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
18-Jan-2018

Day-1
9.30-11.00 – Inauguration
11.00 – 11.30 – High Tea
11.30 – 13.30 – Plenary Session I

Inauguration:
Welcome Speech: Mr. K. Venkatraj, Dy. Director General, SAEINDIA, Chennai
About the Conclave: Prof. K. Chandrasekaran, Former Prof. Anna Univ. & Dean, RMK Engg College, Kavarapet
Introduction of Guests: Prof. R. Gnanamoorthy, Dept. of Mechanical Engineering, IIT Madras
Presidential Address: Dr. Bala Bhuvanraj, MD, Boeing India Engineering & Technology Center, Bengaluru

Inaugural Address: Dr. P. Sivakumar, Director, CVRDE, DRDO, Govt. of India, Chennai
Keynote Address: Dr. Amresh Chakrabarti, Sr. Professor & Chairman, CEDPM, IISc, Bengaluru
Vote of thanks: Dr. A. Ratnakumar, Associate Professor, Dept. of Mechanical Engineering, 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. Amudhakumar Nair, Executive Director (Retd.), Lucas-TVS Ltd., Chennai
Mr. V. S. R. Madhavan, Sr. Vice President, Tata Communications Ltd., Chennai
Mr. Bhuvan Anand Kumar, Director, Electrical, Electronics & Software Technologies, ITMD – Engineering, Caterpillar India, Chennai & Co-Chairman, NASSCOM GIC Council
Mr. Rajaram Venkatarangan, CEO, Valmet’s Technology Business Incubator, Chennai
Dr. Ramanathan, 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, NITDM, Kanchipuram
Mr. Peer M. Sathishkumar, Associate Professor & Associate Chair (Academic), School of Art, Design & Media, NTU, Singapore
Dr. Shankar Venugopal, Vice President, Technology Innovation & GM, and Dean, Mahindra Technical Academy, Chennai
Prof. Harit Santhanam, Professor of Practice, Dept. of Mechanical Engineering, IIT Madras
15.00 – 16.30 – Panel discussion on base topic II

Registration fee: SAEINDIA Member: 2350/- | Non- SAEINDIA: 2850/- (All payment are inclusive of 18% Tax)

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

Map:
https://goo.gl/maps/LgdFbJk5Ea

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