

CPDM inducts distinguished members from the industry as ‘Mentors from Practice’ to support its MDes Programme in Product Design and Engineering and its MTech Programme in Smart Manufacturing as well as its research programmes

Mentors from Practice in Design

CPDM, in first-of-its-kind initiatives in its history, has inducted “Mentors from Practice in Design” on an honorary basis, to support its Master’s of Design and Design Research programmes, initially for a period of one year, but extendable based on mutual interests.

The Centre offers a flourishing Master’s Degree (MDes) in Product Design and Engineering, which is about to celebrate the enrolment of its 25th batch. This Programme provides a 360-degree view of design, with the intent of training students in developing systemically complex, technologically intensive, and socially impactful solutions that are functional, aesthetic, usable, and sustainable.

While the faculty members support academic teaching and research in design and manufacturing, the Mentors would guide students from a practitioner’s perspective on various aspects including projects and placements. The role of the Mentors in Design would be to interact with MDes students and guide them in their major projects where students are expected to identify a socially relevant problem and product opportunity, develop ideas for problem-solving, embody the solution to implement it, prototype and test the solution, demonstrate working prototypes, apply for invention disclosure, and create a pitch-deck for its commercialization. The Mentors would guide student projects to achieve a balance of functionality, aesthetics, usability, and aspects of commercial viability from the industry point of view. They would also assist in the evaluation of these projects along with the faculty members. Interacting with Mentors would help students get a better understanding of career paths and resources available to them. The Mentors would also help students prepare portfolios for placements, develop interview skills, and understand the requirements of industrial positions. Mentors from the industry are expected to provide industry-insider tips on what specific skills companies and practitioners are looking for during placements. Since Mentors have gone through every stage of the hiring process and career chain, they would have a deep insight to advice for specific situations that can greatly benefit the CPDM students.

The Department has inducted five Mentors in Design who are accomplished alumni of CPDM’s MDes Programme, and have gained domain expertise in design, product visualization & styling, UI, UX & User research, UX strategy, entrepreneurship, etc., across various industries. Alumni is an important resource for every Institution/Department since they represent the success that students can achieve from a particular programme offered by the Department. Alumni form an essential part of an Institution’s reputation, and partnering with the alumni Mentor would be a great learning experience and value addition for the mentees as well as the Department.

Mentors from Practice in Manufacturing

The goals of a Mentor in Manufacturing are similar to those in Design except for its focus on areas of manufacturing. The specific roles will include interacting with MTech students and mentor them about practical needs and importance of smart manufacturing and their specific competence; assist in formal evaluation of their final projects in smart manufacturing along with regular faculty members; advise CPDM leadership on various aspects of Smart Factory;

help MTEch students hone their preparedness for placement, interview skills, understanding requirements of industrial positions, advise and help students for appropriate internships and placements. Further, they would work with faculty members to connect to the industry for possible research, development & innovation projects, fundings and collaboration.

CPDM has inducted one mentor in the area of manufacturing: Mr. A N Chandramouli, to support its growing Masters and research programmes in manufacturing.



Mr. Neeraj Pal is a Design Entrepreneur with expertise in product visualization and styling and has a professional experience of 20+ years in the industry. After completing his Masters (MDes) in Product Design and Engineering from IISc, and MA in Automotive Design from Coventry University, UK, he worked with Punjab Tractors Ltd, General Motors India, and Tata Elxsi Ltd as a Designer and Support Specialist. He is the founder of (1) Skill Supplies Retail Pvt Ltd (www.skillsupplies.com) which is India's leading supplier of raw materials for design, art, and craft. Presently, the company

partners with some of the best in industry world-class material suppliers like Tools Corporation - Japan, Chavant - USA, C. Kreul - Germany, LUMISCAPHE - France, etc. They serve clients from major automotive and design studios like Tata Motors, Renault, TVS, Honda, Mercedes Benz, Royal Enfield, etc.; and Academia like MIT Pune, NID Ahmedabad, IISc, Chandigarh University, etc., to mention a few. (2) Founder of Naaya Studio (www.naayastudio.com) which is India's first and only ceramic lamp manufacturer from among a handful of manufacturers in the world. Naaya products are 100% exported and it caters to customers based in more than 25 countries in the world. (3) Founder of Design Skillset (www.designskillset.com) for design-related training in clay model making, prototyping, scale modelling, etc. Under this initiative, multiple trainings have been conducted in the field of design sketching and modelling/prototyping in various institutes and independent studios.



