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Government of India
Ministry of Commerce & Industry
Department of Industrial Policy & Promotion
(IPR-IV Section)

Udyog Bhavan, New Delhi

Dated the 31 October, 2005

**COMMENTS/SUGGESTIONS ON DRAFT NATIONAL
DESIGN POLICY**

One of the primary objectives of Industrial Policy is to enhance the competitiveness of Indian industry. With a view to clearly identify the role that Designs could play in this process, a draft National Design Policy has been drawn up encompassing a multi-pronged strategy. Comments/suggestions are elicited on the draft National Design Policy. The same may kindly be forwarded by 30th November, 2005 at

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Draft National Design Policy

Preamble

A key objective of the 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 and breakthrough innovations can play a pivotal role in positioning of Indian industries in the global arena apart from enhancing competitiveness. Design and brand driven value chain and Intellectual Property Development including design registrations need to be developed as core strengths of Indian manufacturing and services industries in the early part of 21st Century. India also needs to aim to be a leading influencer of global design especially Asian design developing its strengths and capabilities in intellectual and strategic design development to compliment the manufacturing prowess and the growing market potential of Indian products and services. Realising the increasing influence that design is making in the economic and industrial development, and the strong brand and design promotions being carried out by competing economies in this direction, the government has been engaged in consultations with the Industry and designers, during the past one year to draft a feasible National Design Policy with a clearly focused multi-pronged strategy to enhance the quality and spread of Indian designs and to increase India's share in the world economy through this major value addition, to our products and services. The policy is the result of such consultations.

Vision and Mission

Endowed as India is with its rich cultural heritage, a talent pool of creative, technical and entrepreneurial human resources and a wide network of premier education institutions, it shall be the endeavour of Government of India in the next 5-10 years of the new millennium characterized by intensely competitive knowledge economy:-

- To prepare a platform for creative design development, design promotion and partnerships across many sectors, states, regions integrating design and technological resources to stand out in the international arena.
- To elevate Indian design and creations on the world's stage through strategic integration and cooperation with international design organizations, and branding Indian design to project its extraordinary design value and unique and rich cultural heritage.
- To brand, position and promote Indian design supported through a well defined and managed regulatory, promotional and institutional framework.
- To feature India as a front ranking country in quality design education.
- To emphasise on creation of original Indian designs in products and services and thus create a design enabled innovation economy.
- To enable India to become hub for exports and outsourcing of designs.
- To spark interest in creative and cultural industries so that designers can draw upon India's rich cultural heritage for inspiration for novel and distinctive designs.
- To position "Designed in India" a by word for quality and utility in conjunction with "Made in India" and "Served from India".

Specific Objectives

The objectives of the policy are:

- Enhance the overall tangible and intangible quality by design to position India as original "design provider" and "creative manufacturer" in the world markets

- Strengthen cultural and creative industries as a backdrop to design education since culture and creativity form the base for “differential creating” capability of design.
- Develop leading edge designs to enhance the inter-relationship of technology, management, creativity and design through fundamental / applied design research and applications.
- Promote value added designs with focus on India’s unique position as a country with rich cultural heritage and a better understanding of users’ feelings, emotions, aesthetics and senses, which are the essential domains of design.
- Enhance the spread of quality design education
- Create awareness among manufacturers and service providers about the competitive advantage of original designs and target small scale and cottage industries to encourage greater use of designs in all products in India.
- Attract larger investments including foreign direct investments in design and R & D
- Use of design as a tool for industrial development and Quality of Life.
- Impact positively on the GDP growth of economy through innovation driven value chain of manufacturing, service and creative industries.

Thrust Areas

- Design Education
- Use of Designs by Small Scale and Cottage Industries
- IPR environment for protecting original Designs and accelerating Design Registrations
- Branding and positioning of Indian Design
- Design Exports
- Quality of Life

Strategies

- Strengthening the facilities at and enhancing the status of National Institute of Design (NID), Ahmedabad so that it can transform to a 'Global Centre of Excellence' in Design Education and to enable NID to offer from UG to Doctoral level studies in design.
- Introducing short term training programmes and courses by NID targeting on needy sectors and catering especially to the sectors of agro products, handicrafts and handlooms.
- Setting up of new institutes and sector specific design institutes / centres for design education in different parts of the country
- Sustaining and strengthening the traditional knowledge, skills and capabilities while being sensitive to global heritage so that our shop floor workers, craftsmen and artisanal workforce could be engaged in manufacture of innovative products and contemporarisation of traditional crafts for broad spectrum of uses and niche markets.
- Encouraging the teaching of design oriented to the needs of Indian industry, especially small scale and cottage industries in tertiary educational institutions such as Indian Institutes of Technology, Indian Institutes of Management and Universities.
- Organising workshops and seminars to create more awareness than at present among industrialists particularly in small scale and cottage sectors in different parts especially on the intangible aspects of design processes including senses, feelings, emotions, culture, aesthetics etc. associated with design.
- Encouraging industries to make greater use of new designs, particularly original Indian designs and design innovations and support the same through regulatory and promotional framework.
- Creating mechanisms for sustainable quality improvement in designs in India.

