



Venture Center  
 100, NCL Innovation Park  
 Dr. Homi Bhabha Road, Pune –411008  
 Email: [eventsdesk@venturecenter.co.in](mailto:eventsdesk@venturecenter.co.in)  
 Phone: +91-20-2586-5877

Product Design Workshops Series – 2015-16

**Product Design workshop series: Introductory workshop  
 on product design and prototyping**  
 - Organized by Venture Center -

<b>Potential gains</b>	<ul style="list-style-type: none"> <li>Design thinking for user-centered product design.</li> <li>Understanding the basic of prototyping, step-by-step approach to design, understanding techno-aesthetic detailing and sustainability in design.</li> </ul>								
<b>Organized by</b>	<ul style="list-style-type: none"> <li>Tinkering Lab at Venture Center</li> </ul>								
<b>Supported by</b>	<ul style="list-style-type: none"> <li>Biotechnology Industry Research and Assistance Council (BIRAC) via its BIG mentoring program and SIIP program</li> <li>Venture Center</li> </ul>								
<b>For whom</b>	<ul style="list-style-type: none"> <li>Ideal for students and professionals who are looking forward to understand product design basics and concepts.</li> </ul>								
<b>When</b>	<b>Friday- Saturday   30- 31 October 2015   Time: 9am – 5.30pm</b>								
<b>Where</b>	Venture Center, 100 NCL Innovation Park, Dr. Homi Bhabha Road, Pashan, Pune-411008								
<b>Contact</b>	Ms. Lipika Biswas   Phone: +91-20-25865877   Email: <a href="mailto:eventsdesk@venturecenter.co.in">eventsdesk@venturecenter.co.in</a>								
<b>Cost</b>	<table border="1"> <tr> <td>Large Enterprises</td> <td>Rs 5000/-</td> </tr> <tr> <td>Professionals from NGOs and academic organizations</td> <td>Rs 3000/-</td> </tr> <tr> <td>VC incubatees / Micro, Small, Medium Enterprises</td> <td>Rs 2000/-</td> </tr> <tr> <td>Students with valid ID card</td> <td>Rs 1500/-</td> </tr> </table> <p>Limited seats: <b>20</b> ; First come first serve</p> <p>Register online at: <a href="http://www.venturecenter.co.in/workshops/">http://www.venturecenter.co.in/workshops/</a></p> <p>Note:-</p> <ul style="list-style-type: none"> <li>Fees paid is not refundable and non transferable under any circumstances.</li> <li>Organizers reserve the right to accept or refuse or delay registrations so to optimize the composition of the group and hence maximize learning for all participants.</li> </ul>	Large Enterprises	Rs 5000/-	Professionals from NGOs and academic organizations	Rs 3000/-	VC incubatees / Micro, Small, Medium Enterprises	Rs 2000/-	Students with valid ID card	Rs 1500/-
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### Introduction

Industrial design is a professional service of creating and developing concepts and specifications that optimize the function, value, usability and appearance of products and also systems for the mutual benefit of both user and manufacturer.

This workshop will introduce participants to the concept of Industrial design. It will engage participants in learning how to approach a problem and iterate solutions for better user centric designs.

### Workshop includes

- Demo and hands on sessions
- Certificate of participation issued by Venture Center
- Access to restricted website with online compilation of resources for 1 month
- Membership in mailing list to other workshops by Venture Center
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**\* Please note, the participants will have to arrange for their own travel/local transport and accommodation.** (For more info please visit [www.venturecenter.co.in](http://www.venturecenter.co.in))

### Workshop Schedule

Time (hrs)	Topic and Contents	Venue	Faculty
<b>Day1:</b>			
0900-0915	Registration	Foyer area	
0915-0930	Introduction to the session.	E-classroom	Premnath V
0915-1030	Introduction to Design <ul style="list-style-type: none"> <li>• Introduced to the idea of “design”</li> <li>• Design as a concept and its concerns</li> <li>• Difference between art, design and engineering</li> </ul>	E-classroom	Dhimant Panchal Manoj Kothari
1030-1045	Tea/coffee and biscuits	Foyer area	
1045-1345	Product Design case study <ul style="list-style-type: none"> <li>• Taking the participants through the process by which a product is designed</li> <li>• Case study - blood oxygenator, Hospital app</li> </ul>	E-classroom	Dhimant Panchal Gaurang Shah
1345-1430	Lunch	Cafeteria	
1430-1500	Design Process In depth look at the methodologies, techniques and tools employed in the design of a product	E-classroom	Dhimant Panchal, Manoj Kothari
1500-1700	Sketching as a powerful tool towards ideation and generation of new ideas.	E-classroom	Gaurang Shah



