6, X9, Skyways), also managing rotorcraft architecture, pre-design and Styling Centres of competences.

Prior to joining Airbus, Rémi worked as an Associate Director with a consulting firm specialising in industrial strategy. Rémi holds degrees in Engineering and Master of Business Administration (MBA) from Ecole Nationale des Ponts et Chaussées in Paris.

Rémi is married with two children. He is passionate about aerospace, innovation and runs triathlons.



Dr. Amitoj Singh

Partner and Head of Design
BCG X

Dr. Amitoj Singh is a Partner and Head of Design at BCGX. He is actively involved in creating design thinking led digital ventures, product-service Innovations, CX for growth & large scale digital transformations, by unearthing consumers latent needs. Dr. Singh has more than 21 years of experience in building and leading design innovation teams. He has developed more than 40 disruptive product innovations, has 30+ international patents and 15+ international publications to his credit.

Dr. Singh joined BCG from Samsung India Electronics Pvt. Ltd. where he led the Product Innovation Team as a Senior Director, Southwest Asia for almost 12 years. Prior to Samsung, he taught as Design Faculty (Assistant Professor) at Indian Institute of Technology (IIT), Delhi and was also the Founding Design Leader at Hero Honda Motors Ltd.

He is also author of the book titled "Managing Emotion in Design Innovation".

Dr. Singh is a pioneering PhD in Design from IIT, Delhi.

**Ms. Revathi Kant**

Chief Design Officer
Titan Company Ltd

Revathi Kant is the Chief Design Officer, at Titan Company Ltd. She is a Design & Innovation strategist with over 18 years of experience in applying Design Thinking in diverse domains. A marketing veteran, and a multifunctional hybrid thinker, she has the knowledge and experience of transforming insights grounded at the intersection of Business, User benefits and human psychology into innovative strategies and offerings that lead to revenue growth. She is a firm believer of disruption with design and is excited about how design can impact and elevate lives.

She focuses on continuously building Design as a unique and compelling differentiator in the sustainable growth of business. She heads the Design Excellence Center, the design arm of Titan Company which caters to the design needs of the entire organization across categories. With a team of over 90 talented designers across the globe, DEC is reputed for creating differentiated products & has set a benchmark in the world of Jewellery & Watches and has been widely influential in defining fashion and introducing new concepts with milestone collections and signature styles.

Revathi spends a great deal of time on consumer research & fashion trends to derive key insights which drive user centric designs. Integrating Design in business is her key strength.

She was featured in the “W-Power trailblazers 2019 list” by Forbes India. And was a finalist in the Innovation category of the WeQual awards, Asia Pacific 2023.

Her special areas of interest are people and their behaviour, metaphysics, spirituality, and alternate healing.



Mr. Saurabh Singh

Head of Design (GM)

Maruti Suzuki India

An alumni of IISc- Bangalore, Saurabh completed his Masters in Product Design in the year 1999. Since the beginning, he has been incredibly passionate about all things design and has always looked for opportunities to showcase innovation and creativity in the field. In 2003, he became a part of India's leading automobile company - Maruti Suzuki India Pvt Ltd and joined their creative team as a Designer which served as a platform for him to hone his love for car design that continues to grow stronger each year.

To his credit so far, Saurabh has played a key role in conceptualizing and designing a diverse range of automobiles such as Esteem, Omni, Estilo, WagonR and Alto facelifts. In the year 2008, he was recognized by Auto Monitor and was awarded the "Young achiever of the Year" for his distinguished efforts and contributions to Concept A-Star – the company's first concept car.

In the year 2012, he led the complete project for the inception and launch of the New Alto 800-One which went on to become one of the highest selling cars in the country. Under his creative guidance and with his fresh and bold perspective, the design department of Maruti Suzuki has created numerous award winning in-house productions such as Vitara Brezza, Fronx, S-Presso, Concept Future-S and Futuro-E that serve as design inspiration to future generations.

On the personal front, Saurabh's drive and enthusiasm for mobility goes far beyond hardcore car design as he actively supports creative initiatives around the subject and pursues his hobby for off-road and mountain cycling.



Prof. Aneesha Sharma

Head and Associate Professor
Department of Design
IIT Delhi

Aneesha Sharma has more than twenty-two years of experience in the field of Design, with ten years of Teaching experience in varied Design Institutes at Bachelors, Masters and PhD levels. Aneesha has experienced the Design value systems and Pedagogical frameworks of some of the best Design Institutes in India as she has worked at National Institute of Design (NID), Srishti Institute of Art and Design, and Symbiosis Institute of Design (SID).

Aneesha received her PhD in Design from IDC, IIT-Bombay where she looked at deep transcending experiences of A-ha moment in the creative processes of Artists and Designers. Aneesha did her Masters in Visual Communication from Industrial Design Centre (IDC), IIT-Bombay, and Bachelors in Applied Arts in Visualization from Sir J. J. School of Applied Arts, Mumbai, India.

Prior to joining Department of Design, Aneesha has worked at National Institute of Design, where she was the Head of Information Design discipline and she taught Service Design & Systems Design, Narrative visualization. Apart from teaching, Aneesha has successfully organized a three-day International Conference, ICCCAD 2017 and a two-day National conference CDC 2017 in the capacity of Organization Chair.

In the Professional Design field, Aneesha has worked as Head of UX Design team at GE Digital. Aneesha has done several National and International consultancy projects in the area of User Experience Design (UX) that consists of User Research, Interaction Design, Usability & Visual Design, as well as Strategic Branding and Visual Design for prestigious clients for leading Educational Institutes, Research organisations as well as governments ministries and so on.



Mr. Anuj Prasad

Co-founder
Desmania

Anuj Prasad is a professional Industrial Designer with over 30 years of industry and entrepreneurial experience. Anuj is an alumnus of NID, and co-founder of DESMANIA.

Under his leadership, Desmania has grown into a unique design house that offers multi-disciplinary design services, covering a large cross section of industry. From jar to a car, Desmania designs everything!

**Prof. Hari Nair**

CEO, Design for Winning LLC, USA

Professor, Industrial Design and Design Management,
SCAD (Savannah College of Art and Design)

Hari Nair IDSA Hari Nair is a design leader/educator with a global foot print. He is currently CEO and thought leader at Design for Winning LLC, design strategy consultancy based in Orlando, Florida, creating new market opportunities for corporations through design thinking. He is also Professor of Industrial Design and Design Management at SCAD (Savannah College of Art and Design). Hari Nair has expert knowledge in the area of intersection between design strategy, user experience and brand development with extensive corporate experience. Most recently, as the Chief Design Officer for Whirlpool China, he was the primary driver of 'transformation through global design' at the major appliances company.

