

DESIGN!PUBLIC

Trust, Participation, Innovation

Third Edition: 20th April, 2012, New Delhi

An Invitation to Dialogue

The Design Public Conclave is a high-level conversation among a select group of thinkers, decision-makers and opinion-leaders who seek to use innovation in order to advance the public interest. This third edition of the Design Public Conclave will be held in New Delhi on the 20th of April 2012, and it has as its theme 'Trust, Participation, Innovation.'



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Why Design Public?

Design Public began as a conversation around the question of how design thinking and innovation can be used by organizations and actors outside the private sector, specifically government organizations and social sector agencies. As we enter this third edition of the Design Public Conclave, we see not only that our questions and deliberations have become so much more sophisticated, layered and granular, but also that there is a clear need to move beyond mere conversation, to the actual establishment of diverse consortia, partnerships and alliances that will bring this agenda to practical realization.

At our first conclave in Delhi, we focused on the question of Governance Innovation: Can or should government agencies use user-centered design solutions to develop and deploy better solutions? The easy answer is yes, but the question remains, where can we find the special expertise that allows them to do this? Out of this question was born the concept of what we call the Bihar Innovation Lab. This is an institution born out of partnership between the government, foundation, social agencies and private sector organizations working for innovation. It will not only document different kinds of innovations that may be undertaken, but also use user-centered research and design methods to create an experience concept that then may be further developed and deployed.

The second edition of Design Public, in Bangalore, explored the public benefits of private innovation. It sought to understand exactly how innovation serves the public interest – whenever newer and better ways of doing things are discovered, agencies, usually private companies, benefit, but the public also benefit from these. If this is the case, it stands to reason that driving innovation forward should become one of the most important goals of state policy.

Moreover, where government and social welfare have failed to redress long-standing grand challenges of society, including in areas of healthcare, sanitation and education, there is a promise that an innovation approach can in fact be successful. How best can the government intervene to encourage the private sector to orient itself towards these grand challenges that remain unsolved? Conventional policy-making approaches in the form of restrictions or tax incentives are too blunt to be effective. What is required is an approach that we may call *coordination*, whereby state agencies may work in a rather more subtle way in partnership with corporations, social agencies and academic experts, on particular targeted areas. That is to say, we must build cross-sectoral consortia that humanize the grand challenges in order to together make progress in defining the problem our ecology faces as a whole, in order to then make progress along each particular path.

This third edition of Design Public focuses on questions of trust, participation and innovation. As discussed in the conclave note, deficiencies of trust are often linked to the absence of opportunities for participation, and both are grave challenges in their own right. For our purposes, however, this is especially relevant because of their effect on innovation. In the absence of trust and participation, attitudes, practices and an overall culture of innovation cannot emerge. Collaborative consortia between companies and coordination between unlike organization cannot arise. On the 20th of April this year, we look forward not only to thematizing and problematizing these issues, but also to taking specific concrete steps to rearchitecting India's innovation ecology so that together we can take strategic steps to overcome obstacles and meet unmet needs.

Concept and Background

From Tahrir Square in Egypt to the Ram Lila grounds in New Delhi, and on over to Zuccotti Park in New York, something has happened, something has changed. We have witnessed a crisis of trust, wherein a networked public has risen up against an establishment in which they no have faith. In this crisis, both governments and multinational corporations have found themselves against the tide. In different ways in different parts of the world, deficits of trust and the absence of opportunities to properly participate in one's economy and society have brought things to a head.

Citizens the world-over have demonstrated a burning desire to participate in making change happen, and yet there are no established avenues or channels for participation. Social media platforms have allowed volunteers and activists to coordinate with one another, often against the establishment. It would appear that participation in social media involves cautious optimism, mutual reinforcement and the slow and gradual development of trust and even reputation within one's mobile and social networks. Through connectedness, mutuality and the sharing of ideas, content and media, protest movements from around the world have been able to grow and sustain themselves despite the absence of any single charismatic leader. This creativity would not have been possible without the new paradigm of trust brought about by social networks and online communication.

While protestors in diverse parts of the world, but especially in the Occupy Movement in the United States have demonstrated remarkable creativity and mutuality amongst themselves, they stand opposed to established institutional systems that seem not to be able to channel that creativity and energy. Trust exists within the social network of the protest movement, but it breaks down when it comes into contact with institutions, be they governments or corporations. What kinds of channels and avenues for participation must institutions build in order to engage the networked public? How can protest be more optimistic, inclusive and constructive in its engagement with the establishment? How might both jointly arrive at a more participatory form of interaction that can actually bring about the kind of structured change that would be worthy of an innovation society? These are some of the large questions we will address in this third edition of the Design Public Conclave.

In the absence of adequate degrees of trust at various points in the public-private continuum, several adverse consequences arise: First, the energy and investment of the public is misspent, second outstanding challenges in society remain unsolved, and third and most unfortunately, failures of trust multiply, leading to a vicious and regressive circular pattern. An innovation paradigm, however, can invert this cycle, leading to opposite outcomes: new and innovation means of solving long-standing problems, greater proximity between recipients and providers of products and services, and more effective practices of participatory, collaborative and co-creative innovation. This is the larger hope and aspiration of the Design Public Conclave.

