



World Innovation, Design, and Intellectual Property Conference

'Design & IP: Powering Innovation and Economic Growth'

On the occasions of World IP Day and World Design Day

29 April 2026; Jacaranda Hall, India Habitat Centre, New Delhi

Day 1 (29 April 2026; Wednesday)	
Timings	Session name
0900 –1000 hrs IST	Registration/ Tea & Coffee
1000 – 1100 hrs IST	Inaugural Session
1100 – 1200 hrs IST	Session #1: Design & IP: Key enablers for Innovation and Economic Growth
1200 – 1300 hrs IST	Session #2: Creating Global Brands: India's Design, IP and Technology Advantage
1300 –1400 hrs IST	Lunch
1400 – 1500 hrs IST	Session #3: Design & IP in the Age of AI, Emerging & Sustainable Technologies
1500 – 1600 hrs IST	Session #4: IP Valuation and Commercialisation: Global Trends and Practices
1600 – 1700 hrs IST	Session #5: Design as a Strategic Business Asset: Driving Innovation, IP, & Competitive
Parallel Session	CII-EUIPO Masterclass on Design and IP
1700 hrs IST	<i>End of Day 1</i>

**29 April 2026****1000 – 1100 hrs IST****Inaugural session**

1000 – 1005 hrs IST

Welcome &
Opening
Address**Mr Naman Jain**Vice Chairman
Confederation of Indian Industry -Gurgaon Zone and
Director, NTF Group

1005 – 1010 hrs IST

Brief on CII
Innovation & IP
Movement**Mr R Saha**Senior Advisor
Confederation of Indian Industry (CII)

1010 – 1020 hrs IST

Special Address

Prof Ananya MukherjeeVice Chancellor
Shiv Nadar University, Delhi - NCR

1020 – 1030 hrs IST

Special Address

Prof Pradyumna VyasPresident, World Design Organization (WDO) and
Senior Advisor, Confederation of Indian Industry (CII)

1030 – 1040 hrs IST

Special Address

Dr Sanjay Kumar ManjulAdditional Director General (Archaeology)
Institute of Archaeology & Iconic Site
Ministry of Culture, Govt of India

1040 – 1050 hrs IST

Special Address

Prof Unnat PanditRegistrar of Copyrights
Controller General of Patents, Designs & Trademarks
(CGPDTM), RoC, GI & SICLDR
Govt of India

1050 – 1052 hrs IST

Launch of Flagship Reports:

- **Decoding India's Orange Economy Opportunity:** Transforming creative potential into a scalable engine of growth, innovation, and global influence
- **Design as a Business Asset:** Monetization, Licensing and Valuation of Design IP in India

1052 – 1055 hrs IST

Video Message

Mr Vishal V. SharmaAmbassador, Permanent Representative of India to
UNESCO

1055 – 1100 hrs IST

Vote of Thanks

Dr Ashish MohanExecutive Director
Confederation of Indian Industry (CII)



29 April 2026
1100 – 1200 hrs IST

Session #1:
Design & IP: Key enablers for Innovation and Economic Growth

Design and intellectual property are no longer peripheral functions—they are central to driving innovation and economic growth. Design enables differentiation, usability, and market relevance, while IP secures ownership, supports commercialization, and creates long-term value. Together, they act as powerful enablers that help organizations innovate faster, compete globally, and scale sustainably. This session will explore how businesses can strategically leverage design and IP to unlock innovation and contribute to broader economic development.

Objectives:

- Position design and IP as core enablers of innovation and growth
- Understand how design drives value creation and market success
- Examine the role of IP in protecting, scaling, and monetizing innovation
- Highlight best practices for integrating design and IP into business strategy

Session Moderator:

Dr Vinod Mewani, Senior Principal Engineer, Head - IPR & KM, Mahindra & Mahindra

Session Panelists:

- **Ms Marie-Paule Rizo**, Director of the Hague Legal and Treaty Promotion Division, World Intellectual Property Organization (WIPO)
- **Mr Ignacio de Medrano Caballero**, Head of Promotion of the IP System, European Union Intellectual Property Office (EUIPO)
- **Prof Manisha Mohan**, Dean School of Design, Bennett University
- **Ms Aditi Srivastava**, President, Pearl Academy



29 April 2026
1200 – 1300 hrs IST

Session# 2:
Creating Global Brands: India's Design, IP and Technology Advantage

As India transitions from a cost-driven economy to an innovation-led powerhouse, the ability to build globally competitive brands is becoming a national priority. The convergence of design excellence, strong intellectual property, and advanced technologies offers a unique advantage for Indian enterprises to differentiate, scale, and compete on the global stage. This session will explore how organizations can leverage this integrated approach to move up the value chain, create distinctive brand identities, and capture global markets.