Previously as the head of Advanced Design at Whirlpool, he was responsible for creating "visions for the future", presenting them to the C-suite leadership, thereby helping to make decisions on medium term and long term corporate initiatives. In the corporate world he is known for his thought leadership and translation strategies for 'future forward' 'human centered' visionary projects, resulting in robust product pipelines and numerous market wins. In the academic world he was responsible for enabling sea changes in design education thru the introduction of digital technology, in its formative years. Now, as a professor of design management at SCAD, he is driving curricular strategies, sustainability and social change by design.



Mr. Sameer Sinha

Director

Savvy Infrastructure Ltd

Sameer Sinha began his professional career in Chicago working on multi-million dollar infrastructure projects between 1992 and 1996. He returned to India in January 1996 to establish Savvy Infrastructures along with two college classmates. Savvy has built projects worth nearly INR 3000 Crores including millions of square feet of residential and commercial development and 900 acres of golf township – Kensville Golf and Country Club.

Sameer Sinha founded Savvy Greens, a sustainability consulting company as part of the Savvy Group. Savvy Greens is today the leading green consultant in Gujarat specializing in Green Building Certification, SDG reports, ESG and GHG studies, Waste Management, LCA Analysis, Water and Energy Audit. Savvy Greens boasts of IIT Gandhinagar, LD College of Engineering, Indospace, Amazon, Welspun, Lodha Developers as clients among others.

He has been the Chairman, CII- Indian Green Building Council, Ahmedabad & Member National Executive Council, IGBC, CII – Gujarat, Council Member, Indian Golf Union, Council Member, Singularity University Ahmedabad Chapter, Founding Member, Industry Advisory Board, L D College Of Engineering (Aicte), Member, Ganpat University, Governing Council Member (Fadp), MGP Sarvodaya Kendra & Gaushala, Trustee.

**Ms. Aditi Srivastava**

President

Pearl Academy

Aditi is an academician, marketer and entrepreneur rolled into one, with a hands-on approach to critical functions of strategic collaborations, brand development, marketing, curriculum development, training and development, talent acquisition and business operations management. She is a dynamic, innovative professional with demonstrated success in her 25+ years of vast and diversified experience.

Her key strengths are pragmatic leadership, strategic planning and execution, consumer brand building, marketing, business operations management, expertise in franchise operations, and complete business setup. Aditi earlier served as the Global President, International Institute of Fashion Design (INIFD). She has been the force behind its expansion across India and international locations.



Ms. Sruthi Kannan

Head - Cisco for Startups and Business Development for Digital Native Enterprises

Sruthi heads Cisco for Startups and business development for digital native enterprises. She engages actively with tech startups in co-creating digital solutions and crafts strategic outcomes through joint go-to-market partnerships.

Recognized as the best startup ecosystem enabler by Startup India this Jan 2023, Sruthi Kannan has been recognized as one of the top 10 innovators in India in 2021. As an invited member of the CII National Mission for Technology, Innovation, and Research, CII National Startup Council, Executive Advisory Committee Member on Startup India Seed Fund Scheme as well as a TIE Charter Member, she is a strong policy advocate, angel investor, board advisor for startups that play a critical role in accelerating and amplifying the goodness of digital transformation. In addition to degrees in Engineering and Psychology, Sruthi holds specializations in Digital Transformation and Entrepreneurial Leadership from UC Berkeley and Stanford University respectively.

**Prof. (Dr.) Madhura Yadav**

Dean

Faculty of Design
Manipal University Jaipur

Dr. Madhura is a highly accomplished Architect Planner with 29+ years of experience in Administration, Academics & Research and currently Dean of Faculty of Design at Manipal University Jaipur, and an expert in UPSC, AICTE, CoA and DST Rajasthan & NITI Ayog, Government of India.

Her expertise in Sustainable Architecture Design & Planning has been shared through keynotes across universities and governmental bodies. Her scholarly work includes numerous publications and mentoring PhD candidates.

Her research and publications have earned her numerous awards and accolades, including the Indo Pacific Architecture Excellence Award 2021, Education Leadership Award 2019. She is also a UNESCO certified mentor and a member of ICOMOS National Scientific Committee in Working Group of Sustainable Development and in climate Change and Heritage. She is Fellow Member of various architectural and planning institutes, IGBC etc contributing to the growth of sustainable and inclusive Design & Planning.



Ms. Megha Awasthy

Director A&D, APAC
Steelcase

Megha Awasthy, Director A&D (Architecture & Design), APAC at Steelcase, the global leader in the office furniture industry, is responsible for the seminal propagation of Steelcase research & design ideation across the region, to assess and engage in workplace design consultations and bridge the gap between applied research, organizational vision & the physical environment.

Megha began her journey with Steelcase in 2017 and builds on her extensive experience of product design from the luxury lifestyle accessory & jewellery industries. She is a certified Action Learning Coach from the World Institute of Action Learning (WIAL), Washington, with over 10 years of workshop facilitation experience.

A strategic thinker and force majeure behind driving compelling future-state discussions, crafting workshops based on a human-centric design approach and creating a case for space.

**Dr. Ramesh Shankar**

Senior Program Manager
Autodesk

Ramesh Shankar is a seasoned leader serving as the Senior Program Manager spearheading Autodesk's India Education Program, boasting a remarkable 14-year tenure within Autodesk's senior echelons. His academic prowess includes a Ph.D. in Mechanical Engineering, fortifying his expertise in strategic management.

His primary mandate revolves around cultivating talent geared towards evolving manufacturing workflows, wielding a proven track record in steering Autodesk's Design and Manufacturing (D&M) portfolio towards cutting-edge thought leadership.

With an illustrious career spanning over 25 years, Ramesh Shankar has honed his skills across both public and private sectors. His repertoire encompasses management consultancy, adept team construction, catalyzing business development, strategic implementation, and fostering collaborative ventures within and beyond the organization's purview.

Within the workplace, Ramesh is an influential figure, channeling his positive outlook and boundless energy to galvanize his teams towards unparalleled achievements. His ethos revolves around nurturing an inclusive culture, fostering an environment where imagination intertwines with design, culminating in tangible contributions towards crafting a superior world.

Ramesh Shankar stands as a beacon of inspiration, exemplifying unwavering dedication, and a commitment to excellence that resonates throughout Autodesk and beyond. His vision and unwavering dedication to creating a better, more inclusive future epitomize his role as a leader and innovator in the realm of Design and Manufacturing.



