

**‘Design 1<sup>st</sup>’ Conference, October 16 & 17, 2008**  
**M S Ramaiah School of Advanced Studies, Bangalore 560054.**

**Day - 1, Thursday, 16<sup>th</sup> October 2008**

**8.30 AM - 9.00 AM:** Distribution of Conference kit

**9.30 AM - 11.05 AM**

**Inauguration**

Master of the ceremony: Mr. Harshal M. Sawant,  
Professor, MSRSAS, Bangalore

Invocation: Ms. Chandana

Welcome: Dr. S R Shankapal,  
Director, MSRSAS, Bangalore

About the Conference: Prof. Prakash Unakal,  
Professor, MSRSAS, Bangalore

Lighting the Lamp and:  
Inaugural Address Dr. M. L. Munjal,  
Professor, IISc, Bangalore

Keynote Speech: Prof. Sudhakar Nadkarni,  
Ex-Professor,  
IIT Bombay, Mumbai

Grace the Occasion: Dr. M.R. Jayaram,  
Chairman,  
Gokula Education Foundation

Presidential Address: Shri. B R Prabhakara,  
Chief Executive,  
Gokula Education Foundation (M)

Vote of Thanks: Dr. S N Sridhara,  
Professor, MSRSAS, Bangalore

**11.05 AM - 11.30 AM: Tea break**

**Session 1: Design Thinking, Process and Innovation**

**Session Chairman: Prof. Singanapalli Balaram**

**Session Co-Chairman : Dr. Vinod K. Banthia**

<b>Time</b>	<b>Duration (minutes)</b>	<b>Speaker with Affiliation</b>	<b>Title of the topic</b>	<b>Invited Talk/ Paper/ Presentation</b>
11.30 AM - 12.00 Noon	30.00	Prof. Clive Richards, School of Art and Design, Coventry University, UK	Design is M.A.G.I.C.	Invited Talk
12.00 Noon - 12.20 PM	20.00	Prof. Lalit Kumar Das, Professor, IIT Delhi	Morphology of Need	Invited Talk
12.20 PM - 12.35 PM	15.00	Prof. Ravi Mokashi-Punekar & Kshitiz Singh, IIT Guwahati	Evaluation of Eye Gestures: Traversing Journey from Intuition into Reason	Paper
12.35 PM - 12.50 PM	15.00	Prof. Prakash Unakal, MSRSAS, Bangalore	Design Thinking and TRIZ: A collaborative Approach	Paper
12.50 PM - 1.05 PM	15.00	Prof. Hrridaysh Deshpande, Director, Elephantiversity Institute of Innovation, Pune	Characteristics of Innovation	Paper
1.05 PM - 1.30 PM	25.00	Mr. Ashish Deshpande, Elephant Strategy + Design, Pune	Design Engaged: An User & Business inclusive approach	Invited Talk

**1.30 PM – 1.45 PM:** Think 3, Bangalore, Product Presentation

**1.45 PM - 2.30 PM: Lunch**

**Session 2: Design Thinking, Process and Innovation**

**Session Chairman: Prof. Clive Richards**

**Session Co-Chairman : Dr. M. D. Deshpande**

<b>Time</b>	<b>Duration (minutes)</b>	<b>Speaker with Affiliation</b>	<b>Title of the topic</b>	<b>Invited Talk/ Paper/ Presentation</b>
2.30 PM - 3.00 PM	30.00	Prof. Singanapalli Balaram, DJ Academy of Design, Coimbatore	'FORM FOLLOWS PEOPLE'	Invited Talk
3.00 PM - 3.15 PM	15.00	Prof. Bhavin Kothari NID, Ahmedbad	Design Thinking and Management: Shifting Values	Paper
3.15 PM - 3.30 PM	15.00	Mr. Arockiam Daniel, TCS, Bangalore	“Creative Thinking - The Easy Way to Innovate”	Paper
3.30 PM - 4.00 PM	30.00	Prof. Terence Kavanagh, Loughborough University, UK	The Perfect Resolution - Craft Sensibilities and Technological Innovation	Invited Talk

**4.00 PM – 4.15 PM: Tea Break**

**Session 3: Workshop – Green Design**  
**Session Chairman: B.R. Prabhakara**  
**Session Co-Chairman: Dr. S. N. Sridhara**

<b>Time</b>	<b>Duration (minutes)</b>	<b>Speaker with Affiliation</b>	<b>Title of the topic</b>	<b>Invited Talk/ Paper/ Presentation</b>
4.15 PM - 4.45 PM	30.00	Ms. Chitra Viswanath, Chitra Vishwanath Architects, Bangalore.	Green Design is Common Sense	Invited Talk
4.45 PM - 5.00 PM	15.00	Prof. A. C. Lokesh, MSRSAS	Demonstration of Portable Bio Diesel Plant	Presentation
5.00 PM - 5.15 PM	15.00	Mr. Suresh Navandar, BPL, Bangalore	Green Packaging	Presentation
5.15 PM - 5.30 PM	15.00	Mr. Daniel Sheridan Coventry University, UK	Design of an electricity generating see-saw for developing world schools	Presentation
5.30 PM - 5.45 PM	15.00	Mr. L. Saravanan, MSRSAS, Bangalore	Gemba Study of Groundnut threshing machine	Presentation

**7.30 PM - 9.30 PM: Entertainment Programme and Dinner:**

Dance Troupe: Ranga Vaibhaba  
 (“Dance of India” & “Mohini Bhashmasura”).

