

# Design Practice and Sustainability

White paper recommendations

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## Panelists

Srini R. Srinivasan

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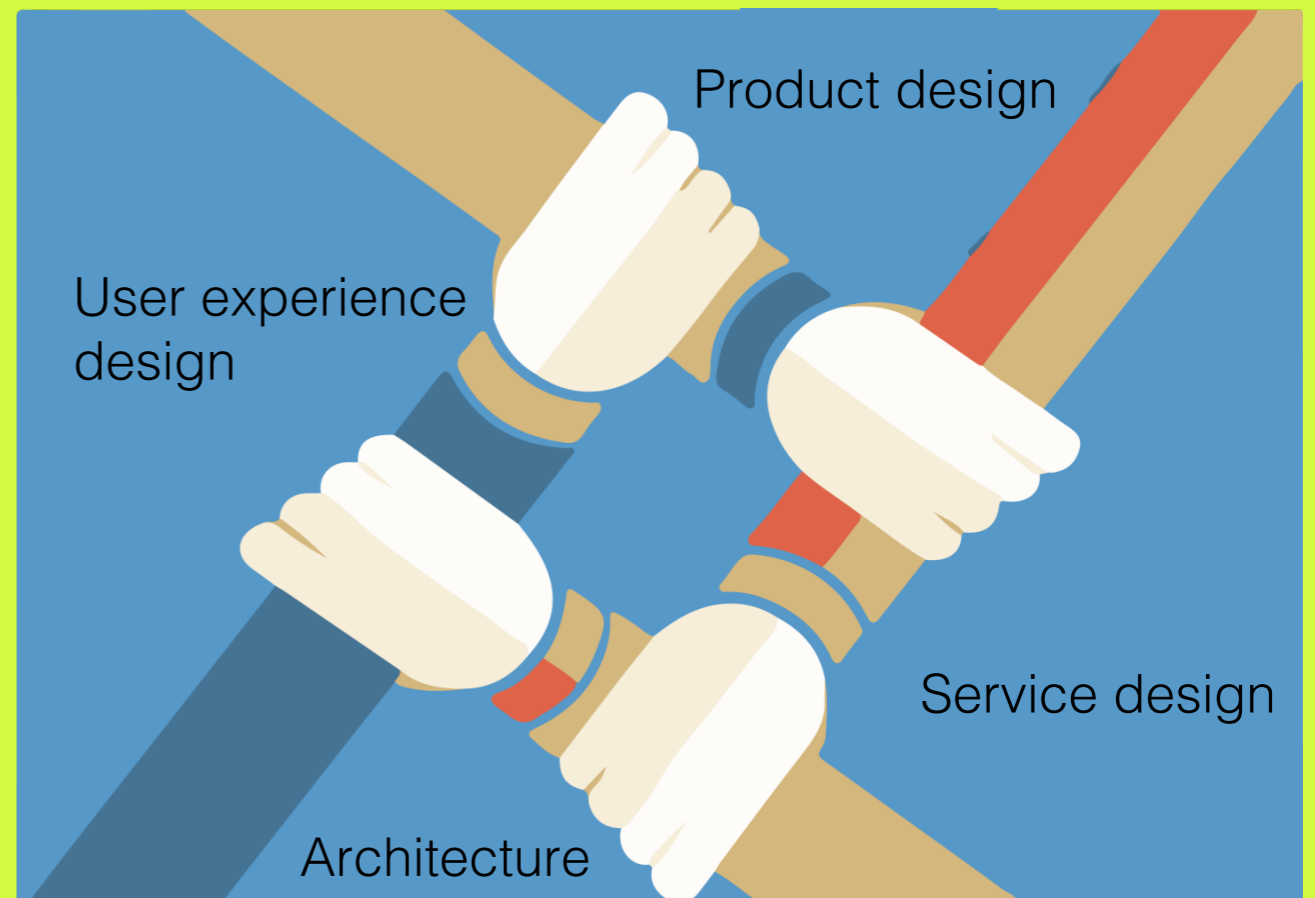
Scribes: Aakash, Sudha and Srajan