Prof. Suresh Sethi, Ph.D.

Professor and Chair of Industrial Design
School of Art & Design, University of Illinois, USA

Suresh Sethi is a professor currently serving as the Chair of Industrial Design at the School of Art & Design, University of Illinois, Urbana Champaign, USA. He has been honored with the prestigious James Avery Endowed Chair in Industrial Design position. Sethi obtained his Ph.D. in Industrial Design from IITB (Indian Institute of Technology Bombay), a Master's degree in Lighting Design from Domus Academy in Milan, Italy, and a Bachelor's degree in Industrial Design from the National Institute of Design in Ahmedabad, India.

Sethi joined the University of Illinois faculty in 2017, bringing a wealth of global experience from working in various countries such as the United States, China, Holland, Italy, India, and Singapore. Notably, he served in a leadership capacity as the Vice President of Design at Whirlpool Corporation Asia. He was also a founding Professor at the School of Art, Design, and Media at Nanyang Technological University, Singapore.

Sethi's design philosophy revolves around incorporating the user's identity and lifestyle into his designs. He believes in creating strong connections between products and users, products and profitability, and products and production. His design approach transcends the purely physical aspects of materials and delves into the emotional realm. Notably, he has researched the multisensory interaction of life under artificial light, encompassing cultural, emotional, and sensory elements, which he published in his book "Light Shines, Light Reflects."

Currently, Suresh Sethi is researching the role of Artificial Intelligence (A.I.) and narratives in product form visualization. His contributions to industrial design have earned him a prominent position in academia and the corporate world, making him a powerhouse of global experience and expertise.

**Mr. Sumit Singh**

Head of Customer Experience & Design
Havells India

Sumit is a seasoned design leader, specialised in product design and innovation. Renowned for delivering exceptional designs which have been credited with the most coveted national and international design awards. In his current role, Sumit is entrusted with the responsibility of developing the design vision, delivering superior user experiences and innovations in products and services. Driving implementation of consumer centric and forward technology with IoT & AI/ML in products. Generating positive customer experience and significant business impact through the steadfast application of the highest standards in domain expertise.

He's a member of the CII National Design Committee, contributing his valuable insights and expertise to the design community. Sumit holds an industrial design degree from NID, Ahmedabad and an Executive MBA from IIM, Calcutta.



Mr. Vivek Gopinath

UX Research And Design Lead
Worxwide Consulting

Leader at Worxwide Consulting in UX research and design with over 12+ years of experience in researching, designing, building and testing products through the prism of user experience. He holds masters degree in design from NID Ahmedabad . Have built scalable products from scratch and have conducted research, heuristics, ethnography, eyetracking, usability testing, behavioural analysis combined with data driven UX design. A design graduate with a certification in Usability Testing, Persuasion, Design and Experience Design.

**Mr. Gaurav Gurung**

Senior Portfolio Manager (Tech and Innovation)

UK Research and Innovation (India)
British High Commission, New Delhi

Programme management professional with over 16 years of experience in Programme and Project Management including internal and external communication. Professional experience includes working across the subject areas of Ease of Doing Business, Economics, Financial Services and Immigration Policy for the Foreign and Commonwealth Office (UK) and the Home Office (UK) at the British High Commission, New Delhi and the Department of Immigration and Citizenship at the Australian High Commission, New Delhi. Academic accomplishments include post graduate degree in Journalism and Mass Communication.



Prof. Dhiraj Kumar

Director

National Institute of Design, Madhya Pradesh (NIDMP)

Dhiraj Kumar, a seasoned professor and the founding Director of the National Institute of Design, Madhya Pradesh (NIDMP) in India, is a distinguished expert in design education. With extensive experience in Design Policy frameworks, product design, research, and management, he actively promotes design thinking in India, contributing as a member of national committees and boards. Prof. Kumar, recognized for his publications and research guidance, has led the establishment of five design institutions over 25 years, showcasing his leadership in shaping departments and institutes of national importance. He holds a Post Graduate qualification in Higher Education, an MBA with a specialization in Design Management, and a Bachelor of Design from prestigious institutions, while also being a member of various national design committees.

**Dr. Sunil Shukla**

Director General

Entrepreneurship Development Institute of India (EDII),
Ahmedabad

Dr. Sunil Shukla, Director General of Entrepreneurship Development Institute of India (EDII), Ahmedabad, is credited with innovative models in research, education, policy advocacy, corporate efficiency, start-ups, MSME growth and grassroots sustainable livelihoods. Dr. Shukla has institutionalized entrepreneurship models and courses in formal education and Institutes of National Importance. As a noted researcher and Lead of the Indian Chapter of the world's largest Annual Study of Entrepreneurial Dynamics, Dr. Shukla continues to strengthen entrepreneurship within and outside the country, including several regions of South-East and South Asian countries, Africa, the USA, Iran and Uzbekistan.



Prof. Phani Tetali

Dean

UPES School of Design

Prof. Phani Tetali is an animator, educator, and cartoonist with more than 30 years of experience, he was the Head of IDC School of Design, IIT, Bombay. He completed his B.Tech. from IIT, BHU, Varanasi in 1988, and his M. Des. in Visual Communication from IDC School of Design, IIT Bombay in 1991.

He worked in the Animation and Gaming industries in India for 18 years before joining the academic field. In 1995, he established his own animation studio in Chennai called 'Animatix' where he made a 13-episode cartoon animation series in Hindi (the first of its kind in India) called 'Tara Ki Duniya'.

As Vice President and CTO, he was involved in establishing and running some of the biggest animation and gaming studios in India like DQ Entertainment, Danlaw Technologies, and FXLabs in Hyderabad, India. For the past 13 years, he has been teaching Drawing, Animation Processes, Animation Principles, Character Design, Game Design, and Sequential storytelling to the students of IDC School of Design and IIT Bombay.

He is currently on the Board of Studies for some reputed universities in India.

**Mr. Devesh Mistry**

Deputy General Manager- Design Lead
Godrej Interio

Devesh Mistry, is the Deputy General Manager Design @ Godrej Interio, and is responsible for Workspace and Education furniture designs. With over 16 yrs of experience in the Design Industry, Devesh has a mentoring and collaborative approach towards his team to create Knowledge, that helps in creating a Purposeful Product. His endeavours for excellence in Design and has given significant contribution to Businesses, Innovative patents, and Award-winning products. According to him, the key challenge in design today is to stay curious and open for critical thinking to design better products with intellect and purpose.