Beyond these large questions of state and society, the question of innovation in society has become particularly pressing for Indian economists and business thinkers on account of the country's recent slow-down. Over the past two decades, India's economic growth has followed the trajectory of what we might call a classic emerging economy: the country has achieved widespread mediatization and informationalization under conditions of limited or partial industrialization. Over the past three years, however, its further robust and continuous growth has faced increasing doubt and uncertainty. It would now appear that continued growth cannot be achieved merely through deregulation but through wholly new ways of creating value, which will necessarily centre around innovation.

In India's business world, many senior executives still doubt the very possibility of structured and routinized innovation. Even those who affirm its value are innocent of the specific steps and stages involved in bringing new products, services and experiences to light. In the absence of well-established practices and processes of innovation, such organizations are in danger of listing and lingering, losing sight of the grand challenges that they might otherwise conquer. On the other hand, an embrace of innovation processes can revitalize such organization. It is vital that innovation be taught and learnt and that all kinds of organizations and professionals recognize that this is a fire that can be tamed. Design Public is an attempt to widen and deepen our understanding of the possibilities of design and innovation in the Indian context, and the role they can play helping this economy and society better realize its own ambitions and higher aspirations.

Event Details

The third edition of the Design Public Conclave will be held in New Delhi on the 20th of April. No more than 100 high level thinkers, decision-makers and opinion-leaders will attend Design Public. Presentations will be brief, panels will be crisp and interactive. Speakers and discussants will intersperse with other participants in breakout sessions to ensure adequate opportunity for dialogue and response. The audience will be active and engaged, and can draw attention from the dais at anytime with a raised hand. The event will be live-streamed, live-blogged, tweeted, and documented through audio and video.

There will be a pre-conference innovation training program on the 19th of April, for which interested participants should register separately and in advance.

Expected Outcomes

The most important outcomes of the last two editions of the Design Public Conclave have been intellectual and conceptual. Each edition of Design Public has sharpened our collective understanding of India's innovation challenges and opportunities and what next remains to be done in developing its innovation path. On the other hand, many new partnerships and joint activities have also resulted from prior editions, and we would expect this upcoming event to be no different.

The Bihar Innovation Lab, for instance, was an idea tested and deliberated at the first edition, and it will soon go to launch. The Chaia Innovation Accelerator was only an idea at Design Public II, and it too is now taking concrete shape. One of the most important insights emerging from the last event was the need for a better understanding of innovation processes and for innovation training resources. The agenda for future Conclaves will emerge from this one.

The Design Public conversation has already begun online at www.designpublic.in/blog. We look forward to working with Google, Mint, and other media partners to share information around the event using diverse media platforms and new interactive techniques.

On the day of the event, proceedings will be live-blogged and followed on u-stream, twitter and other social media. Summaries of each panel will be posted on the Design Public blog. As in the past, we expect that the event will receive critical attention from Indian and international media, the business press, as well as the blogging community.

Participants will be able to interact with one another through these media well before they come face to face, and will be able to continue the dialogue later on as well. Members of the National Innovation Council, the National Planning Commission, India at 75 and other leading decision making organizations will begin crafting their innovation agenda on the basis of this Conclave.

Advisory Board

Arun Maira, Member, National Planning Commission
Bhairavi Jani, Executive Director, India at 75
Sukumar Ranganathan, Editor, Mint Newspaper
Aditya Mishra, Founder, Headstart Foundation
Ashwin Mahesh, Founder, Mapunity
Sunil Abraham, Executive Director, Centre of Internet and Society
Aditya Dev Sood, CEO, Center for Knowledge Societies

Expected Participants

Leading thinkers in the area of innovation, design, development, entrepreneurship and public policy are being invited to this edition of Design Public. These include:

Aanchal Sodhani, British Council
Aditya Dev Sood, Center for Knowledge Societies
Aditya Mishra, Headstart Foundation
Amit Garg, MXV Consulting

Amit Syngle, Asian Paints
Amol Sharma, Wall Street Journal
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Ashwin Mahesh, Mapunity
Billy Stewart, UK Department for International Development
Bhairavi Jani, India at 75
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Nishant Shah, Centre for Internet and Society
Niyati Mehta, Sir Dorabji Tata and Allied Trusts
P.D. Rai, Member of Parliament (Lok Sabha)
Parag Khanna, New America Foundation
Partho Mukhopadhyay, Centre for Policy Research
Rexford Widmere, GE Healthcare
Riku Makela, Finnnode
Rishiksha T. Krishnan, Indian Institute of Management Bangalore
Rob Lynes, British Council
Rohini Nilekani, Arghyam Foundation
Sam Miller, Writer
Sam Pitroda, National Innovation Council
Samanth Subramanian, Writer
Scott Burnham, Premsala
Shankar Annaswamy, IBM
Shiv Vishwanathan, Sociologist of Science
Sudhir Krishnaswamy, Centre for Law and Policy Research
Sukumar Rangaswamy, MINT Newspaper
Sunil Abraham, Centre for Internet and Society
Vikas Bajaj, New York Times
Vivek Maru, Namati Foundation and Centre for Policy Research
Usha Kiran, Bill and Melinda Gates Foundation
William Hammink, USAID
Zackery Denfeld, Pacific Northwest College of Art

Session Structure and Rationale

Word of Welcome

Aditya Dev Sood, Center for Knowledge Societies

Crises of Trust are Crises of Creativity, Design, and ultimately of Innovation

This opening panel will address questions of trust and participation in the wake of the global spring. How can institutions respond creatively to include the networked public? What are the inter-relationships between trust, creativity, design and innovation and why are these important for our future?

