

IITGn to host 'Design for a billion' conference next week

dna correspondent

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The Indian Institute of Technology Gandhinagar (IITGn) will conduct 'design for a billion' conference at their campus from November 7-9.

The conference addresses broad themes of design, business and policy. The conference will host several eminent keynote speakers and distinguished speakers who will speak on a wide range of

topics and will share case studies on products, services, trends that will impact a billion people in the coming years. It is also cross-disciplinary forum to bring together researchers, educators, practitioners, entrepreneurs and venture capitalists to discuss the implications and future of mass impact design.

"Design for a Billion conference is a forum to discuss the implications and obstacles to mass-impact of design.

Today, design is widely recognised as a profession that creates empathetic, human-focused solutions to complex socio-cultural problems.

Yet the scaling up of design led solutions remains a major challenge. This conference seeks to understand the obstacles to the design, development and dissemination of innovative solutions for problems faced by a billion people" said Bhaskar Bhatt, professor (Design), IITGn.