Design Public V:
Innovation in the Public Interest
The Fifth Edition: 13th-14th March 2014

Background and Context

India and other members of the so-called fragile five emerging economies, which once grew at a roaring rate, have reached a sort of impasse. Older mechanisms for reforming social institutions and liberalizing regulatory regimes have reached their natural limit and can no longer spur growth and bring change. A new approach seems necessary, one which engages and organizes the power of industry to bring about innovation and to achieve inclusive social benefits at the same time. We must search for new forms of public-private partnership and collaboration and build upon the few emerging examples of such collaborative innovation that are beginning to appear in different parts of the world.

There are two distinct arcs to this debate. First, how can the social sector work more effectively in partnership with the private sector? In India, a new companies bill comes into force in the new financial year, which will mandate that large companies reserve 2% of their annual profits for corporate social responsibility initiatives, grants to incubation-acceleration centers and other similar social innovation activities. Beyond funding, how can private sector organizations bring innovation methods and frameworks to social sector activities? Is there a need for a specific resource which will help bring about this kind of social innovation turn? This is the first of the two interlinked themes of the Design Public Conclave.

The second, larger topic area for us is the question of how governmental activities can be made more inclusive, more participatory, more responsive, more transparent, more effective and more accountable. If these appear to be old questions, they press upon us with new urgency these

days, on account of the rise of a vast new networked public, active and engaged on mobile and social media platforms, aware that government can do better and that they can be more involved in making government work better than was ever possible before.

The question of inclusive, participatory and smarter government is currently being addressed by three separate communities: (i) open government and open data experts, often with a hacker-coder ethic and related technical expertise, (ii) exponents of smarter government, often with a rich understanding of emerging social and organizational trends, and (iii) grassroots anti-corruption activists, some of whom may now have links to different political parties and some governments, particularly at the municipal and urban level. These diverse communities will each benefit by being in greater contact and dialogue with one another, for many of their aims can be best achieved through the skills and capabilities of the other.

Moreover, it is necessary to arrive at a more synthetic, clear and actionable agenda for governance innovation, which integrates and organizes each of these distinct models and approaches to changing existing civic and governmental systems. In order to open governance systems long used to being closed, we must chart a path for carefully re-engineering and restructuring its machinery, while simultaneously curating a new ecosystem of responsible startup players who can quickly prototype, test, deploy and scale valuable new services. That is, we must work simultaneously inside and outside the system.

One major initiative attempting to simultaneously work inside and outside the public system is already underway in Bihar, where the Bihar Innovation Lab, is working with government, with the Gates Foundation and with small startups to bring rapid change to the way rural services are delivered. A similar effort must now also be conceived for India's urban centers, in partnership with agencies and organizations similarly committed to bringing about citizen-centric change for the common good.

Using Financial Services, Health, Education and other sectors as examples, we will seek to get to the heart of the change that is required inside governments to enable meaningful growing startup ecosystems to cluster around them. We will address questions of data, of competition, of partnership and of user experience design which can enable these new digitally-enabled services and solutions to be created and delivered most effectively. Pioneering models by the Open Knowledge Foundation (EU), Forum Virium (Finland), Mindlab (DK), and other organizations will be evaluated for their fit and applicability for the Indian context.

This fifth edition of the Design Public Conclave is produced by the Center for Knowledge Societies, the Adianta School for Leadership and Innovation, the Startup Tunnel, the Bihar Innovation Lab, and the Financial Innovation Alliance, in partnership and with the support of the Bill and Melinda Gates Foundation, Grameen Foundation, CGAP, UNDP's GCEPA and the Social Innovation Exchange (SIX).

Draft Event Program

March 13 Thursday

7.00 pm Cocktail Reception

We kick off the Design Public Conclave with an informal evening mixer where we welcome speakers from out of town.

March 14 Friday: Design Public: Innovation in the Public Interest

8.30 am Registration and Coffee

Location: Driveway and Gardens

Background Track: Hamsa Dhwani

→ Coffee served by?