Prof. Vivek Kant

Associate Professor
IIT Kanpur

Vivek Kant is currently employed as an Associate Professor at IIT Kanpur. Earlier he was Assistant Professor at the Industrial Design Centre (IDC School of Design), Indian Institute of Technology Bombay (IDC, IITB). He is cross-trained in both engineering and cognitive/behavioral sciences. His research interests are human factors, systems design, human computer interaction, history and philosophy of engineering, and sociotechnical systems.



PARTNERS' PROFILES

Government Partner



The NITI Aayog serves as the apex public policy think tank of the Government of India, and the nodal agency tasked with catalysing economic development, and fostering cooperative federalism through the involvement of State Governments of India in the economic policy-making process using a bottom-up approach.

NITI Aayog is developing itself as a state-of-the-art resource centre with the necessary knowledge and skills that will enable it to act with speed, promote research and innovation, provide strategic policy vision for the government, and deal with contingent issues. It is supported by an attached office, Development Monitoring and Evaluation Organisation (DMEO), a flagship initiative, Atal Innovation Mission (AIM) and an autonomous body, National Institute of Labour Economics Research and Development (NILERD).

NITI Aayog's entire gamut of activities can be divided into four main heads:

- Policy and Programme Framework
- Cooperative Federalism
- Monitoring and Evaluation
- Think Tank, and Knowledge and Innovation Hub

<https://niti.gov.in/>

International Partner



The World Design Organization (WDO)[™], formerly known as the International Council of Societies of Industrial Design (Icsid), is an international non-governmental organization that promotes the profession of industrial design and its ability to generate better products, systems, services, and experiences; better business and industry; and ultimately a better environment and society.

From 12 founding professional design associations in 1957, WDO has grown to include over 170 member organizations from more than 40 nations, engaging them in collaborative efforts and providing them with the opportunity to be heard internationally.

A renewed vision and mission was approved by the members at the general assembly in October 2015 along with an approval to change the name of the organization to World Design Organization.

WDO has United Nations Special Consultative Status.

Institutional Partner



NID MP, an esteemed institute operating under the aegis of the DPIIT, Ministry of Commerce and Industry, Government of India, stands as a beacon of creativity and national significance. Nestled in the picturesque surroundings of Acharpura in Bhopal, the institute's captivating campus sprawls across 29.49 acres, seamlessly integrating the beauty of nature with state-of-the-art technology and avant-garde design concepts. NID MP is committed to nurturing artistic imagination, fostering lofty aspirations, encouraging boundless innovation, and upholding unwavering excellence through a commitment to quality teaching.

The institute boasts a diverse student body and a team of dedicated staff, creating a dynamic and culturally rich environment where creativity flourishes without constraints.

At NID MP, we offer three distinguished programs — Communication Design, Industrial Design, and Textile & Apparel Design. The academic journey begins with a comprehensive one-year foundation course, serving as a transformative phase. Subsequently, students select their preferred program based on their passions and achievements. Over the ensuing three years, they immerse themselves in their chosen fields, acquiring in-depth knowledge and refining their skills.

Upon completion of the program, these exceptional individuals proudly graduate with a distinguished Bachelor of Design degree, a testament to their outstanding accomplishments and the unwavering commitment of NID MP. Guided by a learner-centered approach, the institute values and nurtures each student's unique potential, creating an atmosphere characterized by care and dedication. Simultaneously, NID MP cultivates a spirited environment of healthy competition, propelling perpetual growth among its students.

Institutional Partner



In accordance with the provisions of the AICTE Act (1987), for the first five years after its inception in 1988, the Minister for Human Resource Development, the Government of India, was the Chairman of the Council. The first full-time Chairman was appointed on July 2, 1993 and the Council was reconstituted in March 1994 with a term of three years. The Executive Committee was re-constituted on July 7, 1994 and All India Board of Studies and Advisory Boards were constituted in 1994-95. Regional Offices of the Ministry of Human Resource Development, the Government of India, located in Kolkata, Chennai, Kanpur, and Mumbai were transferred to AICTE and the staff working in these offices were also deputed to the Council on foreign service terms w.e.f. October 1, 1995.

These offices functioned as secretariats of regional Committees in the four regions (North, East, West and South). Three new regional Committees in southwest, central, and northwest regions with their secretariats located in Bangalore, Bhopal, and Chandigarh, respectively, were also established on July 27, 1994. One more regional committee in South-Central region with its Secretariat in Hyderabad was notified on March 8, 2007.

Objectives

- Promotion of Quality in Technical Education.
- Planning and Coordinated Development of Technical Education System.
- Regulations and Maintenance of Norms and Standards.

Event Partner



DYNAMATIC TECHNOLOGIES

Dynamatic Technologies Limited designs and builds highly engineered products for Automotive, Aeronautic, Hydraulic and Security applications. With futuristic design, engineering and manufacturing facilities in Europe and India, we are able to meet customers' exacting requirements on 6 continents.

Our facilities are located in India (Bangalore, Chennai, Coimbatore), United Kingdom (Swindon, Bristol) and Germany (Schwarzenberg). We also have sales offices across India and in North America, Europe & East Asia.

With three design laboratories in India and Europe, Dynamatic Technologies is a leading Private R&D Organisation, with numerous inventions and patents to its credit. The Company and its Subsidiaries employ around 60 scientists and 600 engineers with expertise in Mechanical Engineering, Advanced Computer Aided Engineering, Materials & Metallurgical Engineering, Fluid Dynamics and Defence & Aerospace Research.

We are geared towards providing innovative and creative solutions to our customers on a continuous basis. Every business process is built around the customer and this approach has, over the years, enabled us to grow at a sustained pace by forging deep and lasting relationships with all our stakeholders that are based on mutual trust and respect, and upon our capabilities in delivering complex technological solutions at economically viable price levels.

Bronze Partner



At Cisco for Startups, innovation and collaboration form the DNA of our mission to touch the lives of people with technology. We echo our pursuits to Cisco's vision of disrupting businesses across industries to create a whole new world that thrives on technology-led innovations, human connections, and positive outcomes. We continuously leverage the global startup ecosystem in our quest to transform into an Everything-as-a-Service (XaaS) company.

Cisco for Startups strives to build a world by positively transforming societies, economies, and outcomes by harnessing technology and the latest innovations. It is a catalyst that enables sell-to, sell-through, sell-with, and buying from startups across various business units for Cisco.

For seven years, we've been at the forefront of disruption, catalyzing the growth of over 60 startups. What sets us apart is not just the numbers but the 90% follow-up funding received by our cohort members, a testament to the lasting impact we make. With a community of over 1000, including investors, founders, government bodies, and other ecosystem enablers we are fueling the next generation of innovation. Over 100+ mentors guide startups through their journey, backed by 25+ pilots that have been actioned.

