



SRM
INSTITUTE OF SCIENCE & TECHNOLOGY
Deemed to be University u/s 3 of UGC Act, 1956



PARADIGMS OF ARCHITECTURAL ENTREPRENEURSHIP

SIGNIFICANCE & OBJECTIVES OF THE PROGRAMME

The programme "Paradigms of Architectural Entrepreneurship" is designed to explore the evolving role of architects as entrepreneurs, innovators, and thought leaders in shaping the built environment. With the rapid transformation of practice models, the sessions aim to highlight new trajectories of professional practice ranging from regionalism, identity, and sustainable design.

KEY TAKEAWAYS

This program introduces new ideas in architecture such as sustainability, healthcare design, AI, and placemaking, while also sharing practical ways to build and sustain practices. It provides exposure to emerging opportunities and innovative approaches in the field. Overall, it prepares participants to adapt and grow with changing industry trends and societal needs.

Fore Noon Session

Pathways in Healthcare Architecture

Ar.Kosalraman

Infrabees Project
Management Consultants
Private Limited, Chennai.

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After Noon Session

Architecture, Life, and Enterprise

Ar. Malli Saravanan

Mawi designs, Chennai.

Projective Practice

Ar.Smaran Mallesh

Cadence architect,
Bangalore.

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Green and Sustainability Practice Opportunities for Architects

Ar. Krithika Muthukrishnan

Green Sketch Consultant,
Chennai.

From Data to Design: Leveraging AI in Architectural Workflows

Ar.Preethi Gopinath

Renovate AI Palo Alto,
California.

29

Strategies to build a B2B design firm

Ar. Amit Rastogi

Design Transcend,
Bangalore.

Strategies for Sustaining Small & Mid-Size Design Studios

Ar. Karthik P. Nair

Studio Urban Poetics, Bangalore.

30

Placemaking as a Professional Venture

Ar. Vidhya Mohankumar

Urban Design Collective,
Chennai.

Innovation & Entrepreneurship,

Ar. Harini

Studio DCode, Chennai.

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Shaping self, Shaping nature

Ar.Aarati Binayak

Down to earth, Kerala.

**COLLABORATIVE
TRAINING
PROGRAM**
OCT 27, 2025 - OCT 31, 2025

Fore Noon Session
10:30 a.m – 12:00 p.m
After Noon Session
12:15 p.m – 1:45 p.m

Link for online payment

<https://eazypay.icicibank.com/eazypayLink?P1=K00kQYjNFb8LZHkyuUDx6Q==>

Link for Nomination form under CTP 2023-2024 and 2024-2025

https://drive.google.com/file/d/1NUWCckxuXdABP44kxCETJmRUnWIRlHKK/view?usp=drive_link

Deadline for registration:

16th October 2025, @5.30 PM.

EoPT is scheduled on

Friday, 31st October 2025, 2.00 pm to 3.00 pm.

Pls Note:

1. Teachers/ architects who wish to register for the training program either under Collaborative Training Program (CTP 2022-23) or as independent individuals may do so by filling up the Google form available on the given link.

2. To confirm registration, kindly upload proof of payment towards the registration fees /nomination form on college letterhead before submitting the registration form. Link to join the program will be shared one day prior to the program

3. This program is not for students.

4. E-Certificate of said training program shall be sent via email on registered email id of participants, after successful completion of training program by participant i.e. attending all sessions and submitting all assignments, EOPT and feedback form of training program.

Convened by
Prof. Jayashree Deshpande,
Director, COA-TRC, Pune

Coordinated by
Dr.K.Geetha, Professor & Head
SAID , KTR

Link to register

<https://forms.gle/Ao4XS2JH9E7PZRseA>

Online coordinator

Dr.G.Yogapriya
Associate Professor, SAID, KTR

Ar.Karthick K A
Assistant Professor, SAID , KTR

