सत्यमेव जयते

NATIONAL
DESIGN
POLICY

Approved by Government of India

NATIONAL DESIGN POLICY

1 INTRODUCTION

Strategic role of design for national and industrial competitiveness is now universally recognized. Value addition through innovations in designs can play a pivotal role in enhancing the competitiveness of both manufacturing and service industries.

Realizing the increasing importance of design in economic, industrial and societal development and in improving the quality of products and services, the Government of India had initiated a consultative process with industry, designers and other stakeholders to develop the broad contours of a National Design Policy.

The strategy to achieve this vision is focused on strengthening quality design education at different levels, encouraging use of designs by small scale and cottage industries and crafts, facilitating active involvement of industry and designers in the development of the design profession, branding and positioning of Indian design within India and overseas, enhancing design and design service exports, and creating an enabling environment that recognizes and rewards original designs.

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DESIGNED IN INDIA:
A BY-WORD FOR QUALITY

The vision of the National Design Policy envisages the following: Preparation of a platform for creative design development, design promotion and partnerships across many sectors, states and regions for integrating design with traditional and technological resources.

Presentation of Indian designs and innovations on the international arena through strategic integration and co-operation and international design organizations.

Global positioning and branding of Indian designs and making "Designed in India" a by-word for quality and utility in conjunction with "Made in India" and "Served in India".

'Designed in India, Made for the World' integrates India's rich tradition with contemporary innovative processes.

3 DESIGN FRAMEWORK

One of the primary objectives of India's Industrial Policy is to enhance the competitiveness of Indian industry. With a view to clearly identify the role that designs play in this process, the National Design Policy is guided by the following multi-pronged framework:

> Promotion of Indian design through a well-defined and managed regulatory, promotional and institutional framework

> Raising Indian design education to global standards of excellence

> Creation of original Indian designs in products and services drawing upon India's rich craft traditions and cultural heritage

> Making India a major hub of exports and outsourcing of designs and creative process for achieving a design-enabled innovative economy.

> Enhancing the overall tangible and intangible quality parameters of products and services through design

> Creation of awareness among manufacturers and service providers, particularly SMEs and cottage industries, about the competitive advantage of original designs

> Attracting investments, including foreign direct investments in design services and design related R & D; and

> Involving industry and professional designers in the collaborative development of the design profession

4 DESIGN INNOVATION

The key objective of India's industrial policy is to attain industrial and export competitiveness. In a globalising economy, design is being perceived as a new engine of economic and industrial growth.

Design is a driver of innovation and is recognized as a key differentiator for providing a competitive edge to products and services.

Consequently, innovation in manufacturing processes as well as entrepreneurial methodology is an extremely important strategy.

Design and brand driven value chain and Intellectual Property Development including design registrations need to be developed as core strengths of Indian manufacturing and service industries.

India also needs to aim at becoming a leading influencer of global design, especially Asian design.

The National Design Policy intends to make India a major hub for exports and outsourcing of designs and creative process for achieving a 'design-enabled innovative economy'.

The vision for the policy envisages:

> Setting up of specialized Design Centres or "Innovation Hubs" for sectors such as automobile and transportation, jewellery, leather, soft goods, electronics/IT hardware products, toys & games which will provide common facilities and enabling tools like rapid product development, high performance visualization, etc. along with enterprise incubation as well as financial support through mechanisms like venture funding, loans and market development assistance for start-up design-led ventures, and young designers' design firms/houses.

> Formulation of a scheme for setting up Design Centres/Innovation Hubs in select locations/industrial clusters/backward states, particularly in the North-East.

> Preparation of a plan for training of trainers and for organizing training programmes in specific processes/areas of design and continuing education programmes for practicing designers from Design Centres/ Innovation Hubs.

> Making India a major hub for exports and outsourcing of designs and creative process for achieving a design-enabled innovative economy.