# Holistic Design

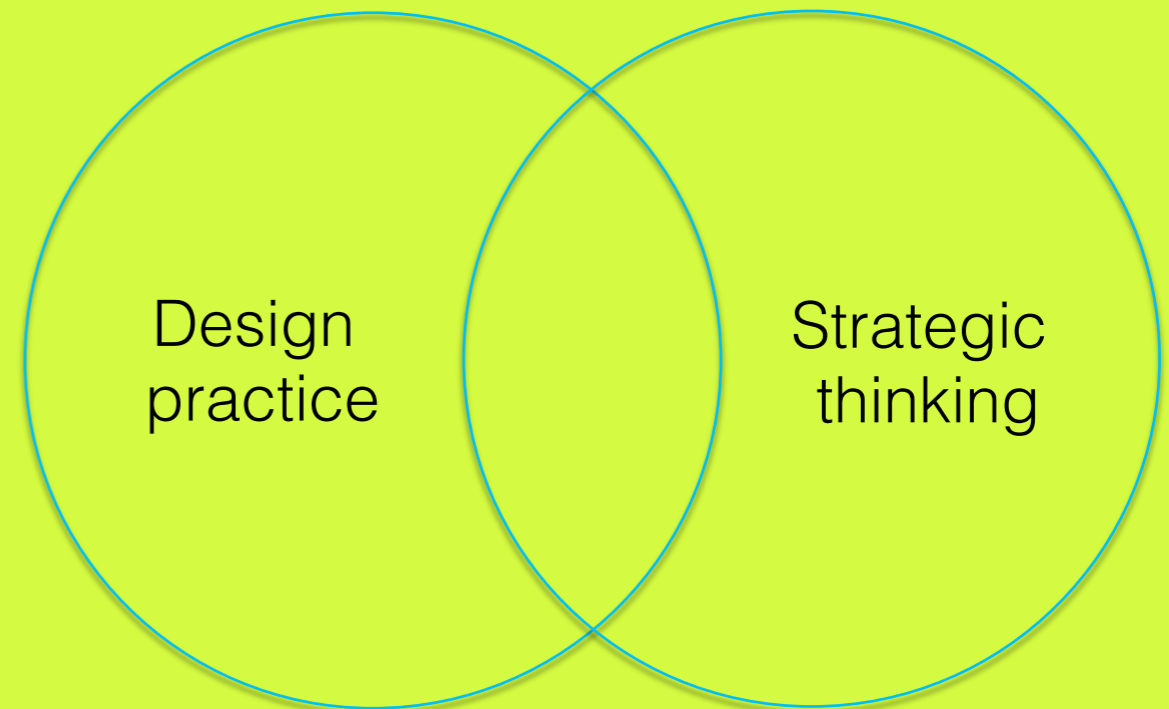
- Designer as a generalist/holistic
- Drawing from different design disciplines

Contextual and cultural solutions



# Designers as contextual strategic leaders

- Designers as strategists and planners
- Curriculum to establish leadership qualities
- Solutions tailored to the society under focus



# Measurable sustainable goals

- Metrics to quantify the impact of design intervention
- Designers make people happy.  
*How do you quantify happiness?*



# Low-cost frugal innovations

- Grassroot innovations facilitating growth
- Devising self-sustaining solutions



# Micro-solutions to Macro-solutions

- Learn through other's experiences
- Build upon existing solutions and focus on design process
- Identify similarities and differences in social and cultural constraints

- Holistic
- Generalist
- Strategic Leaders
- Designers as Doers
- Design Metrics
- Creating Happiness
- Design Sensitivity

# Keywords

- Cultural Diversity
- Contextual design thinking
- Team Collaboration
- Impactful design
- Frugal Solutions
- Reverse innovation
- From think tank to do tank

# Journey ahead

- Continue the discussion with panelists over Skype, emails
- Further analyse and synthesize the discussions to identify few key areas.
- Arrive at an actionable plan with feasible timelines

