
IIT-GN HOSTS INT'L MEET ON DESIGN

More than 200 designers, researchers, educators, practitioners, and entrepreneurs from across the world will come together at the Indian Institute of Technology Gandhinagar to discuss the implications and future of design for mass impact. A three-day international conference titled 'Design for a Billion' will start on Friday. The meet will address the themes of design, business and policy. Several prominent global designers will share case studies on products, services and trends that will impact a billion people in the coming years. Satish Gokhale, founder of Design Directions will showcase a study of the Tata Swach, which was designed to address safe drinking water problem in India. Ashwini Deshpande, co-founder of Elephant Design, will present case studies of designs ranging from newspapers that sell two million copies daily to a safety razor. **AM**