Objectives:

- Highlight the combined role of design, IP, and technology in global brand creation
- Explore strategies for moving from manufacturing/services to brand leadership
- Understand how IP and technology enable scale, protection, and market expansion
- Showcase pathways for Indian companies to build and position global brands

Session Moderator:

- **Mr Shashwath Bolar**, Head of Design, Greaves Electric Mobility

Session Panelists:

- **Mr M Faisal**, General Manager and Global Head, IPR, Tata Motors Ltd
- **Mr Nilay Lad**, General Manager – IPR, Meril Life Sciences
- **Mr Sumit Singh**, Chief Design & Innovation Officer, Fenesta Windows



29 April 2026
1400 – 1500 hrs IST

Session 3: Design & IP in the Age of AI, Emerging, and Sustainable Technologies

As AI, emerging, and sustainable technologies reshape industries, the role of design and intellectual property is becoming increasingly critical. From clean energy and circular solutions to digital and deep-tech innovations, design drives usability, adoption, and impact, while IP ensures protection, scalability, and value creation. In the context of sustainability, these elements are key to enabling climate-resilient, resource-efficient, and socially responsible innovations. This session will explore how organizations can align design and IP strategies to accelerate innovation across AI, emerging, and sustainable technologies, while balancing growth, responsibility, and global competitiveness.

Objectives:

- Examine the role of design and IP across AI, emerging, sustainable technology ecosystems
- Understand challenges around ownership, protection, and commercialization
- Highlight best practices for integrating design and IP early in innovation
- Identify ecosystem and policy enablers for future-ready innovation

Session Moderator:

- **Mr Munish Sudan**, Head, Intellectual Property & Technology Intelligence, Tata Steel

Session Panelists:

- **Prof Dhiraj Kumar**, Director Academics, World University of Design
- **Mr Amod Gijare**, Principal Designer, Forbes Marshall
- **Ms Nivetha Ramesh**, Senior Project Analyst, Qualcomm
- **Dr Chayan Sarkar**, Senior Associate, Tata Consultancy Services



29 April 2026
1500 – 1600 hrs IST

Session 4: IP Valuation and Commercialization: Global Trends and Practices

As intellectual property becomes central to global competitiveness, how it is valued and commercialised is rapidly evolving across industries and geographies. From licensing and cross-border partnerships to standards-driven frameworks anchored by Standard Essential Patents (SEPs), companies are adopting new approaches to unlock value from their IP assets. This session will provide a concise look at global trends, emerging practices, and real-world models shaping IP valuation and commercialization, and how organizations can align their IP strategies with global markets to drive growth.

Objectives:

- Understand global trends in IP valuation and commercialization
- Examine the role of SEPs and standards-driven ecosystems in value creation
- Explore licensing models, partnerships, and revenue strategies
- Identify best practices for managing and monetizing IP globally

Session Moderator:

Mr R Saha, Senior Advisor, CII

Session Panelists:

- **Prof Dr Heinz Goddar**, Partner, Boehmert & Boehmert
- **Mr Rajesh Kumar Pathak**, Director General, Bharat 6G Alliance and EX-DDG (International Cooperation); Department of Telecommunications
- **Ms Saya Choudhary Kapur**, Partner, Singh & Singh
- **Dr Krishnamani Jayaraman**, Director - Global IP Operations and Technology Transfer, Sami-Sabinsa Group



29 April 2026
1600 – 1700 hrs IST

**Session 5: Design as a Strategic Business Asset: Driving
Innovation, IP, & Competitive Advantage**

In today's competitive landscape, design has evolved from a creative function to a strategic business asset that drives innovation, differentiation, and value creation. Increasingly, organisations are leveraging design not only to enhance products and customer experience, but also to create and protect intellectual property (IP), strengthen brand equity, and unlock new revenue streams. This session will explore how forward-looking companies are embedding design into core business strategy to drive innovation, build robust IP portfolios, and gain sustainable competitive advantage. It will bring together industry leaders and design experts to discuss how design-led thinking can enhance business performance, enable IP creation and commercialization, and position organisations for long-term growth.

Objectives:

- Understand global trends in IP valuation and commercialization
- Examine the role of SEPs and standards-driven ecosystems in value creation
- Explore licensing models, partnerships, and revenue strategies
- Identify best practices for managing and monetizing IP globally

Session Moderator:

Dr Sarita Sachdeva, Executive Director and Dean of Research, Manav Rachna International Institute for Research and Studies

Session Panelists:

- **Prof Gopal Meena**, Vice President, Strategy Initiatives, Chitkara Design School
- **Mr Vikrant Rana**, Managing Partner, S.S Rana & Co
- **Ms Archana Surana**, Director, ARCH College of Design & Business



29 April 2026
1230 – 1330 hrs IST

CII-EUIPO Master Class- Design to Own: Mastering the EU Design Protection System in the framework of World Design & Intellectual Property Conference 2026

1230 – 1240 hrs IST

Opening remarks

Dr Ashish Mohan
Executive Director
Confederation of Indian Industry

1240- 1300 hrs IST

Overview of the Design Protection System in India

Mr R Saha; Senior Advisor, CII
Mr Vikrant Rana
Managing Partner; S S Rana & Co. &
CII Member of National Committee on IPR

1300 – 1320 hrs IST

Overview of the Design Protection System in the EU

Ms Bibiana Zamacona
Promotion of the IP System; EUIPO
Mr Ignacio de Medrano
Head of Promotion of the IP System; EUIPO

1320- 1330 hrs IST

Q&A Session -Closing Remarks and Vote of Thanks