



Institution's Innovation Council
Saurashtra University Rajkot

Webinar

Understanding Industrial Design

20th November 2025 Thursday

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Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

Event Schedule

02:45	Registration Time
02:55	Welcome
03:00	Awareness session Led by Ms. Aparna Pandharkar
04:25	Programme Feedback - Conclusion
04:30	Closing Ceremony

Event Registration Link

bit.ly/SUSEC-FPSM

Brief about Event

Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia (SPRIHA), Saurashtra University in collaboration with Saurashtra University Start-up and Entrepreneurship Council (SUSEC) and IIC, Saurashtra University was organized online session on "Understanding Industrial Design" on 20th November 2025 Thursday from 03:00 pm to 04:30 pm.

The session was delivered by Ms. Aparna Pandharkar, Registered Indian Patent Agent and SIPP Startup Facilitator, who emphasized the Industrial design is a multidisciplinary field that combines creativity, engineering, and human-centered thinking to develop products that are both functional and aesthetically appealing. Unlike purely artistic design, industrial design must consider practical aspects such as usability, ergonomics, safety, and manufacturability. Designers work to create products that not only attract consumers visually but also provide intuitive and efficient user experiences. This requires a careful balance between innovation, functionality, and market demand. From furniture and electronics to vehicles and household appliances, industrial design shapes the way people interact with products in their everyday lives.

Ms. Aparna Pandharkar mam explained the critical role of industrial design is more than just creating visually attractive objects; it is a discipline that harmonizes aesthetics, functionality, and innovation to meet human needs. By understanding consumer behavior, technological possibilities, and environmental considerations, industrial designers contribute to products that enhance daily life, drive economic value, and shape the built environment. The field continues to evolve with technological advancements, emphasizing sustainable practices, digital tools, and user-centered approaches, ensuring its relevance in modern industry and society.

The Program witnessed active participation from students, faculty, industrial design is problem-solving. Designers analyze the needs of users, identify challenges, and propose solutions that improve the product's usability and performance. This process often involves research on materials, production methods, cost constraints, and environmental impact.

Key Points

During the session, below mentioned points were discussed:

- Definition
- Purpose
- Core Elements
- Considerations
- Process
- Applications
- Importance
- Outcome

Outcome




Studying industrial design equips students with a blend of creative, technical, and problem-solving skills that are essential for developing innovative products. Students learn to analyze user needs, consider ergonomics, and apply design principles to create functional and aesthetically appealing solutions. They gain practical knowledge of materials, manufacturing processes, and sustainable design practices, enabling them to design products that are both feasible and environmentally responsible. Additionally, students develop critical thinking, collaboration, and communication skills by working on real-world projects and interdisciplinary teams. By the end of the course, students are prepared to conceptualize, prototype, and evaluate designs, making them capable of contributing effectively to industries that prioritize innovation, usability, and market relevance.

About the Speaker / Chief Guest



Ms. Aparna
Pandharkar

Registered Indian Patent Agent
and SIPP Startup Facilitator








Webinar


UNDERSTANDING INDUSTRIAL DESIGN

Organize by :
 SPRIHA, Saurashtra University in
 collaboration with
 SU Start-up and Entrepreneurship Council
 and
 IIC, Saurashtra University

 **20 November, 2025**
Thursday

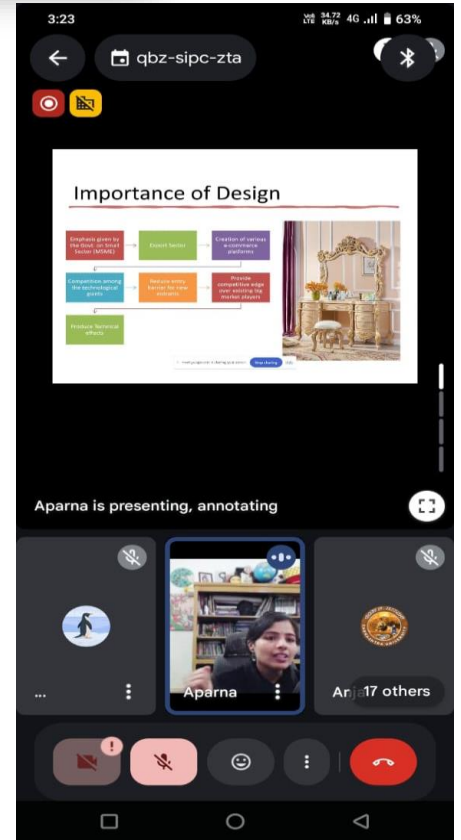
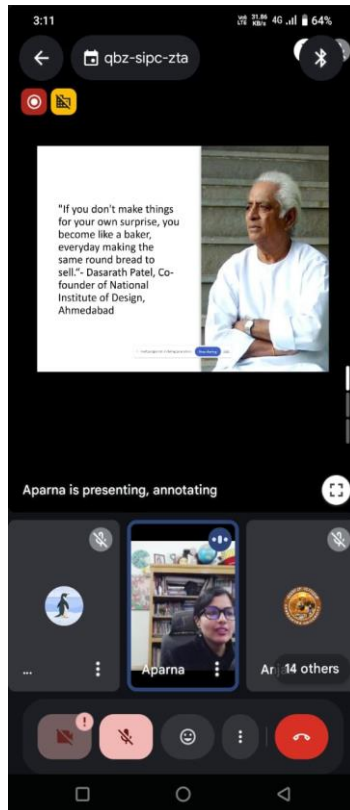
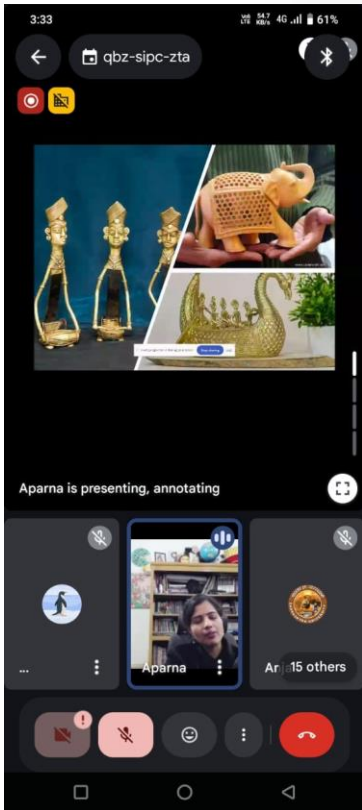
 **03:00 pm to 04:30 pm**

