

School of Arts, Humanities & Commerce  
Kochi Campus

## 1st Annual Design Conclave

ORGANIZED BY THE  
DEPARTMENT OF VISUAL MEDIA AND  
COMMUNICATION



MARCH  
**5-6TH**  
2 0 2 6



## Amrita Design Conclave

FROM IDEAS TO IMPACT

IN ASSOCIATION WITH





**AMRITA DESIGN CONCLAVE**  
FROM IDEAS TO IMPACT

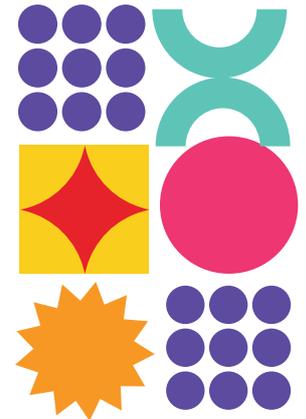
**adc**  
2026

THEME:

**DESIGN FOR IMPACT;  
CREATIVITY, INNOVATION &  
THE NEW CREATIVE ECONOMY**

**EVENT OVERVIEW**

The Amrita Design Conclave is a two-day design forum that brings together students, faculty, industry professionals, and startups to explore design as a driver of innovation, research, and real-world impact. Through panel discussions, research-to-impact talks, workshops, paper presentations, and an ongoing design exhibition, the conclave creates a high-engagement platform for knowledge exchange, talent discovery, and collaboration within the creative economy.





## VENUE & INFRASTRUCTURE

The Amrita Design Conclave will be hosted at Amrita Vishwa Vidyapeetham, Kochi Campus, providing a professional academic environment equipped to support panel discussions, workshops, exhibitions, and interactive sessions. The campus offers dedicated spaces for dialogue, hands-on learning, and continuous engagement, ensuring a structured yet dynamic experience for participants, speakers, and partners.





## OBJECTIVES OF THE CONCLAVE

- ▶ To position design as a catalyst for **innovation, impact, and systemic change.**
- ▶ To provide a platform for **academic research dissemination and scholarly dialogue.**
- ▶ To foster meaningful engagement between **academia, industry, and the startup ecosystem.**
- ▶ To expose students to **emerging design practices, tools, and future career pathways.**
- ▶ To encourage **interdisciplinary thinking and collaboration** through design-led approaches.





## EXPECTED PARTICIPANTS

- ▶ Students from Communication Design, Visual Media, Animation, UI/UX, and Allied fields.
- ▶ Faculty, Researchers from Design, Media, Communication, and Interdisciplinary areas.
- ▶ Design Professionals, Practitioners, Mentors, Industry experts.
- ▶ Startups, Entrepreneurs, Creative Economy Representatives.
- ▶ Incubators, Innovation cells, Entrepreneurship Organizations, Design Studios.



# Get Ready to Meet our Guests!

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## Chief Guests



**Anoop Ambika**

CEO of  
Kerala Startup Mission



**Dr. Saikat Saha**

Technology Director at  
NASSCOM AI



**Govind Janardhan**

Senior Director Design Excellence and Technology  
At Nxtquantum Shift Technologies, New Delhi



**Anil Reddy**

Founder & Designer at Happy Pet,  
Bengaluru



**Uday Kumar**

UX Designer at Siemens, Bengaluru



**Ben Thomas**

Creative Head at EY, Kochi



**Devika Panicker Prasad**

Product Designer at Air India,  
Kochi



**Kavya Baburaj**

Founder & CEO at Social PR,  
Kochi



**Sunil Prabhakar**

Consultant in AI and  
Digital Practices



**Advin Netto**

UX Designer at Google,  
Bengaluru



**Vijay Raj N**

Senior Creative Designer  
at Webandcrafts, Kochi



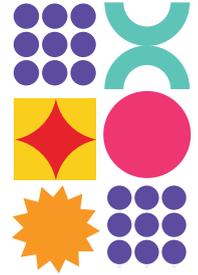
**Hiran Venugopalan**

Product Designer  
at Tata Communications, Bengaluru





PROGRAMME OVERVIEW  
AMRITA DESIGN CONCLAVE



# DAY 01

5<sup>th</sup> March 2026

## PANEL DISCUSSIONS

# 1

### Design Thinking in the New Creative Economy

11:15 A.M. - 12:15 P.M.