## Day - 2, Friday, 17<sup>th</sup> October 2008

**10.00 AM - 10.30 AM:** Invited Talk: Design for Sustainability,  
Mr. L. Chinzah, National Innovation Foundation, Ahmedabad.

**10.30 AM - 11.00 AM: Tea Break**

<b>Session 4: Design Intervention</b> <b>Session Chairman: Dr. Anindya Deb</b> <b>Session Co-Chairman: Prof. Q. H. Nagpurwala</b>				
Time	Duration (minutes)	Speaker with Affiliation	Title of the topic	Invited Talk/ Paper/ Presentation
11.00 AM - 11.30 AM	30.00	Mr. Satish Gokhale, Design Directions, Pune	Design Intervention	Invited Talk
11.30 AM - 11.50 AM	20.00	Dr. Theresa Beco De Lobo, UNIDCOM/ IADE, Lisbon, Portugal	Legibility for Users with Disabilities	Paper
11.50 AM - 12.10 PM	20.00	Mr. H. R. Rao & Mr. Sandip K Ghosh, TCS, Bangalore	Integration of Design tools and techniques to facilitate Product Development	Paper
12.10 PM - 12.30 PM	20.00	Mr. Vibin M V, NPOL, Kochi	Role of Intuition, Experience and Education in Design Thinking for 'DfX'	Paper
12.30 PM - 12.50 PM	20.00	Mr. Navneet Bhushan & Mr. Karthikeyan Iyer, Crafitti, Bangalore	Designing Ultra Large Scale Systems	Paper
12.50 PM - 1.10 PM	20.00	Dr. N C Mahendra Babu MSRSAS Bangalore	Low Cost Machineries for Indian Farm Mechanization	Presentation
1.10 PM - 1.30 PM	20.00	Prof. Kavita Saluja, NIFT Bangalore	Fashion: Design for new awareness	Invited Talk

**1.30 PM – 1.45 PM:** Altair, Bangalore, Product Presentation

**1.45 PM - 2.30 PM: Lunch**

**Session 5: Design Entrepreneurship**  
**Session Chairman: Mr. Satish Gokhale**  
**Session Co-Chairman: Dr. Sukanta Majumdar**

<b>Time</b>	<b>Duration (minutes)</b>	<b>Speaker with Affiliation</b>	<b>Title of the topic</b>	<b>Invited Talk/ Paper/ Presentation</b>
2.30 PM - 3.00 PM	30.00	Mr. Jacob Mathew, Idiom Bangalore	The Design Entrepreneur - How design can create wealth	Invited Talk
3.00 PM - 3.20 PM	20.00	Mr. Vikram Mitra, Design Genesis, Pune	Designed to build Confidence in Design	Invited Talk
3.20 PM - 3.40 PM	20.00	Mr. Prashant Subedar, Bang Design Bangalore	Design Entrepreneurship: My Journey So Far	Invited Talk
3.40 PM - 4.00 PM	20.00	Mr. Satya Simha Rao, Axiom Consulting, Bangalore	On Design Entrepreneurship	Invited Talk

**4.00 PM – 4.15 PM: Tea Break**

**Session 6: Panel Discussion**  
**Session Chairman: Dr. S.K. Maini**  
**Session Co-Chairman: Mr. Prakash Unakal**

**4.15 PM - 5.15 PM:** Panel Discussion:  
**Importance and Relevance of Strategic Design at Current Context in India**

Panel members:  
 Dr. Anindya Deb  
 Prof. Achutha Rao  
 Prof. S. Balaram  
 Mr. Satya Simha Rao  
 Mr. A J Chandrasekar

## Valedictory

<b>5.15 PM - 5.45 PM:</b> Welcome:	Prof. A C Meti
Summarizing the proceedings:	Prof. Prakash Unakal
Feedback from Participants:	Choose Participants
Valedictory address:	Dr. S. K. Maini, Chairman, Maini Group, Bangalore
Presidential Address:	Shri. B. R. Prabhakara, Chief Executive, Gokula Education Foundation (M)
Vote of Thanks:	Dr. Sukanta Majumdar