

## Conference Agenda

### Day One

09.00 Am	Registration
10.00 Am	Inaugural Session
10.00-10.10	Welcome Address: <b>Ness Wadia</b> , Chairman, Maharashtra State Council and Jt. MD, Bombay Dyeing
10.10-10.20	Theme Address by: <b>Prof. Juzer Vasi</b> , Deputy Director, IIT Bombay*
10.20-10.30	Special Address: <b>Jurgen Wolf</b> , Managing Director, Hafele India
10.30-10.40	Presentation of Awards to the Winners of Design Competition by <b>Shri Ajay Shankar</b> , Secretary, DIPP, Ministry of Commerce & Industry
	Winners will speak for 2 minuets
10.40-10.50	Indian Design Edge by Dr Darlie Koshy: <b>Book Release</b> by <b>Shri Ajay Shankar</b> , Secretary, DIPP, Ministry of Commerce & Industry
10.50-11.10	Inaugural Address: <b>Shri Ajay Shankar</b> , Secretary, DIPP, Ministry of Commerce & Industry
11.10-11.15	Vote of Thanks: <b>Mehul Choksi</b> , Chairman, FICCI-Gems & Jewellery Committee and CMD, Gitanjali Group
11.15 Am	Coffee Break
11.30 Am	Session 1: Making Indian Industry Globally Competitive through Design
	The Design sector has the potential to accelerate the current economic growth rate to double digit. Indian Automobile Industry has shown that by creating some outstanding models through innovative design and price competitiveness. This session will discuss strategies to replicate these outstanding models in other Indian industries for globally competitive industries of future.
	Session Moderator: <b>Sudarshan Dheer</b> , Graphic Communication Concepts
	<b>Bhaskar Bhat</b> , Managing Director, Titan Industries
	<b>Dr. Darlie Koshy</b> , Director, National Institute of Design
	<b>Satyajit Vetoskar</b> , Head - Design, V.I.P Industries Limited
	<b>Chandrashekhar Badve</b> , Director, Lokus Design
	Q&A
01.00 Pm	Lunch Break
02.00 Pm	Session 2: Design & Industry: Making India a Design Hub

	<p>The information technology revolution has made India a back end processing hub of the world. Design can also be one promising sector, which can become a design processing hub of the world. Indian designers are already designing for the world. Be it a part of Hollywood animation film or a product design for European consumers. The session will discuss various strategies to promote India as Design Hub i.e. Automobile Design, Communication Design, Interactive Design, Interior Design, Jewellery Design, Product Design &amp; Textile Design. This session will also explore the relationship between leadership and design success. It will also study how visionary leaders have navigated corporate success.</p>
	Abhimanyu Kulkarni, Design Head, Philips India
	Ravi Chhatpar, Director - Strategy, Frog Design, Shanghai
	Jurgen Wolf, Managing Director, Hafele India
	Manoj Kothari, CEO, Onio Design Pvt. Ltd.
Q&A	
03.15 Pm	Coffee Break
03.30 Pm	<b>Session 3: Innovations through Design</b>
	<p>In today's competitive world, Innovation is the key to stay ahead of competition. Design has to be innovative to attract &amp; retain customers. The session will portray outstanding success models of Design innovation across the board, which can be replicated by loss making companies looking to turnaround their operations for profitability, companies which are looking at higher growth numbers than the existing one and companies looking to sustain their robust growth model.</p>
	Session Moderator: Dr. Ajanta Sen, Director, Solar Project, Mumbai
	Hari Nair, Director - Global Consumer Design Asia, Whirlpool of India
	B K Chakravarthy, Professor, IDC, IIT Bombay
	Snehal Oza, Strategic Account Manager, Wipro Technologies
	Giovanni Cannata, Founder, xdlab, Itally
Q&A	
07.00 Pm	Networking Dinner
<b>Day Two</b>	
09.45 Am	<b>Session 4: Design Education, Industry Participation and Design Policy</b>
	<p>This session will review the National Design Policy's achievements and shortcoming. The panel will also discuss the potential opportunities and impediment. One of the objectives of Design policy is to promote Design education aggressively due to acute shortage of Design Professionals. This session will find ways &amp; means to fill the gap between supply and demand of Design Professionals and how Industry can participate in promoting design education as a Public-Private-Partnership model.</p>
	Session Moderator: Prof. Vikas Satwalekar, Former Faculty and Executive Director, NID
	Prof. Ravi Poovaiah, Head- IDC, IIT Bombay
	B Bhaumik, VP-Styling & New Product Development, Mahindra & Mahindra
	Dr. Antonia Ward, Managing Editor, UK Design Council
	Dr. Sanjay Gupta, Sr. Professor & Dean, NIFT
Q&A	

11.15 Am	Coffee Break
11.30 Am	Session 5: Design for SMEs Growth
	Small and Medium Enterprises contribute 90% of Indian Industrial Output. SMEs Provide 18 million jobs in India and their success can be attributed to their innovative and cost effective offerings. Indian SMEs have a huge potential to create innovative products and move towards global markets. The session will have discussion on various strategies to identify the global market place and latest design trends to become true growth engine of Indian economy.
	Session Chairman: Shri Jawhar Sircar, Addl. Secretary & Development Commissioner, Ministry of Micro, Small and Medium Enterprises *
	Prof. K Munshi, IDC, IIT Bombay
	Satish Patil, Senior Design Manager, Tata Elxsi
	Harish Gupta, Partner, India Fashion Capital Fund
	Vijay Kumar, Deputy Director, MSME Development Institute

Q&A

01.00 Pm	Lunch Break
02.00 Pm	Session 6: Design & Environment
	Environment protection is of great concern worldwide. Everyone is looking to chip in with various eco-friendly activities to improve the ever deteriorating environment. The session will discuss the various Design Trends, which have been contributing towards a greener environment. From papers for printing to various alloys for electronics products to eco-friendly accessories everywhere the designs are being created keeping in mind of a greener & healthier tomorrow. The sessions will also discuss the need for eco friendly transportation designs and its impact on consumer buying behavior.
	Session Moderator: Prof Mustansir Dalvi, J J School of Architecture*
	Geert Jan Schellekens, Principal Designer, SABIC Innovative Plastics, Netherlands
	Prof Anil Laul, CEO & Principal Architect, Anangpur Building Centre
	Kurnal Rawat, Co-founder and Creative Head, Grandmother India Design
	Bobby Mukherji, Principal Architect, BMA

Q&A

\* marked are invited speakers.

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