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QUALITY DESIGN EDUCATION

Endowed as India is with its rich talent pool of creative, technical and entrepreneurial human resources and a wide network of premiere educational institutions, it is the endeavour of the Government of India to promote quality design education to produce designers who can compete in the intensely competitive knowledge economy through the following avenues:

> ### Setting up New Design Institutes
> With a view to spreading quality education in design to all the regions of India, four more National Institutes of Design on the pattern of NID will be set up in different regions of the country during the 11th Five Year Plan. The possibility of new models of setting up of such institutes, in keeping with the current economic and educational paradigms, will be explored. In this context, the public-private partnership mode could also be an option.

> ### Upgrading Existing Design Institutes and Faculty Resources to International Standards
> Laying special focus on the up-gradation of existing design institutes and faculty resources to international standards, particularly the existing campuses and centres of the National Institute of Design (NID).

> ### Initiation of Action to seek "Deemed to be University" Status for National Institutes of Design
> Initiating action to acquire deemed university status under section 3(f) of the University Grants Commission Act for the National Institutes of Design so that they can award B.Des and M.Des instead of just diplomas as in the present.

> **Encouraging the Establishment of Departments of Design in Colleges of Engineering and Architecture.**
Encouraging the establishment of departments of design in all the Indian Institutes of Technology (IITs), National Institutes of Technology (NITs) as well as in prestigious private sector colleges of engineering and architecture

> **Upgrading quality of engineering design, machinery design, process design, design materials, environmentally sound and socially and culturally relevant design.**
Undertaking R & D strategy to produce effective tools and processes that will result in strategic and efficient production processes.

> **Design Training in Vocational Institutes and K-12 education**
Encouraging the teaching of design in vocational institutes oriented to the needs of Indian Industry, especially small scale and cottage industries in primary and secondary schools.

6 STRATEGIC DESIGN

In an increasingly competitive global economy, design forms the key differentiator between products and services in the international market place. Recognizing the importance of design as a business strategy, the National Design Policy encourages strategic design. Two major initiatives include the introduction of an 'India Design Mark' as a seal of quality and the development of strategic alliances with businesses abroad.

> ### India Design Mark: India's New Design Seal of Quality

The India Design Council is to introduce a new good design selection system called the I mark. The I Mark is to be a seal of quality assurance that encompasses criteria such as originality, innovation, aesthetic appeal, user-centricity, ergonomic features, safety and eco-friendliness.

The I Mark is intended to benchmark not only the quality of design of the final product but also the design-sensitivity of the production process.

In addition to being a signal of quality assurance, the I-Mark also signifies the social relevance of the product where levels of pollution and carbon emission will also be taken into consideration.

The I Mark benchmarking initiative is also intended to be preparation of a mechanism for recognizing and encouraging industry achievers in creating a brand image abroad for Indian designs.

The I Mark certification is not just a validation of the aesthetic appeal of a product or its economic viability in global markets in terms of export quality. Rather, it is an overall recognition of the product's contextual ingenuity which incorporates issues of ethics, ecology, sustainability, universal access and equality to improve the quality of life for society.

The I Mark, thus, is a seal of responsible, value-centric design.

> ### Developing Strategic Alliances
One key strategy of India's National Design Policy is to develop strategic alliances with design firms , institutions, associations and governments abroad. Developing strategic alliances enhances the long-term competitive advantage of a firm by helping companies leverage critical capabilities, increase innovation, acquire access to technology and know-how and increase flexibility in responding to market and technological changes.

The goal of strategic alliances is to generate new synergies by working collaboratively across the globe and to leverage best practices across the globe and develop new business models for innovative design.

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DESIGN PROMOTION

A. **Organizing Workshops and Seminars**
Organizing workshops and seminars to generate awareness and disseminate information particularly in the small scale and cottage industries sector, especially on the intangible aspects of design processes.

B. **Training for Craftspeople and Artisans**
India's traditional crafts play a vital role both in our economic landscape as well as in establishing our socio-cultural context. Training programs are being organized so that our shop floor workers, craftsmen and artisans are equipped to enhance the traditional knowledge, skills and capabilities while being sensitive to global heritage. The idea is for craftspeople and artisans to be engaged in the process contemporisation of traditional craft products for commercializiation in a broad spectrum of niche markets.