9.00 am First Word of Welcome: Aditya Dev Sood

Today is a day for conversations about how the different sectors of society can work together better. It's a conversation that never gets old, because these dynamics are not set in the sand, in some civics textbook, but are continuously shifting, creating new possibilities. There are many elements of structure in the day's program, but one cardinal orientation: are your ideas and thoughts and words contributing to making things better? if so, go on. Else, perhaps let's allow the group to get on with what it can best do.

People will come, people will go, you'll have to take a call from time to time. I hope you can stay with us for the best part of the day, when we go into working groups to try and create structures which will actually make these interactions between sectors work better.

I'll now handover to Namrata Mehta, who has worked to cohost this morning's panels with me.

9.05 am Breakfast Dialogue: Three Perspectives on Citizen-Centric Governance

Namrata uvaca:

Three distinct approaches to Governance Innovation are seen in India today: citizen activism, the open data and open governance agenda, and the integration of design and innovation into government processes. Representatives from each of these spaces begin the day with an open and friendly public dialogue.

Somnath Bharti, former Law Minister, Government of Delhi
Sunil Abraham, Executive Director, Center for Internet and Society
Aditya Dev Sood, CEO, CKS and Chairman, BIL
Namrata Mehta, Director for Innovation, CKS (Moderator)

For a big part of the day today we want to work on Governance Innovation, and each of you has been involved in changing government in a different way. What I'd like to get out of this conversation is a sense of how we can bring together the different directions that each of you represent.

• Let me ask all three of you: Do you believe Government should be Citizen-centric? Is that a motherhood statement, in that everyone believes that? What does that mean, specifically, for you?

• To Sunil: What is the role of data in making change happen today?
→ Why is open data and open government important to you? Why should we care?
→ Have things changed with the internet? How so? What exactly has changed?

• To Aditya: What is the role of systems thinking and organizational change?
→ Why do you think the Lab approach is best?
→ In the past DP has had a lot to do with BIL building. Isn't that enough? Why are you turning to the problems of cities?

• To Somnath: What is the role of political parties and ministries making change happen?
→ Do you think government should be innovating itself? Does that make any sense?
→ Do you think activist government is something people want?
→ Or should change come from outside?

• How do these three approaches converge? Is it necessary that they do so?

• How can we work together? What should we be focusing on?

• Questions from the audience?

10.00 am Standing Yoga

Moderation: Arun Yogi to lead

Location: Garden

10.15 am Shiva Stuti pounding in the Demodeck to draw people down and in.

Route: via the main steps up through the installations on UGF down main stairway to the LGF allowing full frontal gasp of the Demodeck

10.20 am Second Word of Welcome

Location: Demodeck

Aditya uvaca:

Just a quick reminder, folks, this is a working conclave, not a talk shop. The idea is not to express yourself, but to be productive. So please be mindful of how your interventions are contributing to a larger whole.

Don't say no. Keep building on other people's ideas. Take notes. Share notes. Use post its. Stay focused on the challenges at hand. Follow your facilitators' lead. Ask for direction. Pair up and keep working, focusing on how we can get somewhere productive by the end of the day.

I've already said a bit about what we're doing today earlier -- we're looking at how different sectors of society can interact better to promote and foster innovation. This involves two major arcs, one looking at Public Innovation and the other looking at Social Innovation. These questions will merge at a high level, but at a programmatic and practical level let's keep them distinct, yes?

If you're tweeting, our hashtag is #dp5. Our images are going up to Flickr, also with the hashtag #dp5.

Anupriya, over there is going to make a mindmap of the day. Say hi, Anupriya.

Lunch is at One, please take biobreaks as you need to the loos are over there.

10.30 am Session One: The Elements of Governance Innovation

Namrata Mehta, hosts until the panel

How are people thinking about Governance Innovation around the world in terms of process, data and systems change? What is the success of various Lab models and how do they exactly work? What is the relevance of these approaches to the Indian scenario?

