

WORLD

DESIGN
ORGANIZATION



Confederation of Indian Industry

iDESIGN 4.0

DESIGN | ENGINEERING | BUSINESS

INNOVATION BY DESIGN

CII Design Academy Development Program

Programme commences: 4th February 2025

Drive the Change

The Innovation by Design program has been created in response to increasing industry demand for appropriately trained Innovation Leaders who can sustain an organization's strategic and economic leadership in the marketplace.

The program's core philosophy is grounded in the notion of 'Design Thinking' as an essential catalyst in transforming and enabling business and on a larger scale. The focus is on creative thinking; the pursuit of alternative innovative solutions is an underlying trend throughout the entire program. Design takes on the powerful role of a strategic and commercial tool.

Using a conventional left-brain approach to innovation requires you to analyze the past to predict the future. But today's complex business problems demand a new approach that this traditional thinking can't solve. In contrast, design thinking based innovation, typical of a right-brain approach, enables a big picture, long-term view and allows you to break new ground.

In this turbulent, get-real economy, the advantage goes to those who out-imagine and out-create their competitors, the real challenge lies in getting better and better at a different thing: devising solutions to wickedly difficult problems.

This highly experiential, hands-on program offers participants with a unique learning experience to explore new ways of generating strategy using creativity and design principles. They will gain new skills to provoke unique insights and generate, evaluate and develop innovative ideas.

The Foremost Methodologies

User Focused, Breakthrough and Open Innovation, Strategic Thinkings as well as Design Innovation

User Focused Strategic Process

The Front End, Voice of Customer, New Product and Service Development through to Commercialization

The Culture & Innovation

New Innovation Processes, Transforming Your Internal Experience, Leveraging Innovation, Organizing for Growth, Virtual Innovation, Innovation Leadership

Hands On Interactive Lab

Ethnography, Creative Spaces, Innovation, Boot Camps

The Program

- ▶ A program based on a unique model of innovation that adapts to strategic and operational business needs with a customer focused outlook.
- ▶ International faculty from world renowned institutions.
- ▶ Offered in a format that allows you to learn while being able to maintain work, family and social life.
- ▶ Sponsoring companies will see a return through more motivated employees and the innovation project chosen by the company.
- ▶ Learn powerful techniques through in-depth learning, hands-on exploration and discussion with your fellow practitioners.



Outcomes



Understand the innovation process better



Foster an environment that encourages innovation and design thinking



Develop your ability to commercialize intellectual property



Promote and apply innovation and design in your business and professional areas

Our program's outcome is a shared investment between organizations willing to develop talented people and individuals willing to boost their career.

Benefits

The program is beneficial for both – Individuals as well as corporates. Thanks to the combination of project and learning modules, you and your company will benefit directly:

- ▶ You will develop new products, services and business models, and create value for your company or your own start-up within the program. The program is a combination of theory and strategy contained in a design thinking context.
- ▶ An in-program project designed to affect organizational change, an innovation challenge driven by real-world issues that are of vital interest to the corporates.
- ▶ Residing at the intersection of business and innovation, we leverage the experience of the faculty and the talent of the student body to develop solutions for the corporates.
- ▶ Multi-disciplinary teams study corporate-proposed innovation challenges from many perspectives, including cultural factors, business design, market potential, & technical feasibility.

Program Mentors



Dr. Naushad Forbes

Past President, Confederation of Indian Industry & Co-Chairman, Forbes Marshall

Dr. Udayant Malhoutra

Chairman, CII National Committee on Design Innovation (2024-25)
CEO & Managing Director, Dynamatic Technologies Ltd.



Prof. Pradyumna Vyas

Senior Advisor, Confederation of Indian Industry (CII)
President-Elect – World Design Organization (WDO)



Course Modules

1

Design Thinking Process for Leaders & Third wave Innovation

Welcome to the gateway of innovation!

In this introductory module, leaders from all walks of life are invited to embark on an enlightening journey into the transformative realm of design thinking. Throughout this module, leaders will unravel the core tenets of design thinking, exploring its human-centric approach and its profound impact on problem-solving. They will have practised the process through a team challenge using the Design Swarm method.

The participants will also learn to create complementary innovations around their core product and leverage these small ideas for competitive advantage, integrating them into their business strategies to enhance customer value.

2

User Centred Design and Research and Ideation Techniques

Welcome to the realm of User centered Design and its importance in product development.

In this exploration, we delve into Art of analyzing and organizing data collected from user studies.

This module serves as a beacon for designer / innovators to learn the learn the art of user research driving insightful, user- centered design decisions. Throughout the module, the participants would have learned the ideation models used by the top creative agencies, practiced ideation techniques and used the Authentic Design Disruptive Innovation Toolkit. At the same time, they would have understood the ten essential principles of inclusive design and added the latest inclusive design techniques to their toolbox.

Course Modules

3

Strategize & Leverage AI in Experience & Sustainable Future Design

Welcome to the forefront of sustainable future design, where the integration of artificial intelligence (AI) heralds a new era of innovation and user-centricity. This module will equip participants with the knowledge of trusted future models, and robust design strategies for sustainable product development and adoption.