Training programs will serve to both impart new entrepreneurial skills to participants as well as build new networks and linkages that enable participants to share their knowledge and ideas.

C. **Facilitating the establishment of a Chartered Society for Designers**
Facilitating the establishment of a Chartered Society for Designers (CSD) to govern the registration of design professionals and the various matters related to standard settings in the profession.

The CSD is intended to be a multi-disciplinary organization representing designers in all domains of design. Admission to the CSD will indicate professional excellence and adherence to highest professional standards. This move will provide a mechanism for quality assurance in global markets and allow global firms to hire Indian designers with an assurance of their professional capabilities.

In addition, the CSD will also provide a platform to unite Indian designers and provide a cohesive face of Indian design to the global community and serve to brand Indian design.

D. Intellectual Property Rights

Considering the far reaching effects of design, in the areas of Intellectual Property Rights, Patents and Income generation for the country, Design promotion activity will also focus on a regulatory framework that takes into account copyright and intellectualization of international trade practices.

It has become globally evident that the competitiveness of any enterprise depends on its ability to innovate with respect to its products, services and systems and to distinguish itself in terms of its competitors in the market. Design has become a significant differentiator and a source of value-addition in the market place. Innovation through design involves heavy investments of time and money in research and development (R and D).

Moreover, in the context of ever shortening product life-cycles and product differentiation coupled with a market driven by vagaries, it is becoming more and more essential to manage Intellectual Property Rights effectively. The intangible nature of intellectual property and the world-wide consistency of standard practices create a challenging environment for businesses wishing to protect their innovations, brands and design.

Protection of designs play an important role in the economy by ensuring that other competitors do not get access to the innovations of the company that has developed it by investing substantial intellectual efforts in creating new and alternative designs

8   INDIA DESIGN COUNCIL

Introduction:

The India Design Council is a government appointed body. It falls under the auspices of the Department of Industrial Policy and Promotion (DIPP) and has been constituted in pursuance of the National Design Policy announced by the Government of India on 8th February 2007. The Central Government notification dated 2nd March, 2009 stipulates that the India Design Council will have an initial tenure of three years.

Its mission is to promote design awareness and effectiveness of Indian design both within India as well as abroad. While the central aim of the India Design Council is to provide a platform for Indian design to enhance its competitiveness on the global stage, secondary aims include playing an important role in fostering closer ties between industry and academia, and showcasing India's design capabilities.

Major Intended Activities:

> The Major functions of the India Design Council are as follows:

> Undertake design awareness and effectiveness programmes both within India and abroad

> Act as a platform for interaction with all stakeholders

> Undertake R & D and strategy and impact studies.

> Benchmark design institutions

> Develop and design standardized design syllabi for all institutions imparting design education in India

> Conduct Programmes for continuous evaluation and development of design strategies

> Develop and Implement quality systems through designs for enhancing the country's international competitiveness

> Coordinate with Government to facilitate simplification of procedures and systems for the registration of new designs

> Assist industries to engage the services of designers for their existing and new products

> Encourage design and design-led exports of Indian products and services including outsourcing its design capabilities by other countries.

> Enable the designers in India to have access to global trends and market intelligence and technology tools for product development and innovations.

> Encourage close cooperation between academia and industry to produce proprietary design know-how while encouraging creation of new design-led enterprises for wealth creation and

> Encourage and facilitate a culture for creating and protecting intellectual property in the area of designs.

Working Committees:

The India Design Council has constituted three major task forces to analyze and provide recommendations for three areas that it deems are of importance:

The first task force examines and explores the possible ways of taking design into different sectors and fields. Its activities span the implementation of a good design selection system ('I-Mark'), design exhibitions, design sensitization programs and the setting up of design museums.

The second task force focuses on criteria for benchmarking design educational institutions and training institutes as well as developing model curriculum.

The third task force focuses on policy mechanisms and the provision of incentives for promoting design. Proposals it examines and debates include tax incentives to industries for undertaking R & D activities in design, tax incentives to industries using design services and tax incentives to the providers of design services.