Our startups benefit immensely from Cisco's innovative solutions, gaining a competitive edge in the rapidly evolving digital landscape. In the realm of Networking, our offerings span Access Networking, Data Center, and Cloud Networking, Industrial IoT, and more. Security is paramount, and Cisco ensures a robust defense with offerings like Full-Stack Observability, Duo, Umbrella, Meraki, and Multicloud Defense. Collaboration tools such as AppDynamics, ThousandEyes, and WebX strengthen our commitment to seamless and secure digital interactions.

Our platform, Cisco STEP, acts as a catalyst for accelerated growth, serving as a bridge that unites startups with mentors, investors, policymakers, and ecosystem partners. Join us to know more: <https://launchpad.cisco.com/c/login.html>.

With a focus on pioneering advancements, fostering partnerships, and driving growth, we stand as a beacon for startups ready to shape the future.

Transforming Tomorrow Together Connect with us: <https://launchpad.cisco.com> | ciscolaunchpad@cisco.com <https://www.linkedin.com/showcase/ciscoforstartups> <https://twitter.com/CiscoStartups>

<https://www.facebook.com/CiscoLaunchPad>

Bronze Partner



In 2016, Bharat Gite founded Taural India as a joint venture with Thoni Alutec group of companies, a market leader in aluminum casting technology based in Germany & Poland. Conceptualized and commissioned under the “Make in India” initiative, Taural India is a world-class integrated aluminum foundry based in Pune, India, that provides intricate aluminum sand-casting solutions across diverse industries and employment to 750+ employees.

Taural India produces high-quality, made-to-order aluminum castings and provides end-to-end solutions, from design to assembly across Energy, Defence, Railways, Marine, Aerospace, Infrastructure, Mobility, and Healthcare sectors. A few of their marquee clients include Ordnance factory (Defense), Indian Railways, ABB, General Electric, Siemens, and Hyosung, among others.

With its facility located on its own property of 240,000 sq. ft. in Chakan, Pune, the plant is spread over 28,000 sq. meters and has a manufacturing capability of 10-1000 kg (casting weight) and 300-4200 mm (casting dimensions). Its highly specialized aluminum components are already replacing those sourced from China & Europe.

Taural India is serving clients across the country as well as globally with a mission to make India the global hub of aluminum sand-casting manufacturing. The company constantly strives to build a powerful, home-grown workforce and will continue to create job opportunities in the manufacturing sector, while also invest in the holistic development of teams via skill development programs.

What sets Taural India apart is not just its ability to deliver world-class solutions across diversified sectors. It's their continuous innovation in engineering, the search for excellence – in business and customer satisfaction, and their dedication to their craft and the nation.

Taural India envisions a world where they continue to create unprecedented value and opportunities for customers, employees, investors, and ecosystem partners via their continuous innovation, relentless research, and business excellence.

Associate Partner



Pearl Academy, a unit of the Creative Arts Education Society (CAES), is India's leading creative education institution as per industry surveys, India Today- MDRA, Outlook-Drshti & I-CARE, The Week- Hansa, Business of Fashion, and The Economic Times. The institution offers 35+ bachelor's and master's degree programmes in Fashion Design, Textile Design, Fashion Communication, Fashion Styling, Fashion Business, Interior Design, Communication Design, Product Design, Film, and Gaming, besides a range of 11-month professional courses through its state-of-the-art campuses in Delhi-South, Delhi-West, Jaipur, Mumbai, and Bengaluru.

Since its establishment in 1993, Pearl Academy has evolved into a globally renowned institution of higher learning, placing a strong focus on global exposure, entrepreneurship, technological expertise, and life skills. The institution has been a catalyst for success for its students through its constructive tie-ups with industry bodies, and international universities. This commitment is prominently reflected in its outstanding placement record, consistently exceeding 99% year-on-year. For more information, please visit: www.pearlacademy.com.

Associate Partner



Over the last 4 decades Maruti Suzuki has not only dominated the Indian automotive market with its diverse product portfolio but also literally put India on wheels. With a variety of products across segments, exceptional sales and service network, Maruti Suzuki continues to delight millions of customers. Today Maruti Suzuki holds 43 percent market share (Apr-Oct, 2023-24) in a highly competitive market Indian passenger vehicle market.

While the M800 captured the imagination of the car enthusiasts in the early 80s, the Swift dawned the new era with its sporty design at the beginning of the new millennium. Since then, Maruti Suzuki has been designing products that are not only reliable but also attractive especially keeping in mind the evolving tastes and aspirations of young India. The launch of NEXA in 2015 as premium automotive channel further bolstered the design language of its offerings. Built around the signature theme of crafted futurism NEXA models have augmented company's design language.

Associate Partner



Established through the UPES Act, 2003, of the State Legislature of Uttarakhand, UPES is a top-ranked, UGC-recognised, private university. As per the National Institutional Ranking Framework (NIRF) 2023, the Ministry of Education, Government of India, UPES has been ranked 52, with a rank of 54 in engineering and a rank of 39 in management. In addition to this, the university has been ranked the No. 1 private university in academic reputation in India by the QS World University Rankings 2024 and is among the top 3% of universities in the world. As per QS World University Rankings 2024: Asia, UPES has been ranked 218 in Asia and 23 in India among all the Indian institutions. UPES has also been accredited by NAAC with a grade 'A' and has received 5 stars on Employability (placements), by globally acclaimed QS Rating. The university has had 90%+ placements over the last few years. Forty-one (41) faculty members of UPES are among the world's top 2% researchers as per Stanford University list.

UPES offers graduate and postgraduate programs through its eight schools: School of Advanced Engineering, School of Computer Science, School of Design, School of Law, School of Business, School of Health Sciences & Technology, School of Modern Media, and School of Liberal Studies with 14000+ students and 1500+ faculty and staff members.

Co-Associate Partner



Autodesk, Inc. is an American multinational software corporation that makes software products and services for the architecture, engineering, construction, manufacturing, media, education, and entertainment industries. Autodesk is headquartered in San Francisco, California, and has offices worldwide. Autodesk is changing how the world is designed and made. Autodesk technology spans architecture, engineering, construction, product design, manufacturing, media, and entertainment, empowering innovators everywhere to solve challenges big and small. From greener buildings to smarter products to mesmerizing blockbusters, Autodesk software empowers innovators to design and make a better world for all.