Mr. Siraj Bagwan is a Technopreneur with expertise in Biomedical Products. He specializes in product design engineering, clinical observation, need-finding, solutions development, regulatory clearance, bridging the world of medical and engineering, interacting with physicians, engineers, and enterprisers to develop medical devices that are safe, affordable, and accessible. He has a professional experience of 15+ years in the industry. After finishing his Masters' Degree in Product Design and Engineering from IISc, he worked with VIP Industries Ltd and

Geneva Industries Ltd in design and development. Mr. Siraj is (1) the Co-founder and Director of Omya Healthcare Limited (<http://omya-healthcare.com/>) - a medical device company focused on the development of Intensive Care Devices with R&D, manufacturing, marketing, sales & service; and (2) Founder and MD of Indio Labs Pvt Ltd (<http://www.indiolabs.com/>) - A Medtech start-up working on platform technology of soft tissue core biopsy system. The BioScoop™ biopsy system, a novel device being developed in collaboration with the Stanford-India Biodesign Programme at AIIMS New Delhi, represents an exciting new approach to percutaneous aspiration solid organ biopsy. It is designed to enable physicians to achieve safer and definitive tissue capture using a novel needle design, advanced needle-tissue characterization, and automated control. In an exclusive first, IndioLabs developed BxSeal™ technology for controlled, concurrent delivery of hemostatic agents during biopsy procedure

for highly vascular organs which enables immediate hemostatic action against internal bleeding and would provide a significant safety advantage over competitive devices. The seamless integration of BioScoop™ and BxSeal™ technologies will provide consistent tissue samples with minimal risk of internal bleeding. The device has low requirements on operator skills and would reduce the cost of the procedure, providing affordable care to patients. Mr. Siraj is a Visiting Faculty at the School of International Biodesign, AIIMS, New Delhi, and an Advisory Member of the Karnataka State Committee, ASSOCHAM- Healthcare Forum. He is also the recipient of the Chevening Fellowship (2021) and has received the Biotechnology Ignition Grant (BIG) (for Indio Labs) which is the largest early-stage biotech funding programme in India for best-in-class innovative ideas to build and refine idea to proof-of-concept.



Mr. Anas KA is a Designpreneur, UX strategist, design blogger and product designer who is passionate about mentoring design teams. His expertise includes user research, design thinking, user experience design, visual design, logo design and product design, graphic design, advertising & branding, conversation UX design, hackathons & pitches, and design strategy. He has a professional experience of 07+ years as a Design Engineer in Electronics from NeSt R&D, and Design & Development Specialist in Automotive Electronics from Tata Elxsi after completing his BTech; and 11+ years of experience as UI Analyst, UI Designer, UX Lead & UX Strategist after completing MDes in Product Design and Engineering from IISc. His recent engagements have been with Tata Consultancy Services as Head of Design at TCS Interactive designLAB in leading creative and talented designers to design experiences for wearable tech, AR/VR apps, blockchain and IoT applications, and Senior Consultant at TCS Global Design Thinking Practice. He has worked with various stakeholders across US, UK, Australia, Middle East and Asia Pacific and has hands-on experience in requirements capture, idea generation, project planning & execution, testing and ISO quality practices. Mr Anas has worked across various industries like communications, media & technology, travel, transportation, hospitality, banking energy, life sciences & healthcare, manufacture, etc.