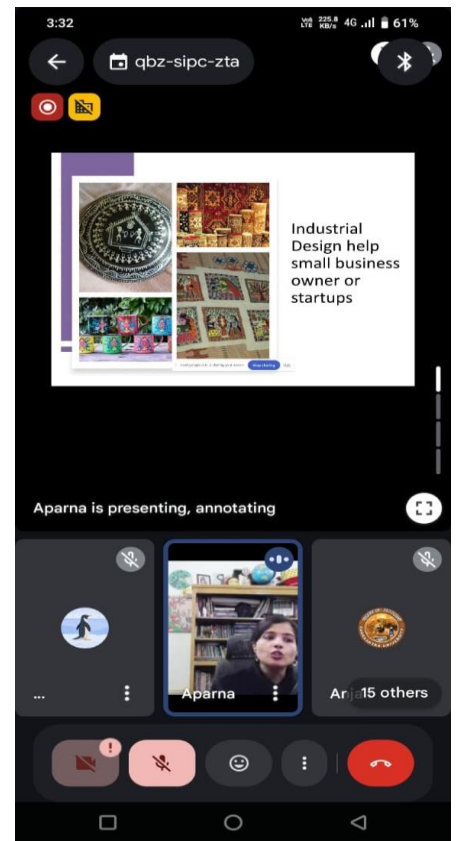
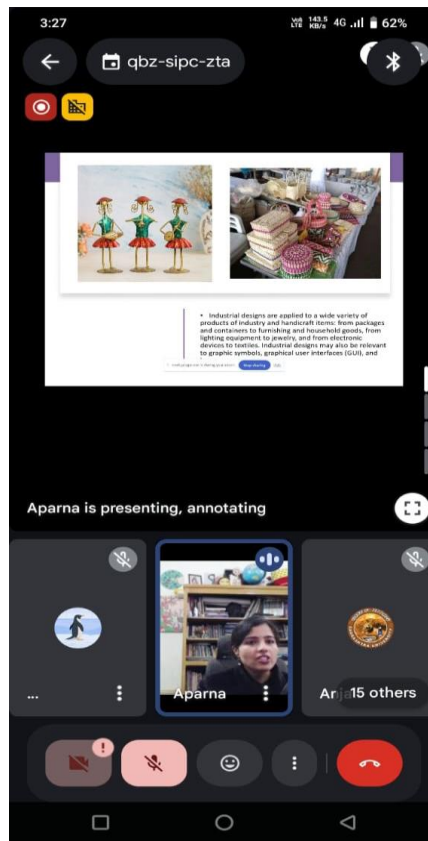
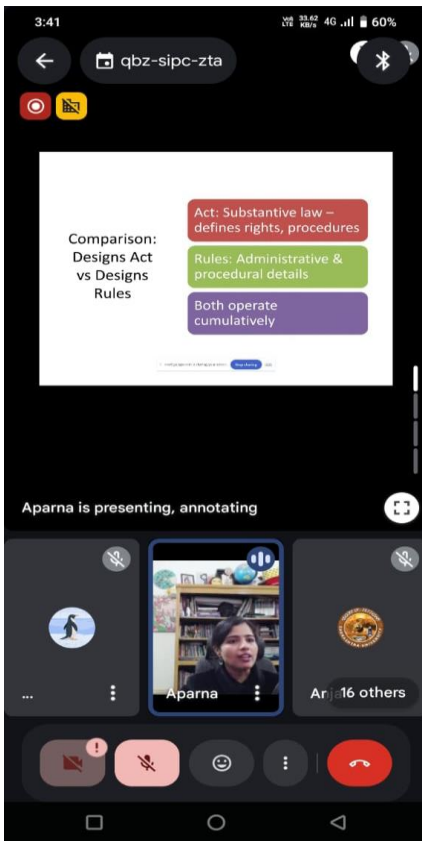
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