But we're restless to do more. At Autodesk, we don't believe in waiting for progress, we believe in making it—by combining technologies, unleashing talent, unlocking insights, and empowering our customers to find solutions to the challenges we face today. Autodesk software provides customers with the right tools to work, the ability to think flexibly, and the power to transform what actually needs making.

Autodesk prepares the next generation of innovators by providing students and educational institutions globally with increased, equitable access to professional software, in-demand skills training, lifelong learning programs, communities, and industry insights.

Autodesk Platform

Autodesk's Design and Make Platform is cloud-connected software that helps everyone, everywhere design and make anything by unifying data and workflows and tapping into AI-powered insights and automations for better outcomes in the AEC, Manufacturing, and Entertainment industries. It includes Autodesk Platform Services and our three industry clouds: Forma, Fusion, and Flow.

Autodesk Education aims to prepare all current and future customers for the future of work. It empowers students to gain in-demand skills and credentials.

<https://www.autodesk.com/education/home>

<https://www.autodesk.com/solutions/autodesk-ai>

Co-Associate Partner



Synergy Systems & Solutions, Faridabad (NCR), estd. In 1994, is an Original Equipment Manufacturer pioneering in indigenous automation solutions. We specialize in SCADA and Automation solutions for Rail Networks, Metros, Power Distribution and Transmission, Oil & Gas Distribution and Transportation, Water, Defence.

Our versatile range of hardware and software products have been the result of 25+ years of hard work, continuous innovation, R&D, and focused pursuit. Dedicated teams are employed to support each lifecycle stage of a product.

Software suite includes SCADA, Advanced Distribution Management System (ADMS), Energy Management System (EMS), Remote Access System (RAS), Oil terminal automation system (iTAS), Metering Head-end Software.

Hardware lineup of industry-leading products consists of Remote Terminal Unit (RTU), Data Concentrator Unit (DCU), L2 Managed Ethernet Switch, LTE Router, DC Power Supply, GPS Clock and Bay Control Unit (BCU).

Our Mission is "To Design, Manufacture, Supply & Support High Quality "Made in India" Products".

Co-Associate Partner



Part of the USD 128 billion Tata group, Tata Motors Limited (BSE: 500570 and 570001; NSE: TATAMOTORS and TATAMTRDVR), a USD 42 billion organization, is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks, and buses, offering an extensive range of integrated, smart, and e-mobility solutions. With 'Connecting Aspirations' at the core of its brand promise, Tata Motors is India's market leader in commercial vehicles and ranks among the top three in the passenger vehicles market.

Tata Motors strives to bring new products that captivate the imagination of GenNext customers, fueled by state-of-the-art design and R&D centers located in India, the UK, the US, Italy, and South Korea. By focusing on engineering and tech-enabled automotive solutions catering to the future of mobility, the company's innovation efforts are focused on developing pioneering technologies that are both sustainable and suited to the evolving market and customer aspirations. The company is pioneering India's Electric Vehicle (EV) transition and driving the shift towards sustainable mobility solutions by developing a tailored product strategy, leveraging the synergy between Group companies and playing an active role in liaising with the Government of India in developing the policy framework.

With operations in India, the UK, South Korea, Thailand, South Africa and Indonesia, Tata Motors markets its vehicles in Africa, the Middle East, Latin America, Southeast Asia, and the SAARC countries. As of March 31, 2023, Tata Motors' operations include 88 consolidated subsidiaries, two joint operations, three joint ventures, and numerous equity-accounted associates, including their subsidiaries, over which the company exercises significant influence.

Co-Associate Partner



Tata Steel Group is among the top global steel companies with an annual crude steel capacity of 35 million tonnes per annum. It is one of the world's most geographically diversified steel producers, with operations and commercial presence across the world and an employee base of over 77,000. The Company has received the World Economic Forum's Global Lighthouse recognition for its Jamshedpur, Kalinganagar and IJmuiden Plants. A Great Place to Work-Certified™ organisation, the group recorded a consolidated turnover of ~US\$30.3 billion in the financial year ending March 31, 2023.

Tata Steel has been a part of the DJSI Emerging Markets Index since 2012 and has been consistently ranked amongst top 10 steel companies in the DJSI Corporate Sustainability Assessment since 2016. Tata Steel's Jamshedpur Plant is India's first site to receive ResponsibleSteel™ Certification. Also, the Company received the Prime Minister's Trophy for the best performing integrated steel plant for 2016-17, has been recognised as the 2023 Steel Sustainability Champion by worldsteel, for the sixth year in a row, has received the 2022 'Supplier Engagement Leader' recognition by CDP, featured as Top performer in Iron and Steel sector in Dun & Bradstreet's India's top 500 companies 2022, ranked as the 2023 most valuable Mining and Metals brand in India by Brand Finance and awarded 'Most Ethical Company' 2021, by the Ethisphere Institute. Tata Steel also received 2022 ERM Global Award of Distinction, 'Masters of Risk' - Metals & Mining Sector recognition at The India Risk Management Awards for the seventh consecutive year and Award for Excellence in Financial Reporting FY20 from ICAI, among several others.

Corporate Partner



Cummins Group in India is a leading provider of integrated power solutions for the industrial and automotive sectors. The Cummins Group operates in India through twelve companies: Cummins India Limited – the flagship company of the Cummins Group in India – Cummins Sales and Service Private Ltd., Cummins Generator Technologies Private Ltd., Cummins Technologies India Private Ltd., Tata Cummins Private Ltd., TCPL Green Energy Solutions Private Ltd, Valvoline Cummins Private Ltd., Fleetguard Filters Private Ltd., Filt Red India Technologies Private Ltd., Meritor HVS India Ltd., Meritor Commercial Vehicle Systems India Private Ltd., Axletech India Private Ltd. With a wide-ranging portfolio, the group is engaged in designing, manufacturing, distributing, and servicing diesel and natural gas engines and powertrain-related component products, including filtration, after-treatment, turbochargers, fuel systems, controls systems, air handling systems, transmissions, and electrified power systems. Further with the recent acquisition of Meritor, Cummins Group has expanded its portfolio in India to include drivetrain, mobility, braking, aftermarket, and electric powertrain solutions for commercial vehicles, and industrial markets. The Cummins Group has a remarkable presence with 22 manufacturing plants and employs over 10,000 associates in India.