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	<ul style="list-style-type: none"> <li>A hands on experiential assignment to make participants understand the importance of the tool of sketching</li> <li>Basic perspective, lines, cubes, machine blocks</li> </ul>		
1700-1715	Tea/coffee and biscuits	Foyer area	
1715-1730	Interaction with participants – Q&A	E-classroom	
<b>Day 2:</b>			
0930-1000	Product Form <ul style="list-style-type: none"> <li>Elements which go into the understanding and generation of form</li> <li>Taking inspiration from a variety of sources including nature</li> <li>Case studies on nature inspired designs and an assignment on form manipulation in 2D and 3D</li> </ul>	E-classroom	Gaurang Shah
1000-1015	Tea/coffee and biscuits	Foyer area	
1015-1115	Form assignment continues...  A sketching based assignment covering fundamentals like radii manipulation, form integration in 2D and 3D, with basic shapes like square, circle, triangle etc. and basic primitives like cube, cone, cylinders etc.	E-classroom	
1115-1315	Ergonomics <ul style="list-style-type: none"> <li>Case studies on medical device design presented by VC incubatees.</li> <li>Panel discussion on design concerns and challenges.</li> </ul>	E-classroom	Nishant Kumar, Girish Arabale, Pushkar Ingale
1315-1345	Project on simple product design Briefing	E-classroom	Gaurang Shah
1345-1430	Lunch	Cafeteria	
1430-1500	Project on simple product design continues	E-classroom	
1500-1700	Project on simple product design Discussions and feedback on project work	E-classroom	Gaurang Shah
1700-1715	Tea/coffee and biscuits	Foyer area	
1715-1730	Interaction with participants – Q&A	E-classroom	






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### About the Speakers

	<p><b>Prof Dhimant Panchal</b>        Prof Dhimant Panchal graduated from the National Institute of Design (NID) Ahmedabad in year 1980 in Industrial Design stream. He has developed various design academic programmes, which includes Design foundation Programmes, courses at Basic design level as well as at advance levels. He is currently faculty at MIT Institute of Design and has worked in diverse capacities in varied institutions namely the National Institute of Design, Ahmedabad, School of Interior Design, National Institute of Fashion technology, Gandhinagar and Indus Valley school of Art &amp; architecture ( Pakistan ). He has worked on several projects including designing products for the Bio-medical, prosthetic, differently able individuals and cerebrally palsied children.</p>
	<p><b>Prof Gaurang Shah</b>        Prof Gaurang Shah heads the Transportation Design Discipline at MIT Institute of Design. He is responsible for developing innovative academic structure for the young learners who will be engaged in addressing local and global transportation issues through design and development of products and systems. He did his basic design course at NID in Product Design and graduated from the institute in 1983. He did an 18 month long advanced level course in Product Planning and Design offered by the Carl Duisburg Gessellschaft e.V, in Munich, Stuttgart and Cologne, Germany. Over the years Gaurang Shah has worked on diverse design projects such as auto rickshaw design, seating systems for long distance passenger buses, design of digital cameras, lighting systems, lighting fixtures design, electrical appliances for homes, insecticide sprayers, several defense related projects.</p>
	<p><b>Mr. Manoj Kothari</b>        Manoj is co-founder, director and principal strategist at Onio Design Pvt. Ltd. With more than fifteen years of experience, Manoj has led hundreds of innovation consulting assignments for Indian and global clientele ranging from nimble start-ups, growth-oriented SMEs to Fortune 500 companies encompassing domains like brand strategy, product innovation and strategic innovation &amp; scenario consulting. Manoj is a Mechanical Engineer from the IIT, Bombay and PG in Industrial Design from NID, Ahmedabad. He started his career in 1992 in New Product Development &amp; Quality Assurance at Eicher Tractors where he was instrumental in the launch of Eicher's first water-cooled 30 HP tractor. He has been a speaker on various platforms like- CII-NID Design Summit (2005, 2006 &amp; 2007), Pune Design Festival (2006 &amp; 2007), Design for BRICs at Korea Institute of Technology (2007), World Design Congress, USA (2007), FICCI Design Conclave (2008,2009), India Summit, Aalto University, Helsinki (2008), CNBC Young Turks Transformers (2010), SIAM Styling &amp; Design Conclave (2010).</p>
	<p><b>Mr. Nishant Kumar</b>        Nishant is founder and CEO of Embryyo Technologies Pvt Ltd. Nishant is a healthcare and medical technology enthusiast with a keen eye towards the gaps and pressing needs in the medical technology spectrum, and is driven to brainstorm, ideate and create novel technology solutions. He holds a BTECH and MTECH in Mechanical Engineering from the Indian Institute of Technology Bombay and is also a Fellow at the Startup Leadership Program. Previously he has worked with the University of Munich Hospital in Germany and Philips Healthcare. His research interests include microfluidics, mechatronics, medical product design and medtech hacking. He is currently the founder of Embryyo Technologies.</p>



