

NASSCOM DESIGN SUMIT - DESIGN4INDIA REPORT

Date – August 22 & 23, 2019

Place- Bengaluru

INTRODUCTION -

“Design for India” was a two day event conducted by NASSCOM between 22nd August to 23rd August 2019. The aim of the two day conference saw speakers from around the globe speaking on topics of their expertise. They shared their experiences and interests, and also spoke about the current scenario and future forecasts of design.

THE EVENT-

The event saw a plethora of events, conferences, and round table meeting where industry experts shared their expert advice and insight about the design industry -

The event saw speakers discuss topics such as -

- Designing for Scale
- Going Digital
- Designing for Sustainability
- Design Education
- Design Innovation
- Leaders in Designing
- Changing the world through design

The above mentioned are some of the topics that were discussed among a vast array of themes and subjects. The speakers were the stalwarts from the industry, designers and leaders such as Mr. Srinath Rangamani (Design Head, Swiggy), Mr. Balaji Chandran (Chief Product officer, Homelane), Mr. Sameer Chavan (Head of Design, Flipkart), Mr. Kranti M (Mentor at Google, Ex-Design Head, Furlenco).

The event also saw workshops conducted by the speakers as a mean to engage the participants. The event saw the presence of over 1000 participants over the course of 2 days.

The speakers were available for personal interaction after the session was over. The event saw participants and speakers found this interaction mutually fruitful.

The second day saw the presence of experience zones, where companies displayed their products such as VR, photography applications, designing software, etc. The experience zone was found to be one the most crowded place in the event.

The event was planned to become a platform for networking and job search as well employment pool. The participants were seen displaying their designs to and getting them curated by professionals. A few participants landed a job in the conference itself.

The closing ceremony was an award function where outstanding designers were awarded for their work in a total of 12 categories. The awards were given away by industry professionals.

The award night was followed by networking dinner and after party.