Mr. Shantanu Kulkarni is a UX Designer with 15+ years of professional experience in user experience design, leading and mentoring design teams, social innovation, education, and teaching methods. He currently works with Google India Pvt Ltd as UX Architect for new Product Analytics Team and has worked with multiple organizations like TATA Motors Ltd, Tech Mahindra Ltd, NVIDIA Graphics Pvt Ltd, Symantec India Pvt Ltd, Globant India Pvt Ltd, and VMWare India Pvt Ltd in various positions like Industrial Designer & Usability Analyst, Principal/Lead User Experience Designer, Technical Director – UX, Product Design Manager, etc. He is a visiting faculty and consultant at MIT WPU Pune for B-Des (UX Design) courses, and visiting faculty at Gurukul Schools, Mumbai for Design Thinking for 8th and 9th grade. Mr Shantanu is a Founder member and Director of Being Volunteer (BV) Foundation (www.beingvolunteer.org), a non-profit organization that connects volunteers and corporates with NGOs through projects like volunteer engagement and development (VED), sprint and marathon activities, etc. BV supports and conducts diverse activities like renewable energy, education, sanitation, cleanliness drives, environmental care, conserving heritage sites, healthcare, skill-set development, animal care, etc. with the help of its volunteers.



Mr. Samrat Sankhya is a Creative Designer passionate to develop elegant and straightforward products with a deep understanding of user behaviour and cognitive psychology. He has 05+ years of professional design expertise in observation, storytelling, problem identification, user research, cognitive psychology, information architecture, user interface design and usability testing. After completing MDes in Product Design and Engineering from IISc, he worked as Interaction Designer and Design Lead for Medlife.com where the design process involved to

be in the user environment, understand/identify user needs, empathize, concept generation, MVP, usability study and user feedback; User Experience Design Advisor at Belazy.co which launched Aina Ring – the world's first wearable AI; Senior Product Designer at Capillary Technologies where his role was to re-design the experience for F&B, FMCG and e-commerce marketing teams to create relevant content for the right customers and conducted extensive research on building future marketing automation framework called "the story arc"; Senior User Experience Designer at Roposo to design enhanced user experience based on user feedback and insights from primary user research conducted for creators; Senior Interaction Designer at Airmeet to carve UX for users to have memorable event engagement and like-minded networking.



Mr A. N. Chandramouli has 40+ years of expertise in technology collaboration, strategic alliances, project management, greenfield ventures, industrial product marketing, product innovation, Gemba Kaizen, quality management best practices, world-class manufacturing, lean & JIT practices, skilling initiatives, new-age technologies such as digital manufacturing, and team-building with a clear focus on customer orientation across various industries like machine tools, electrical industry, consumer durables, consumer

products and trucks. He is a Graduate in Mechanical Engineering from NIT Trichy (RECT) and a Post Graduate in Management from IIMC (Indian Institute of Management, Calcutta). Mr Chandramouli superannuated as the MD of Starrag India (a global MNC headquartered in Switzerland in high technology machine), and presently serves as its Board Member. He set up the state-of-art manufacturing facility and technology centre in Bangalore Aerospace Park, and launched Horizontal Machining Centres with significant local content under the make-in-India vision. Prior to Starrag, he was the CEO of Makino India, a Japanese MNC in machine tools. He spearheaded the launch of the indigenous model of VMC made in Indian factory which became a major success in the market. Since 2017, Mr Chandramouli has established an Independent Management Consultancy and is coaching, advising, and mentoring start-up ventures in industrial IoT, experiential tours and webinars in industry 4.0, training on operational excellence, conducting awareness and training seminars, sales training for machine tool companies, and also contributing to skill ventures and industry-academia interface. He has contributed to the industry and society through his current and former positions such as Committee Chair of the Industry 4.0 program of BCIC Bangalore, Member of Project Review & Monitoring Committee of DHI for Samarth Udyog (Industry 4.0), GC member of Capital Goods Skill Council (CGSC), Advisor to leading start-up venture in industry 4.0 consultancy, Promoter Director and GC member of Aerospace and Aviation Skill Council (AASSC), Strategic Advisor and Industry Interface consultant to TATA Indian Institute of Skills, etc., to mention a few.