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	<p><b>Mr. Girish Arabale</b> Girish is Founder, Molqbits Sensors &amp; Data Pvt Ltd, Pune [BIG Grantee]. He is PhD [Carbon Nanostructures] from National Chemical Laboratory, Pune. His research Interests include Raman Spectroscopy, Nanoscale Carbon, Energy Storage Technologies, Open-Source Hardware, Data Visualizations and Biohacking.</p>
	<p><b>Mr. Pushkar Ingale</b> Pushkar holds the position of Sr Industrial Designer, Manager- India at Laerdal Global Health and is a 2010 Stanford-India Biodesign Fellow. He is also the co-founder of Koham Labs - an innovation and design studio in India. Pushkar is a mechanical engineer by training and completed his M.Des in industrial design from Industrial Design Center, IIT Bombay. He started his career with a two year experience working with Sandvik Asia Ltd in their Coromant Sales and Marketing Division. He continued his efforts in design by partnering in a start up, communication and identity design studio - Yelloh. Pushkar continues to be excited about helping new innovators and entrepreneurs create a larger impact, by designing a lasting experience around their products and services.</p>
	<p><b>Dr. Premnath V</b> Premnath is Founding Director of Venture Center and Head, NCL Innovations. He is B.Tech (IIT-B), Ph.D (MIT, USA), Chevening Technology Enterprise Fellow (Centre for Scientific Enterprises, London Business School and Cambridge University, UK). He has experience in technology development and commercialization, working with start-up companies (in Cambridge-UK and India) and engaging with large corporations on research and consulting projects as project leader.</p>



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### About the Organizers



#### About Venture Center

Entrepreneurship Development Center (Venture Center) – a CSIR initiative – is a Section 25 company hosted by the National Chemical Laboratory, Pune. Venture Center strives to nucleate and nurture technology and knowledge-based enterprises by leveraging the scientific and engineering competencies of the institutions in the Pune region in India. The Venture Center is a technology business incubator supported by the Department of Science & Technology's National Science & Technology Entrepreneurship Development Board (DST-NSTEDB). Venture Center's focuses on technology enterprises offering products and services exploiting scientific expertise in the areas of materials, chemicals and biological sciences & engineering.

For more information, visit <http://www.venturecenter.co.in/>



#### About Tinkering Lab

Tinkering Lab is a facility at Venture Center. This Venture Center initiative has been created with the generous support from in-house funds from Venture Center and the host Institution. The focus in the Tinkering Lab is on electronics, instrumentation and optics besides related prototyping and design.

The main aim of the Tinkering Lab is to help inventors and entrepreneurs to build prototypes of their ideas and generally "tinker" around exploring new ideas.

For more information, visit <http://www.venturecenter.co.in/tinkeringlab/>

### About the Supporters



Biotechnology Industry Research & Assistance Council is a new industry-academia interface and implements its mandate through a wide range of **impact initiatives**, be it providing access to risk capital through targeted funding, technology transfer, IP management and handholding schemes that help bring **innovation excellence** to the biotech firms and make them globally competitive.

For more information about BIRAC: [www.birac.nic.in](http://www.birac.nic.in)