Cummins India Limited Established in 1962 and headquartered in Pune, Cummins India Limited (NSE: CUMMINSIND | BSE: 500480) is one of the leading power solutions providers in the country. As the oldest and the largest entity within the Cummins Group in India, Cummins India Limited is involved in the power generation, aftermarket, and export businesses. The company has a strong manufacturing backbone and boasts of 6 state-of-the-art manufacturing plants. With over 480 customer touchpoints, the company is committed to its customers' success and ensures that its services and solutions are readily accessible. The company has more than 3,000 associates who contribute their expertise and commitment to ensure Cummins India delivers on its mission of making people's lives better by powering a more prosperous world.

Corporate Partner



L&T Construction's Water & Effluent Treatment business vertical provides state-of-the-art design, detailed engineering, procurement, project management, project execution, commissioning and operation & maintenance for:

- Water Transmission, Treatment, Distribution and Management
- Municipal Used Water Collection, Treatment and Reuse
- Industrial Water Treatment to achieve Ultra-Pure Water
- Industrial Effluent Treatment and Zero Liquid Discharge / Recycle
- Desalination Plants - Sea Water / Brackish Water
- "Unaccounted for Water" Projects to Monitor the Water Loss
- Lift Irrigation Projects
- Refurbishments of Treatment Plants
- Canal Relining projects

With a fiscally sound approach to projects, proven project management skills, country wide operational presence and an experience & expertise that spans over 40 years, L&T is recognized as the leader in developing and providing water infrastructure in the country.

Corporate Partner



Steelcase is a global design and thought leader in the world of work. For over a century, we have designed, manufactured and partnered with the world's leading organizations to create furnishings and solutions for the many places where work happens — including learning, health and work from home.

Through our research, we deliver insights and design innovation to our customers around the world. Our solutions are brought to life through our Steelcase dealer community, Steelcase store and retail partners. And because we're dedicated to doing our best work for the places we all share, we come together for people and the planet — using our business to help the world work better.

Institutional Partner



Desmania is one of the top 3 multi-disciplinary design companies in India, well recognized for our 30 years of design excellence.

Through our proven Design Thinking and Delivery framework, we enable enterprises to build stunning products, systems & insightful strategies. This always lifts the brand perception and boosts the ROI for our clients.

That's why top brands from Consumer Durables, Mobility and FMCG have been working with us for years.

Institutional Partner



भारतीय प्रौद्योगिकी संस्थान रुड़की
Indian Institute of Technology Roorkee

Indian Institute of Technology - Roorkee is among the foremost of institutes of national importance in higher technological education and in engineering, basic and applied research. Since its establishment, the Institute has played a vital role in providing the technical manpower and know-how to the country and in pursuit of research. The Institute ranks amongst the best technological institutions in the world and has contributed to all sectors of technological development. It has also been considered a trend-setter in the area of education and research in the field of science, technology, and engineering.

The Institute had celebrated its Sesquicentennial in October 1996 and now completed more than 175 years of its existence. It was converted to IIT on September 21, 2001 by an Ordinance issued by the Government of India declared it as the nation's seventh Indian Institute of Technology, an "Institution of National Importance".

The Institute offers Bachelor's Degree courses in 10 disciplines of Engineering and Architecture and Postgraduate's Degree in 55 disciplines of Engineering, Applied Science, Architecture and planning. The Institute has facility for doctoral work in all Departments and Research Centres.

The Institute admits students to B.Tech. and B.Arch. courses through the Joint Entrance Examination (JEE) conducted at various centres all over India.

Institutional Partner



**MANIPAL UNIVERSITY
JAIPUR**

(University under Section 2(f) of the UGC Act)

Manipal University Jaipur (MUJ) is a premier university in Rajasthan with NAAC A+ rating, offering undergraduate, postgraduate, and PhD courses. With a 68-year legacy of the Manipal Education Group, MUJ provides a rich educational experience. It emphasizes inspired learning through a unique pedagogy that combines classroom education with hands-on experience. State-of-the-art labs and research facilities foster innovation, while global collaborations enhance networking and learning opportunities.

Institutional Partner



PSNA College of Engineering and Technology is a 39-year-old an autonomous institution of higher education with world-class infrastructure, approved by AICTE, New Delhi, accredited with A++ by NAAC and accredited by the NBA. With a student strength of 6500, we offer 10 undergraduate programmes and 9 postgraduate programmes. The institution also offers Doctoral Programmes in Engineering, Technology, and Science & Humanities through recognized Research Centres by Anna University, Chennai.

The college is equipped with 176 Ph.D. holders, 135 members of faculty pursuing Ph.D and 125 industry certified faculty. We equip students with the academic edge and unparalleled learning experience.

Design Partner



Worxwide Consulting (formerly Bids and Beyond), founded in 2016, aimed to assist companies in bids, tenders, and RFPs by providing end-to-end proposal support, saving time and boosting bid success as a bid consulting firm. We gradually evolved into a growth consulting firm, expanding support beyond bids/proposals to various growth levers. Eventually, we transformed into a digital growth consulting firm, preparing global businesses for success through digital innovation in proposals, products, and productivity.

Our brand mission revolves around enabling business growth through digital solutions and embracing new-age thinking. Worxwide Company offers a comprehensive range of services under core themes like “Bids and Beyond” (Winning Bids and Sales Transformation) and “Experience and Envision” (User Experience and Customer Experience).

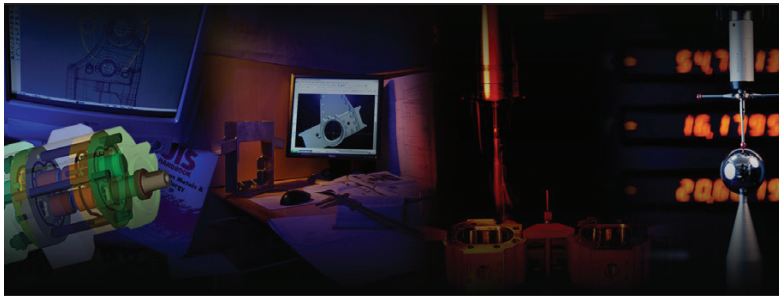
1. **Winning Bids:** Worxwide excels in assisting clients in securing successful bids, focusing on optimizing the bid preparation process, leveraging strategic insights, and implementing industry best practices, from meticulous bid documentation to winning strategy implementation.
2. **Sales Transformation:** Worxwide emphasizes streamlining sales processes for increased efficiency and productivity. The Sales Automation service empowers businesses with automated tools and technologies throughout the sales cycle, from lead generation to customer relationship management.
3. **User Experience:** Worxwide prioritizes delivering exceptional user experiences, creating intuitive, engaging, and user-friendly interfaces for digital platforms. Combining creativity with functionality ensures positive and seamless interactions for end-users.
4. **Customer Experience:** Worxwide offers strategic UI UX design services, enhancing measurable results and elevating customer experiences. CX experts craft cohesive omnichannel strategies, conducting audits, creating journey maps, seamlessly integrating technology, and leveraging Data Analytics with Power BI to analyze insights and enhance touchpoints.