Samanth Subramaniam (Moderator)
Yamini Aiyar, Accountability Initiative
Scott Burnham, Premsala.Org
Billy Stewart, Department for International Development
Namrata Mehta, Center for Knowledge Societies

Participation, Collaboration, Innovation

Crises of trust are often linked to failures of participation and inclusion. How can activists and critics of institutions be more creative in their approaches so as to restore and repair the public trust? What channels for feedback and more substantive modes of participation must be created so as to promote innovation through dialogue and collaboration?

James Crabtree, Financial Times (Moderator)
Raman Jit Singh Chima, Google
Ashwin Mahesh, Mapunity
Sunil Abraham, Center for Internet and Society
Aditya Mishra, Headstart Foundation
Ekta Ohri, Center for Knowledge Societies

Imagining India as an Innovation Society

This panel brings together industry and government experts to imagine the values, behaviors, ways of working, societal institutions and diverse other dimensions of society that would have to change in India to transform it into an innovation society. But first, what is an innovation society? Do we understand this correctly?

Sukumar Ranganathan, MINT Newspaper (Moderator)
Arun Maira, National Planning Commission
Ashok Alexander, Bill and Melinda Gates Foundation
Shanker Annaswamy, IBM
Aditya Dev Sood, Center for Knowledge Societies

Breakout One: Smarter Cities

Jeby Cherian of IBM will lead this breakout session on smarter Urban Management and Civic Administration.

Jeby Cherian, IBM
Namrata Mehta, Center for Knowledge Societies
Ekta Ohri, Center for Knowledge Societies
Darshana Gothi, Urban Initiatives
Pankaj Jhunja, Tata Motors Limited
Shivkumar Kalyanaraman, IBM

Breakout Two: How can we do Rural Innovation better?

What should or could we mean by Rural Innovation? Is this the same old thing as jugaad, indovation and tinkering? This panel brings together designers and innovation experts to talk with management thinkers to describe the specific steps and stages involved in innovation processes and how they could apply in rural areas. What do steps individuals and organizations need to take to reeducate or empower decision makers at all levels in different sectors in India to bring about an awareness, understanding and orientation towards innovation?

Usha Kiran, Gates Foundation
Divya Datta, Center for Knowledge Societies
Sanjay Kumar, IAS (Bihar)
Mehmood Khan, RKKT

Breakout Three: 50 Steps to an Innovation Society

Bhairavi Jani will lead this thematic breakout session on specific steps governments, corporations, social agencies, academics and individual citizens can take to better imagine and then build an Innovation Society.

Bhairavi Jani, India at 75
Sneha Raman, Center for Knowledge Societies
Sunil Raghavan, IBM
Pranesh Prakash, Center for Internet and Society
Theo Groothuizen, Embassy of the Netherlands

Mutual Presentations

Breakout sessions will cross-report to one another.

Concluding Plenary: What Do We Need to Do To Build an Innovation Society?

This plenary session will include leading thinkers from government and media along with sectoral experts to discuss specific steps we must now undertake in order to work towards innovation in different domain and activity areas. In some ways this is the most challenging and important session of the day, for it will lay out the next steps and future path of the Design Public process.

Bhairavi Jani, India at 75
Aparna Piramal Raje, Design Thinker
Chakshu Roy, Parliamentary Research Service
Aditya Dev Sood, Center for Knowledge Societies

Opportunities for Sponsorship and Partnership

The Design Public consortium is now soliciting support and sponsorship from organizations, agencies and corporations that are interested in engaging thought leadership around these topics. We aim to work with premier organizations, who can guide the further development of this agenda:

Lead Sponsor	US \$20,000/-
Institutional Sponsor	US \$10,000/-
Dinner Sponsor	US \$5,000/-
Organizing Partner	US \$3,000/-

Organizing Partners

Center for Knowledge Societies (CKS)
Centre for Internet and Society (CIS)
Mint Newspaper (MN)
India at 75 (I-75)
Confederation of Indian Industry (CII)

Headstart Foundation (HF)

Founding Associates

Venkatraman Associates (VA)
Centre for Law and Policy Research (CLPR)
Chaia Innovation Accelerator (ChIA)
MXV Consulting (MXV)

Individual Participation

Speakers and special invitees will be selected by the organizers, in dialogue with sponsors and other partners. A limited number of delegate tickets may also be released at a later point.

Enquiries

Participation:	khushboo@cks.in	Khushboo Hasija, Innovation Planning, CKS
Media:	ayesha@cks.in	Ayesha Vemuri, Innovation Research, CKS