Keynote: Arndt Hussar, UNDP-GCPSE, Singapore (7 mins)

Keynote: Esko Kilpi, Writer and Theorist of the Networked Society (7 mins)

Film Screening: Sunvai! (7 mins)

Case Studies: Data.gov.in Mohammed Qureshi, Student, Adianta School (7 mins)

Panel:
Sumandro Chattapadhyay, CSDS and Sarai
Chakshu Roy, Lead, Parliamentary Research Service
Esko Kipli, Principal, Kilpi Oy, Finland
Arndt Husar, UNDP-GCPSE, Singapore
Namrata Mehta, Director for Innovation, CKS
Ramanjit Chima,
Divya Datta, Director, Bihar Innovation Lab (Moderator)

11.30 am Session Two: Social Innovation through Partnership with Private Sector

How can we promote social innovation through new partnerships between the social and private sectors? How can we take advantage of the new Companies Act to develop new alliances and partnerships across sectors that will actually drive innovation? How does the concept of social innovation fit into these needs?

Keynote: Ada Wong, Member of Executive Board of SIX, Hong Kong

Panel:
Ada Wong, Member of Executive Board of SIX, Hong Kong
Louise Pulford, Chair, SIX, London
Nehal Sanghavi, Advisor, USAID, India
Chandni Ohri, CEO, Grameen Foundation India
Daniel Radcliffe, Program Officer, Gates Foundation
Aditya Dev Sood, CEO, CKS (Moderator)

1.00 pm: Networking Lunch

Talk and connect with people outside your comfort zone!

2.00 pm: Convene for Working Group Breakouts

2.15 pm: Working Group One: Design a Social Innovation Exchange for India

The Social Innovation Exchange is a global organization with several regional hubs, such as SIX Asian in Hong Kong. What if there were to be a SIX India? What would be its mandate? What activities and goals should it pursue?

Facilitator:
Dr. Aditya Dev Sood, CEO and Founder, CKS

Abhimanyu Nowhar, Founder, Kiba Design
Ada Wong, Member of the Executive Board of SIX
Chandni Ohri, Grameen Foundation
Louise Pulford, CEO, SIX, UK
Nehal Sanghavi, Advisor, USAID, India
Daniel Radcliffe, Program Officer, Gates Foundation
Manu Makker, Head of Innovation Strategy, CKS
Nita Soans, Dean, Adianta School

2.15 pm: Working Group Two: Building an Action Plan for a Civic Innovation Lab

The assembled group of thought leaders at this Design Public Conclave have the potential to reorganize as a new non-partisan community dedicated to achieving governance innovation. For this to be possible, however, they must first breakout into articulating challenges and goals in each of the three areas identified below.

2.30 pm: WGII Breakout One Alpha: Making Meaning of Civic Innovation: Water Management

Facilitator: Divya Datta

Outcome: What are some data solutions or app concepts that would make your life easier?

2.30 pm: WGII Breakout One Beta: Making Meaning of Civic Innovation: Garbage and Waste Disposal

Facilitator: Namrata Mehta

Outcome: What are some data solutions or app concepts that would make your life easier?

2.30 pm: WGII Breakout One Gamma: Making Meaning of Civic Innovation: Urban Transportation

Facilitator: Ekta Ohri

Outcome: What are some data solutions or app concepts that would make your life easier?

3.30 pm WGII Breakout Two Alpha: A New Agenda for Citizen-centric Innovation

How can design and innovation methods benefit the citizenry? How can mobile networks and different kinds of data be used to create better urban experiences? How can India's new urban activism better align with design and data approaches?

Outcome: What needs to be done that a lab can do? What should be its goal and mandate?

Namit Arora, Writer and Activist
MP Ranjan, Design for India
Ambrish Arora, CEO, Lotus Design
Soaib Grewal, BOLD Capital
Sumandro, CSDS
Sunil Abraham, CIS
Usha Alexander, Writer
Ishan Khosla, Khosla Design
Sanjay Rishi, USHA International

3.30 pm WGII Breakout Two Beta: Building a Civic Innovation Network / The Nuts and Bolts of a Civic Innovation Lab

How do we bring together the natural allies of Civic Innovation into a larger network? Which government agencies, startups, and social development organizations need to work together towards this goal? How could Civic Innovation be operationalized? What institutions, individuals and networks might support Civic Innovation?