Anil Reddy



Hiran  
Venugopalan



Devika Panicker  
Prasad



Kavya Baburaj



Vijay Raj N



Ben Thomas



Uday Kumar

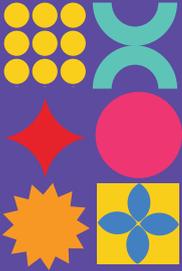


Govind  
Janardhan

### AI, Creativity, & the Future of Design Practice

01:15 P.M. - 02:15 P.M.

# 2



# PANEL DISCUSSIONS

02:30 P.M. – 05:00 P.M.

DESIGN-TO-IMPACT TALKS (TED-STYLE)

Short talks presenting research, design explorations, and insights in concise, engaging formats with real-world relevance.



02:30 P.M. – 03:30 P.M.

**QnA Session**

**ADVIN NETTO**

(Google, Bengaluru)



03:30 P.M. – 04:00 P.M.

**Operating System Level AI  
for Preventive Health Care**

**GOVIND JANARDHAN**

(Nxt Quantum Shift Technologies, New Delhi)



04:00 P.M. – 05:00 P.M.

**AI for  
Communication Design**

**SUNIL PRABHAKAR**

(AI & Digital Practice Consultant)

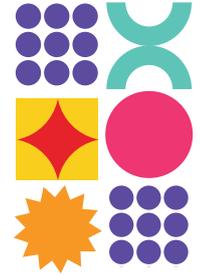


# DAY 02

6<sup>th</sup> March 2026

## WORKSHOPS

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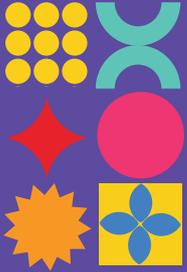


### Laser Engraving Workshop (09:00 A.M. - 12:30 P.M.)

Led by Kerala Startup Mission

The Laser Engraving Workshop conducted by Kerala Startup Mission at the ADC introduces participants to the fundamentals of laser engraving technology. Attendees will learn about machine operation, material compatibility, and basic design preparation. The session includes a live demonstration of engraving techniques on different surfaces. It provides hands-on exposure to help participants understand practical applications in design and manufacturing.





01:30 P.M. - 03:00 P.M.

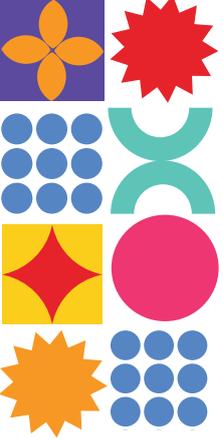
## AI in Media & Communication: From Concept to Campaign

VIJAY RAJ N  
(Webandcrafts, Kochi)

03:30 P.M. Onwards

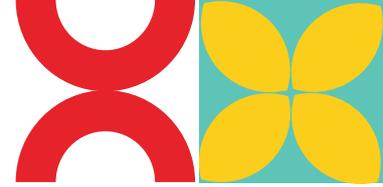
## VALEDICTORY FUNCTION





ONGOING  
**DESIGN &  
RESEARCH  
EXHIBITION**





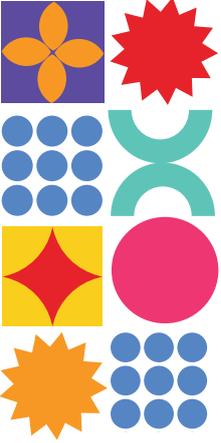
Curated showcase of works and posters throughout the event for visual dissemination, informal discussions, networking, and idea exchange among all participants.

# Why Choose the Amrita Design Conclave?

The Amrita Design Conclave connects brands directly with the next generation of designers, researchers, and creative leaders through a high-engagement, two-day platform. Sponsors gain sustained visibility, meaningful interaction with emerging talent, and strong alignment with innovation, research, and the creative economy—positioning their brand at the intersection of education, industry, and future-ready design. The conclave also offers opportunities for talent discovery, thought leadership, and long-term association with an academically grounded yet industry-relevant initiative.







SEE YOU THERE!  
THANK YOU !!!



AMRITA VISHWA VIDYAPEETHAM, KOCHI  
NORTH, PO BRAHMASTHANAM,  
AMRITA NAGAR, EDAPPALLY, KOCHI,  
ERNAKULAM, KERALA 682024

 @amritadesignconclave26

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