

‘Design professions least probable to get affected by automation’: UPES Design Conclave

New Delhi, June 02, 2017: Prime Minister Shri Narendra Modi’s call for **Design in India** was appreciated by veterans of the Design sector at the Design Conclave organized by University of Petroleum and Energy Studies (UPES) in New Delhi. The government’s National Intellectual Property Rights (IPR) Policy was also given a thumbs-up as it enables designers to protect their original designs, spurring creativity and stimulating innovation. Setting an optimistic tone for discussions around ‘Design in India- Getting Ready for the Future’, Dr. Darlie O. Koshy, Director General & CEO, Institute of Apparel Management, & ATDC said, **“Creative and design professions are the least probable ones to get affected by automation”**.

In his keynote address, Anil Saini, Director (Design), General Motors Technical Center India, emphasized on the need for developing specialized skills like transportation design in design departments. According to India Design Report, “From modest beginning Indian Design Industry is on a maturity curve now. At this juncture it needs a strategic and long term direction to fortify the gains already made. Even though the design industry in India is very small at present, its economic impact is quite high as it helps major industry sectors by augmenting their business value and competitiveness.”

In a panel discussion on ‘Role of Design in Business Growth’ moderated by Saurabh Singh, Dy. General Manager, Design Studio, Maruti Suzuki India Ltd., industry leaders from the design sector unanimously agreed that **‘design is at the core of any business’s success story and therefore, it’s time that designers are also taught business and strategy. Designers do not work in isolation and their work has direct impact on growth of a business’**. The leaders also agreed that despite the all-pervasive globalization, design should be local to meet the requirements of consumers. Participating in this panel discussion were Ajay Gupta, Founder Director, First Touch Solutions Pvt. Ltd., Anupama Bhat, Co-founder, Design Lead, Kriya Studio, Chetan Sorab, Team Head, Industrial Design, LG Electronics India Pvt. Ltd., Satish Komaragiri, Founder Director, Advandes Design Engineering Services and Sudhir Kumar, Director & Industrial Designer, SKM Designs Pvt. Ltd.

Krithika Mani, Class V student of Pathways School, Gurgaon wowed the audience with her take on design and creativity and showcased the prototype of a walking stick she designed keeping in mind the needs of senior citizens and osteoporosis patients.