Outcome: Which agencies, individuals and partners need to be involved for the lab to be able to work? How can this lab be funded and operationalized?

Chakshu Roy, PRS
Esko Kilpi, Kilpi-OY
Arndt Husar, UNDP-GCPSE
Rajesh Khati, Fin Advisors
Rajesh Sawhney, GSF
Richa Govil, Ashoka Innovators for the Public
Lysander Menezes, PATH
Suhas Mhaskar, Mahindra Group
Shweta Banerjee, CGap
Jatin Modi, Frog Ideas

4.30 pm Coffee Jam with Music

5.00 pm Public Presentations from Each Breakout

Thought leaders and decision makers critique and review public presentations made by each of the breakout sessions. An open dialogue ensues.

Respondents:
Namit Arora, Writer and Activist
MP Ranjan, Independent Academic & Author, Senior Faculty, NID

Harsh Srivastava, COO, Center for Civil Society
Sukumar Ranganathan, Editor, Mint Newspaper

6.00 pm Closing Dialogue: Conclusions and Next Steps

An open dialogue to articulate possible next steps, possible coalitions, alliances, research programs and funding prospects for these areas of work.

7.00 pm Cocktails, Dancing and Dinner

After a heavy day at the office, you deserve to twist that spine.

Key Participants

Louise Pulford, Head of SIX global social innovation network, London, UK
Ada Wong, Member of Executive Board of SIX, Hong Kong
Esko Kipli, Writer and Theorist of the Networked Society, Principal-Kilpi Oy, Finland
Arndt Hussar, Policy Specialist, Global Centre for Public Service Excellence, UNDP, Singapore
Dr. Aditya Dev Sood, Serial Social Entrepreneur, India
Chandni Ohri, CEO, Grameen Foundation, India
Shweta Banerjee, Financial Inclusion Analyst, CGAP, India
Nehal Sanghavi, Advisor, USAID, India
Usha Kiran, Deputy Director, BMGF, India
Debarshi Bhattacharya, Gates Foundation, India
Namit Arora, Founding Faculty, Adianta School, India
Usha Alexander, Writer, India
Nita Soans, Dean, Adianta School, India
Soaib Grewal, Founder, Bold Capital, India
Jatin Modi, Founder at FrogIdeas, Investor in Tech Enabled Startups
Mike Knowles, Dean, Sushant School of Design, India
Ambrish Arora, CEO, Lotus Design, India
Samanth Subramanian, Writer
James Crabtree, Bureau Chief, Financial Times, UK-India
Maryanna Abdo, Parthenon Group, USA-India
Rajesh Sawhney, Founder, Global Superangels Fund, India
Kate Wilshaw, First Trade Secretary, Canada-India
Sunil Abraham, Executive Director, Centre for Internet and Society, India

About Design Public

Over the past three years, Design Public has emerged as the premier location for high-level conversations about the public role and social impact of design and innovation in India. It has attracted speakers and discussants from all regions of the world, from all estates of society and

from diverse sectors of industry. Out of the conversations held here, many new initiatives have emerged, including the Bihar Innovation Lab, the Adianta School for Leadership and Innovation, among others. There has been wide coverage of the themes and ideas emerging from Design Public in the media and blogosphere, including in the New York Times, Economic Times, Times of India, and Mint Newspaper. High value participants in the past have included **Arun Maira** (Planning Commission), **Sam Pitroda** (National Innovation Council), **Geoff Mulgan** (NESTA, UK), **Ashok Alexander** (BMGF), **Rohini Nilekani** (Arghyam), **Yamini Aiyer** (Accountability Initiative), **Ashwin Mahesh** (Lok Satta Party), **Samanth Subramanaian** (Writer), **Vish Palekar** (Mahindra Group), **Jeby Cherian** (IBM), **Riku Makela** (Tekes, FI), among many others.