Worxwide providing a comprehensive suite of solutions from customized business strategies to winning bids, streamlined sales processes, and exceptional user and customer experiences. With a focus on innovation and client satisfaction, Worxwide is committed to helping businesses thrive in today's competitive landscape.

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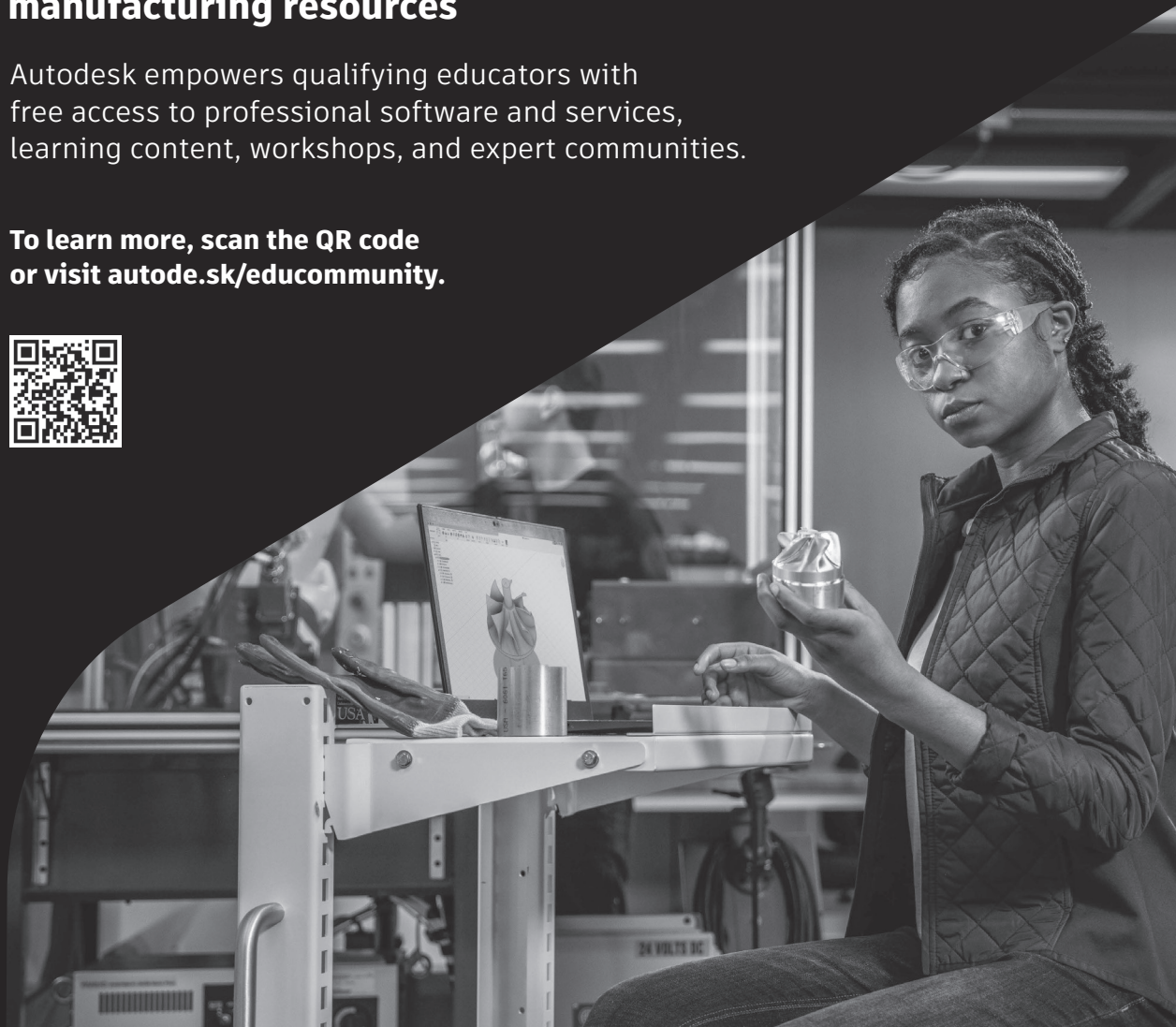


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Beyond Comfort.

Beyond Mesh.

Steelcase Karman™

The Kármán Line is where the earth's atmosphere meets space, weightlessness becomes possible and where going beyond becomes a reality. That spirit and feeling is captured in Steelcase Karman.



Its ultra-light frame and patented hybrid seat with integrated cushioning, minimizes painful pressure points found on other mesh chairs.

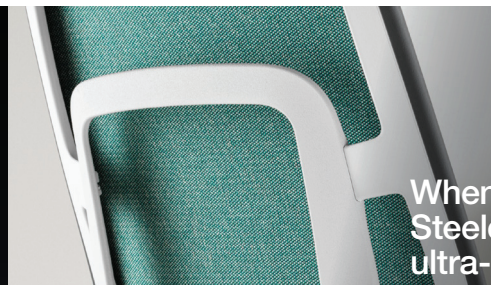
Steelcase Karman Goes Beyond Comfort

Steelcase Karman goes beyond other mesh chairs by delivering comfort in an entirely new way. Its design relies more on physics than mechanism, intuitively responding to your movement and weight. Steelcase Karman provides effortless comfort.



Steelcase Karman Goes Beyond Mesh

Intermix is Steelcase Karman's proprietary performance textile. Using patented Shrinx technology, Intermix is central to Steelcase Karman's comfort, performance and aesthetic.



When integrated with Steelcase Karman's ultra-light frame, Intermix provides ergonomic support for people of all shapes and sizes.





**We solve big problems for
you seamlessly.**

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Sales Transformation

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Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, with around 9,000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from 286 national and regional sectoral industry bodies.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

As India strategizes for the next 25 years to India@100, Indian industry must scale the competitiveness ladder to drive growth. It must also internalize the tenets of sustainability and climate action and accelerate its globalisation journey for leadership in a changing world. The role played by Indian industry will be central to the country's progress and success as a nation. CII, with the Theme for 2023-24 as 'Towards a Competitive and Sustainable India@100: Growth, Inclusiveness, Globalisation, Building Trust' has prioritized 6 action themes that will catalyze the journey of the country towards the vision of India@100.

With 65 offices, including 10 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 350 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.

Confederation of Indian Industry

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