From Books to Build:Design Immersion Program

Potential gains	• How design ideas evolve from concept to real-world product • How startups use design thinking to solve practical problems • Exposure to real industry design briefs and client constraints • Understanding prototyping tools and fabrication processes • Experiencing structured feedback and design critique methods
Organized by	Venture Center Library
For whom	• Students of Grade 11–12 preparing for **B.Des / B.Arch entrance exams** • Students learning drawing, design aptitude, and creative problem solving • Aspirants seeking exposure to real-world design processes beyond exam preparation
When	April 18th 2026| 2 pm to 06:30 pm
Where	Venture Center Library, NCL Innovation Park, Dr. Homi Bhabha Road, Pashan, Pune-411008
Contact	Manasi Lele | manasi.lele@venturecenter.co.in | 9404157543
Fees	INR 499 Register here : https://www.townscript.com/e/from-books-to-builda-design-immersion-program-214143 Note:- • Registration closes once 20 seats are full • Organizers reserve the right to accept or refuse or delay registrations so as to optimize the composition of the group and hence maximize learning for all participants.

Event Outline

Design education often focuses on developing drawing skills, visual thinking, and problem-solving ability. However, students preparing for competitive entrance examinations and even after getting into a design certificate course often have limited exposure to how design operates in real-world contexts such as startups, product development environments, and innovation ecosystems.

This half-day immersion program bridges this gap by introducing students to the journey of ideas moving from concept to prototype and ultimately towards market-ready solutions. Hosted at the Venture Center Library, the program positions learning as an interdisciplinary process connecting design, technology, science, and entrepreneurship.

Participants will engage with structured client-style briefs, observe design decisions in physical spaces, and gain exposure to rapid prototyping tools through demonstrations at Protoshop. The program aims to help students understand design not only as an academic discipline but as a practical tool for innovation and problem solving.

Course includes

- Exposure to real-world design problem framing
- Structured design brief experience
- Campus walkthrough through a design lens
- Introduction to prototyping and fabrication environments
- Feedback on design concepts from mentors
- Participation certificate from Venture Center

Terms and Conditions

- Participants are encouraged to carry sketching materials (notebook, pencils, eraser).
- Attendance for the full duration of the session is required to receive participation certificates.
- The organizers reserve the right to modify session sequencing depending on logistical considerations.

Event Schedule

Time	Duration	Session title	Lead
2-2.30	30 mins	**Introduction - How design can play a role in a startup** Understand how design is used in real startups—not just for looks, but to solve problems, build products, and create impact.	Mugdha
2.30-3.15	45 mins	**Campus Design Lens Walkthrough** Walk through the campus and start noticing design everywhere—spaces, signages, visuals, and experiences.	Manasi

		Learn how small design choices shape how people interact with environments. Learn about each design's purpose location selection, materials, visuals, text and maintaining a design language	
3.15-4.00	45mins	**Protoshop Demonstration** Explore the Prototyping lab and see how concepts become physical prototypes using tools like 3D printing, laser cutting, and electronics.	Anjan
4.00-4.30	30 mins	Design process(& snacks) Get introduced to a practical framework designers use to approach problems—plus form teams to apply it.	Manasi
4.30-6 PM	90 min	**Solve a real design challenge** Work in teams on a design brief, generate ideas, and build concepts using what you've learned.	Manasi, Lipika
6-6.30 PM	30mins	Wrap Up & certificates	Rohit

Speakers (in alphabetical order of last names)

Anjan is working as a Lead - Product Design & Prototyping in Venture Center. He is a Mechanical Engineer graduate from CMR Institute of Technology, Bengaluru. He is responsible for supporting the startups, innovators, budding entrepreneurs at Venture Center in Product Design and Prototype Development. He has specialization in designing of functional and non-functional prototypes, developing POC's, converting POC to Prototype and end Products, Reverse Engineering and also comes up with strong problem solving skills. He has been actively involved in the development of prototypes majorly in healthcare, automobile, renewable energy, biotech, cutlery, agro based, etc. He is also responsible for running facilities at Protoshop and also setting up technical and non-technical workshops at Protoshop.

Lipika has over 15 years of experience at Venture Center, during which she has worked across multiple departments and built strong multidisciplinary capabilities. She has contributed to a wide range of projects, including campus design initiatives, development of internal communication collaterals, and client-facing assignments. Her diverse experience allows her to approach projects with a holistic perspective, integrating functional requirements with visual clarity. She has been actively involved in supporting design needs across different programs and initiatives at Venture Center.

PROTOSHOP	Venture Center Library	VENTURE CENTER

	Manasi is an Industrial Designer working as an Associate at Venture Center. She holds a graduate degree in Industrial Design from UID, Gandhinagar. She supports startups, innovators, and internal teams in developing visual identities, product concepts, and communication materials. Her work spans brand identity development, packaging solutions, pitch deck design, and product visualization, enabling early-stage ideas to be translated into clear and effective design outputs. She has contributed to projects across sectors including healthcare, sustainability, and deep-tech, aligning design outcomes with functional and communication goals.
	Mugdha is Head – Preincubation& Learning at Venture Center. She is a Ph.D from School of Health Sciences, University of Pune and has teaching and research experience in a State Government medical university. At Venture Center, she is responsible for driving the Social Innovations and related activities and is responsible for providing technical mentoring for incubatees at Venture Center. Mugdha has been a Fellow of the Chevening Rolls Royce Science, Innovation, Policy and Leadership Programme (CRISP) at the Said Business School, University of Oxford, UK in 2016. In 2018 she has also been part of the Aritra Accelerator Program for Leadership in the Social Sector at IIM Bangalore.

About the organizers

Venture Center Library	The Venture Center Library aims to support and enhance the entrepreneurial ecosystem in and around Pune. We invite entrepreneurs, scientific researchers, technology innovators, IP & technology commercialization professionals and venture investors to take advantage of our collection of books, periodicals, reports and research services. As part of our mission to spark curiosity and build practical skills in science and technology, we regularly host workshops that connect classroom concepts with real-world applications.

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PROTOSHOP	Protoshop combines Tinkering lab and Prayashala, which are the prototyping facilities at Venture Center. Protoshop is an initiative of Venture Center (a technology business incubator hosted by CSIR-NCL) with the generous support from in-house funds and the host Institution. It aims at providing services to the Inventors and Entrepreneurs to design and build their prototypes and bringing their ideas into life. For more information about Protoshop: http://www.protoshop.in/
Tinkering Lab	The Tinkering Lab is a facility developed and managed by Venture Center, NCL Innovation Park, Pune, India. The main aim of the Tinkering Lab is to help inventors and entrepreneurs to build prototypes of their ideas and generally "tinker" around exploring new ideas. The focus is on electronics, instrumentation and optics besides related prototyping and design. For more information, visit http://tinkeringlab.co.in/
VENTURE CENTER	Entrepreneurship Development Center (Venture Center) – a CSIR initiative – is a Section 25 company hosted by the National Chemical Laboratory, Pune. Venture Center strives to nucleate and nurture technology and knowledge-based enterprises by leveraging the scientific and engineering competencies of the institutions in the Pune region in India. The Venture Center is a technology business incubator supported by the Department of Science & Technology's National Science & Technology Entrepreneurship Development Board (DST NSTEDB). Venture Center's focuses on technology enterprises offering products and services exploiting scientific expertise in the areas of materials, chemicals and biological sciences & engineering. For more information, visit: http://www.venturecenter.co.in/