

Service Design and Innovation
Conference Hyderabad, India

serv DES '25

6th - 8th October 2025

Hosted by: Department of Design,
IIT Hyderabad, Telangana in collaboration
with TCS Research, India



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भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad

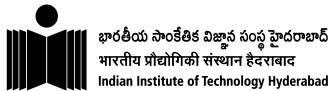
tcs Research

 **Department
of Design**

About ServDes'25

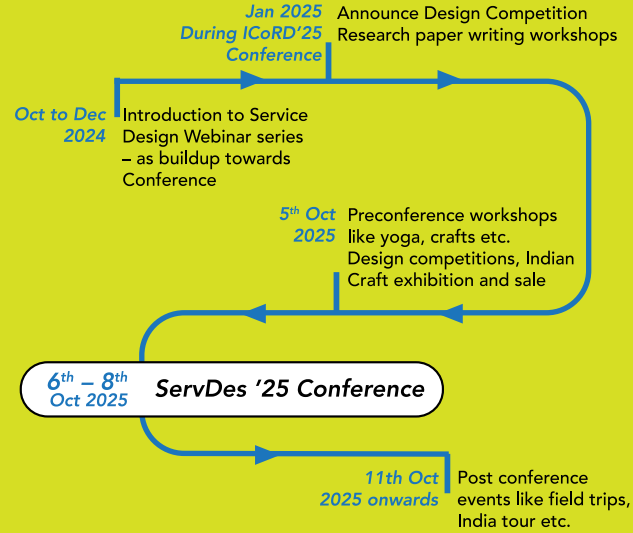
ServDes'25 marks the first-ever edition of the Service Design and Innovation Conference in India, hosted at the Indian Institute of Technology (IIT) Hyderabad. Driven by the theme Empowering Diversity, Nurturing Lasting Impact, the conference aims to bring together global thought leaders, practitioners, students, and enthusiasts to explore innovative approaches to service design and foster collaboration towards creating meaningful and impactful service experiences.

A carefully curated program featuring keynote presentations, panel discussions, paper presentations, workshops, design competitions, craft exhibitions, career fair and cultural activities, promises a memorable and enriching experience that fosters learning, collaboration, and innovation. We invite you to join us in this exciting journey as we embark on a mission to empower diversity, nurture lasting impact, and shape the future of service design together.



TCS Research **Department of Design**

Pre-During-Post Conference



Important Dates

1 st Oct 2024	Call for submissions, Introduction to Service Design Webinar series
10 th Jan 2025	Design Competition announcement during ICoRD'25 conference at IIT Hyderabad, India
15 th Jan 2025	System open for submissions
15 th Mar 2025	Long / Short Papers submissions deadline
15 th Mar 2025	Workshops / Student Forum Abstracts submissions deadline
1 st May 2025	Opening of the registration system
1 st Jun 2025	Notification to authors (accepted or rejected) and feedback
15 th Jun 2025	Student Competition Submission Deadline
15 th Aug 2025	Student Competition Announcement of finalist team
1 st Aug 2025	Camera ready papers deadline for accepted submissions
6 th – 8 th Oct 2025	Conference dates

ServDes'25 Highlights



Keynote and panel discussions

Keynote speakers from Academia, Industry and Govt.; Panel discussions on various trending topics.



Paper Track

Long paper presentations; Short paper presentations; Poster presentations.



Design Sprints

Sponsored business problems; Societal Problems; Workshops methods, tools and techniques.



Design Exhibition

Students Projects, Industry Projects, NGO projects, Government Projects, Design School promotions.



PhD Consortium and Career fair

Presentations; Discussions with experts; Guidance and mentoring; Career opportunities; Recruiter interactions.



ServDes'25 Lecture Series

Lecture 1 – Foundations of Service Design (November 2024)

Speaker : Prof. Mari Suoheimo, Assoc. Professor, Institute of Design Oslo School of Architecture & Design, Oslo, Norway

Lecture 2 – Service Design in Emerging Markets

(December 2024)

Speaker : Prof. Pramod Khambete, Adjunct professor, IDC, IIT Bombay

Lecture 3 – Digital Transformation through Service

Design (January 2025)

Speaker : Prof. Satu Miettinen is a professor of service design at the University of Lapland. She works as a dean of the Faculty of Art and Design.

Lecture 4 – Measuring the Impact of Service Design

(February 2025)

Speaker : Francesca Foglieni, Service Design Expert – Consultant, researcher and lecturer PhD in Design, Politecnico de Milano.



Lecture 5 – Future Trends in Service Design

(March 2025)

Speaker : Prof. Daniela Sangiorgi, Head of the PSSD at the Design Department of Politecnico di Milano.

Lecture 6 – Service Design- Recap and way

forward (April 2025)

Speaker : Dr Ravi Mahamuni, Principal Scientist, Head Design Research Lab, Tata Consultancy Services Limited, adjunct professor, IDC, IIT Bombay.



Sponsorship Details

Sponsorship Category	Amount (INR)	Sponsorship Benefits
Title Sponsor	15,00,000 INR	Stall Space: 9 * 4 ft (**); Logo: Large sized (***) Additional Benefits: • 10 complimentary registrations for the entire conference • 15-minute speaking slot to showcase your company /organization • 5 additional banquet tickets; Sponsor message on kit bag • SD workshop for one select Business Problem ; Eligible for Designer Career Fair
Gold	10,00,000 INR	Stall Space: 6 * 4 ft (**); Logo: Small sized (***) Additional Benefits: • 5 complimentary registrations for the entire conference • SD workshop for one select Business Problem • Eligible for Designer Career Fair
Silver	5,00,000 INR	Stall Space: 3 * 4 ft (**); Logo: Small sized (***) Additional Benefits: • Eligible for Designer Career Fair • 3 complimentary registrations for the entire conference
Bronze (Design School Special)	2,50,000 INR	Stall Space: 3 * 4 ft (**) Additional Benefits: • 2 complimentary registrations for the entire conference
Kit Sponsor	5,00,000 INR	Logo: Small sized (***) Additional Benefits: • 3 complimentary registrations for the entire conference • Sponsor message on kit bag

** Empty space provided with 3 x 2 feet table(s), chairs, and poster paper stand(s).
 Electric power supply facility for laptops.
 Sponsoring organization to bring necessary equipment.

*** ServDes 2025 website, main entrance and backdrop of the dais in the conference hall. A4 size pamphlet inserts can be distributed with conference kits. List of sponsors announced during the Inaugural Event.