We will also explore the dynamic intersection between AI and experience design methods, uncovering how this synergy can elevate user experiences to unprecedented heights.

Through real-world case studies and practical examples, this exploration showcases how leading organizations are harnessing AI to revolutionize experience design.

4

Collaborative Problem solving & Storytelling

A key part of communicating effectively is to simply invest time and energy into preparation – to give our communication efforts the attention they deserve. This module will help the participants gain the skills to lead engaging and collaborative workshops, effective sessions with stakeholders, foster a culture of innovation in their organizations, and use workshops as a strategic tool to drive informed design decisions.

It will also delve into storytelling as a potent tool gaining skills in effective communication, crafting a narrative for product, product alignment with story arcs, and utilising visual storytelling techniques to enhance presentations.

Project

Project Development & Submission

Participants will develop a brief project on the application of design principles in their work area (correlated with their line of application) as an offshoot and summary of the course programme. The same can be submitted to their manager in their organization as an outcome of the course.

Special Features

- ▶ The programme will include case studies and interactive learning sessions with leading design experts.
- ▶ The programme will cover 4 core modules, 16 sessions (spread over 4 months and covering theory and practical assignments), individual projects and special sessions with industry, speakers, and other experts.
- ▶ These special sessions with industry speakers and experts is a unique offering that will help participants get real-world insights from experts and design practitioners. The session shall provide multi-industry insights on the latest trends in design in Indian and global business, and the applications thereof.

Core Objectives

The core objectives of i-Design 4.0 are helping participants:

- ▶ Understand the impact of design on business and strategy
- ▶ Understand user in context of design led innovation
- ▶ Understand the prevailing and upcoming trends and technologies
- ▶ Understand the nuances of design process and experience led mindset
- ▶ Find the right balance between profitable, sustainable and inclusive innovation
- ▶ Create a detailed perspective of the impact of design frameworks on innovation, as end outcome for their respective businesses
- ▶ Evaluate the innovation in terms of awareness, adaption, sustenance.

Learning Management System

Access our World class "Learning Management System" powered by CII GEKO. GEKO is a one of its kind knowledge and capacity building platform that has been created specifically by the Industry, to keep the Indian workforce at par with the best in the world. It offers unique, industry-specific, learning and training sessions designed by CII Centres of Excellences and also aggregates the best generalist courses from different industry experts.



Access to course material
and assignments uploaded
by faculties



Access to session
recordings



Offline discussions with
faculty and other participants



Sessions will be hosted on Zoom platform integrated with GEKO.



Learn From The Masters

The faculty comprises of people who are:

- ▶ From world renowned institutions across geographies bringing in a truly global perspective and practices to the classroom
- ▶ From industry for their extensive, current experience, industry knowledge, and ability to share and teach their acumen in an accelerated format

Our Faculty



Prof. Surya Vanka

Surya Vanka is a transdisciplinary designer who has worked at the leading edge of physical and digital experiences for over 25 years.



Ms. Manali Mitra

Manali Mitra's last 25 years have been focused on strategy, storytelling, and crafting human experience for extensive online experiences.



Dr. Ashish Majumdar

Ashish has over two decades of professional journey. Key expertise in Production, product design, eLearning, User experience and training, in manufacturing and IT consulting



Mr. Vijay Chakravarty

Vijay Chakravarthy has over two decades of experience & is a leader in product development — with a strong acumen in human-centered design and business strategy.

Testimonials

An enriching program from CII, iDesign 3.0 focused on the design process and innovation methods. The course helped in relating the design process to real life cases with diverse faculty viewpoints giving opportunities for each one to go back and explore what works best for their own organisation.

Nirav Shah General Manager – Godrej

i-Design 3.0' Program is a well executed & well articulated course launched by CII. Course structure with its various modules and hands on approach for scenario based practical learning really helped not only just to learn theory for 'Design Thinking' but real time experience of working on a solution. Throughout the course participants gained an understanding of a plethora of latest tools and techniques for Problem Framing, Collaborating, Ideation, Prototyping, Experience design & Preparing viable business models that will be helpful in the design journey. This course is really recommended to individuals involved in the Product/Service industry and budding entrepreneurs

Prasad V Shukla – Senior Manager, New Product Development Kirloskar Brothers Ltd.

Good Exposure to various tools used internationally for ideation part, UX thinking patterns while developing the product and customer need finding, etc were really good

Mr. Shailesh B Mohod Deputy General Manager – Blue Star India.

Fee Structure & Dates

For Industry

Programme Fee is **INR 1,25,000 + 18% GST per participant.**

Organisations sponsoring more than two participants will get **5% discount on overall fee.**

Group of five participants from the same organization will get **15% discount on overall fee.**

The industry special sessions will be open for the **wider Design and Innovation Teams** of the organisations.

Registration closes: 11th Oct 2024

For Academics

Programme Fee is **INR 75,000 + 18% GST per participant.**

The fee includes **Tuition fees, Reference Reading Material, Case Studies. Accommodation, Travel and Meals** during the visit to design schools will be extra and will have to be borne by the participant only.

Companies who have trusted us..





Confederation of Indian Industry

For more information Contact

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