

Design!public



Design Public Conclave in New Delhi on March 14, 2011

Innovation and the Public Interest

Design Public is a series of conversations about whether and how Innovation can serve the Public Interest.

At our inaugural event, in New Delhi on March 18th earlier this year, we focused on the question of whether innovation in governance is needed and how it can be achieved. An excellent overview of the event can be found in a Mint Newspaper [article](#) by Aparna Piramal Raje. While we discovered wide agreement in principle as to the need for innovation in India, there was much uncertainty about how government systems relate to innovation, and some doubt as to whether governments are in fact capable of innovation. At our upcoming event, we aim to widen the ambit of the discussion, to ask how innovation serves the public interest, thereby opening up the question of innovation to the social sector, to corporations, to venture capitalists, designers, students, academics and more.

Following Schumpeter, we understand innovation to be a fundamental part of modern economic and social life -- in fact the very source of the momentum that drives us forward into the future. However, we have also found innovation need not be limited to entrepreneurs in the private sector, but can also be accomplished, in various ways, in government, in the public sector, and by social and developmental agencies. Moreover, if the specific components of innovation can be identified and learned, it would be possible for many more



organizations and individuals to successfully drive beneficial social and technical change.

If the term Innovation describes the business or economic dimension of the forward movement of society under capitalism, then the immanent, cognitive or mental aspect of this forward movement can be captured by the term Design. It is the multivariate, parallel, sometimes collaborative process of finding solutions to problems that have no obvious and available answer. Whereas the language of design gained prominence in the Industrial Age as a means for the rendering of surfaces and finishes for the more effective marketing of consumer products ('posters and toasters'), the concept has far wider application in the present. Design and Innovation are by definition the strategies through which the most intractable, complex, and multivariate challenges encountered by individuals or groups.

At our event, therefore, we seek to articulate exactly how these strategies can be brought to bear on the Grand Challenges facing our society, in areas such as:

- Complete and Effective Healthcare for Mothers and Children
- Increased Use and Acceptance for Toilets
- Broad-based Higher Education
- Participatory and Responsive Civic Administration

Over the course of the day-long event, we will consider different approaches and paradigms of innovation and how they may be applicable to these Grand Challenges. We will break out into sessions in order to apply these perspectives and approaches to specific challenge areas. At the end of the day we will seek to expand the circle of innovation in order establish new ways of collaborating and sharing knowledge such that we are able to accelerate and intensify the application of innovation to addressing these and other Grand Challenges facing the Public.



Panchayat meeting on Village Sanitation in Khera village, Budaun District, UP

Event Details

Design Public is a conversation among a select group of high level thinkers, decision-makers and opinion-leaders who seek to use innovation in order to advance the Public Interest. No more than 70 persons will be in attendance. Presentations will be brief. Panel discussants will intersperse with the other participants for greater involvement and equal opportunity for dialogue and response. All attendees will be asked to participate in the emerging dialogue through the day.

The second edition of the Design Public Conclave will be held in Bangalore on the 14th of October at the National Gallery of Modern Art, which is housed in a century-old mansion, which was once the property of the Mysore royal family.

There will be a series of pre-conference research outings on the 13th of October for which participants may register in advance.



National Gallery of Modern Art, Bangalore



Featured Participants

Leading thinkers in the area of innovation, design, development, entrepreneurship and public policy will participate in this edition of Design Public. These include:

Aditya Dev Sood, Center for Knowledge Societies

Aditya Mishra, Headstart Foundation

Amit Garg, MXV Consulting

Ashwin Mahesh, Founder, Mapunity

Harsh Shrivastava, National Planning Commission

H. P. Khincha, Chairperson, Karnataka State Innovation Council

Jayna Kothari, Ashira Law

M. P. Ranjan, National Institute of Design

Mahesh Murthy, Pinstorm

Naresh Narasimhan, Venkatraman Associates

Rajeev Chandrashekhar, Member of Parliament

Reto Wettach, Interaction Design Studios Berlin

Rishiksha Krishnan, Indian Institute of Management Bangalore

Rohini Nilekani, Arghyam Foundation

Samar Halankar, MINT Newspaper

Shiv Vishwanathan, DA-IICT

Sudhir Krishnaswamy, Center for Law and Policy Research

Sunil Abraham, Center for Internet and Society

Zackery Denfeld, Pacific Northwest College of Art



Conclave Agenda

Understanding Innovation

Retto Wettach
Rishiksha Krishnan
Mahesh Murthy
Aditya Dev Sood

Is Innovation in the Public Sector Possible?

Rajeev Chandrashekhar
Ashwin Mahesh
Ekta Ohri + Sneha Raman
Harsh Shrivastava
Sudhir Krishnaswamy

What Does Social Innovation Mean?

Sunil Abraham
Rohini Nilekani
Zackery Denfeld

A Critical Response to the Morning Session

Aditya Dev Sood
Samar Halankar
Shiv Vishwanathan

Lunch

Grand Challenge Sessions

A: Private: Online Higher Education
B: Public: Voter Registration
C: Social: Toilet-training for All!

Tea

Reports Back from the Group

Concluding Session: Innovation and the Grand Challenges of Society

Individual Participation

In order to make each voice count, entry to the conclave will be by arrangement only. Others who are truly interested, should please drop us a few lines on how they would like to contribute and we will be glad to get back in touch.

There are no registration fees. However, we would like to see participants take their own initiative in covering their own travel costs and making their own arrangements for stay so far as possible. If specific needs are perceived, please communicate them to the organizers.

If you are interested in participating in this conversation on innovation, design thinking, and the public interest please contact Anand Vijayan at anand@cks.in.

Institutional Participation

Confederations of industry, associations of management, departments of government and diverse development sector and civil society organizations are invited to express their interest in supporting this event.

Organizers

Center for Knowledge Societies (CKS)

Center for Internet and Society (CIS)
Venkataraman Associates (VA)
Center for Law and Policy Research (CLPR)
Headstart Foundation (HF)
Chaia Innovation Accelerator (ChIA)
MXV Consulting (MXV)
Mint Newspaper (MN)
Confederation of Indian Industry (CII)

Participation Enquiries

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Venkataraman
associates



Confederation of
Indian Industry



HeadStart!



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