Two Day Conclave on

DESIGN EDUCATION FOR CREATING VALUES & DRIVING BUSINESS GROWTH

Dates: 19th & 20th January 2018

Venue: ICSR Building, Indian Institute of Technology Madras, Chennai, India

- Design is the driver for Business Growth in the hyper competitive digital age.

- Based on the success of Design led Organisations Corporations are putting design at the centre of their strategy and designers are finding C-Suit positions.

- There is an urgent need to create a large talent pool of designers for the Indian Business especially in Aero, Auto and Off-Highway Industries.

- How do we initiate an impactful discussion on Design Education which would result in new thinking and in a concerted action to revise the curricula and the methodology for Design Education in our Engineering Colleges and Institutes?

The Idea for a Brain-Storming Conclave:

- This has led to an idea of holding a two-day conclave on the changing role of design and, on the importance of Educating Engineers to use design as a tool for that change, in trying to solve the Challenges ahead.

- SAEINDIA is Organizing this event in Collaboration with, IIT Madras, VIT University, GITAM (Deemed to be University), and R.M.K. Engineering College

- The Conclave will have plenary sessions with invited presentations from Industry Experts, Academics and R&D Organizations highlighting the basic issues which will form the basis of Brainstorming

- Summary Recommendations will be compiled and sent to appropriate authorities for follow up action.

Target Participants:

- Executives from Industry involved in Development and Business Growth
- Engineers from R&D Organizations
- Senior Academics involved in Design Teaching and Student Projects
- Senior Professors involved in Curriculum planning and campus recruitment
- Authorities from Regulatory Organizations, and Accrediting Institutions
- HR Executives from Industry

Program Schedule

19-Jan-2018

Day-1

9.30-11.00 – Inauguration

Invocation

Welcome Speech	: Mr.K.Venkatraj, Dy. Director General, SAEINDIA, Chennai
About the Conclave	: Prof.K.Chandrasekaran, Former Prof Anna Univ & Dean, RMK Engg College, Kavaraipettai
Introduction of Guests	: Prof.R.Gnanamoorthy, Dept. of Mechanical Engineering, IIT Madras
Presidential Address	: Dr. Bala Bharadvaj, MD, Boeing India Engineering & Technology Center, Bengaluru
Inaugural Address	: Dr.P.Sivakumar, Director, CVRDE, DRDO, Govt. of India, Chennai
Keynote Address	: Dr.Amaresh Chakrabarti, Sr.Professor & Chairman, CPDM, IISc Bengaluru
Vote of thanks	: Dr. A Ratnakumar, Associate Professor, Dept. of Mechanical Engg., IIT Madras

National Anthem

11:00- 11.30 – High Tea

11.30 – 13.30 – Plenary Session I

"Skills and Capacities for Next Generation Designer – Industry Perspective"

Mr.K.R.Anandkumaran Nair, Executive Director(Retd.), Lucas-TVS Ltd., Chennai

Mr.V.S.Sridhar, Sr Vice President, Tata Communications Ltd., Chennai

Mr.Bhuvan Anandkrishnan, Director, Electrical, Electronics & Software Technologies, ITDD - Engineering, Caterpillar India, Chennai & Co- Chairman, NASSCOM GIC Council

Mr.Rajaram Venkataraman, CEO, Veltech's Technology Business Incubator, Chennai

Dr.L.Ramanan, Sr. Vice President, Sahajanand Medical Technologies Pvt. Ltd.,Surat

Panel Discussions

13.30-14.30 – Lunch

14.30 – 16.00 – Plenary Session II

"Design Thinking, Future of Design, and Design Education-Academic Perspective"

Dr. R.Gnanamoorthy, Professor, Dept. of Mechanical Engineering, IIT Madras & Founder Director, IIITDM Kanchepuram

Mr.Peer M.Sathikh, Associate Professor & Associate Chair (Academic), School of Art, Design & Media, NTU, Singapore

Dr.Shankar Venugopal, Vice-President, Technology Innovation & KM, and Dean, Mahindra Technical Academy, Chennai

Prof.Harit Santhanam, Professor of Practice, Dept. of Mechanical Engineering, IIT Madras

16.00 – 16.30 – Panel discussion on base topic II

20-Jan-2018

9.30- 11.00 – Plenary Session III

"Practice Oriented Projects, Industry-Institute Cooperation and Start-up Culture"

Mr. B. Shankar, Partner, Infomine Software Solutions, Chennai

Dr.Savita Dawar, Senior Director, NIC, Govt. of India, New Delhi

Mr.G.Ramasubramanian, COO & Head of Delivery, Zafin, Chennai

Mr.K.E.Raghunathan, President, All India Manufacturers Organization & Founder, D4E NETWORK INDIA PVT LTD

11.00 – 11.30 -Tea

11.30 – 13.00 – Panel discussion on base topic III

13.00 – 14.00 – Lunch

14.00 – 14.30 – MIT Video Presentation by Eppinger

14.30 – 15.30 - Summary presentation on main points from the 3 panel discussions

15.30 – 16.00 – Concluding session

Organised by

GEDC
GLOBAL ENGINEERING
DEANS COUNCIL

Supported by

SAEINDIA
Society of Automotive Engineers INDIA

INDIAN INSTITUTE OF TECHNOLOGY MADRAS

In Collaboration with

GITAM
(DEEMED TO BE UNIVERSITY)
(Estd. u/s 3 of the UGC Act, 1956)
BENGALURU • HYDERABAD • VISAKHAPATNAM
NAAC Accredited with A+ Grade

Venue:

IC&SR Building

Near Gajendra Circle, Opposite to Admin Building, Indian Institute Of Technology, Chennai-600036

Map:

https://goo.gl/maps/LgdFi9kjkEo

Map QR Code

Registration fee : SAEINDIA Member : 2350/- | Non-SAEINDIA : 2950/- (All payment are inclusive of 18% Tax)

SAEINDIA

1/17, Ceebros Arcade, 2nd Floor,

Kasturba Nagar, Chennai -20

Ph: +91-44-24411904, 43327336

W : www.saeindia.org

For further details log on to: www.saeindia.org

RSVP : Mr. S. Ilangovan / M: 88704 71511 / E: dm-cds@saeindia.org

Mr. S. Harish / M: 75500 08151 / E: am-marketing@saeindia.org

Speaker Profile : http://saeindia.org/jbframework/uploads/2018/01/Speaker-Profile.pdf