- Creating a rich pool of designers to cater to the increasing requirements of Indian industry.
- Facilitating the regulatory environment for protection of original designs and enabling easy-to-use systems for registration of new designs.
- Encouraging industries to engage the services of designers for their existing and new products.
- Facilitating design and design-led exports of Indian products and services
- Strengthening efforts to advocate “cradle to grave environment-friendly approach” for designs produced in India so that they have global acceptance on a sustainable basis.
- Enabling the designers in India to have access to global trends and intelligence and technology tools for product development and innovations so that they can compete effectively in the world market place.

Design initiatives

Considering the far reaching effects of designs, in the areas of IPR, income generations, copyright and internationalisation of intellectual trade practices it is proposed that the design promotion initiatives need to be dovetailed with the parameters of a regulatory as well as an institutional set up. The Designs Act 2000 has put in place a framework for documentation, classification, representation, registration, acceptance, inspection, cancellation, certification and on legal redressal. Similarly the design promotional activity needs to be specifically defined within the regulatory set up.

Major Initiatives

Keeping in view the objectives, thrust areas and strategies, following major initiatives are envisaged in the next five years:

Sectoral initiatives through Design Centres

Government will facilitate setting up of specialised Design Centres for Automobile and transportation, jewellery, leather, textiles and apparel, high-tech and digital products, toys and games. The Design Centres will provide common facilities, and enabling tools for design innovations with enterprise incubation as well as financial support for start-up ventures. Focussed attention will be given to North-Eastern region and backward states. A scheme in this regard will be formulated for suitable strategic design interventions in select locations / industrial clusters / backward states.

Branding “Indian Design” and Design Marketing

Government will endeavour to encourage Indian firms and institutions to develop strategic alliances with design firms, and institutions worldwide to gain access to technology-design know-how for better positioning and effective branding of Indian designed products and services through practical and imaginative use of design representing global design directions and the need for local design applications.

Domestic Design thrust through Good Design Mark

In the context of branding of Indian Design, which encourages and motivates Indian Industry to become design-led in the medium to long term, the achievers will be recognised to come out with good designs by providing Good Design Mark as an aspirational recognition. A mechanism will be worked out for creating a brand image for Indian designs through the award of a Good Design Mark (India Design Mark) on designs which satisfy certain design criteria like appeal, centricity, ergonomic features, safety, environment findings etc., as decided by an expert committee.

Spread of Design Education and Strengthening & Upgrading NID

The current availability of designers is not sufficient for the growing needs of Indian industry. Government’s endeavour will be with the involvement of private sector to produce about 5000 to 8000 designers per annum including designers, design- technicians, model makers, visualizes and design assistants per year with an annual growth of 10%-20%.

In order to ensure spread of quality design education, efforts will be made with the cooperation of private sector to create design consciousness at different levels of education as well as among industries. The Ministry of Commerce and Industry will work in close coordination with the Ministry of Human Resource Development and the All India Council of Technical Education in this regard.

Setting up of India Design Council

In order to create awareness regarding Indian design both within India and abroad and to bring cohesion to design activities in the country an India Design Council (IDC) would be set up with eminent personalities from different walks of life. The India Design Council will act as a platform for interaction with all stakeholders, undertaking design awareness and effectiveness programmes, strategy and impact studies, accreditation of design institutions and programmes and such other varied and relevant activities. The Design Council may also take steps for enhancing the country's international competitiveness by developing and implementing quality systems through design and raising the standards of design support and infrastructure, facilities, promotion, education, user research and standards and benchmarks for professional practice. The Council may also encourage close cooperation between academia and industry to produce proprietary design know-how while encouraging creation of new design-led enterprises for wealth creation. The Council will actively encourage and facilitate a culture for creating and protecting intellectual property especially related to Designs.

Implementation Plan & Timeframe

The envisaged action plans, deliverables and outcomes of the National Design Policy are indicated in the annexure in a 3-5 years. On the basis of the experience during this period, further strategies and schemes will be drawn up later.

Conclusion

In conclusion, the Government is committed to realising a pro-active and congenial environment to enable design-led Indian enterprises, Indian brands and creative industries including traditional and crafts industries with high design and product value, growing IT

enabled service sectors, to achieve global excellence and to fulfil its obligations to different sections of the society. In fulfilment of the objectives and in pursuit of the Vision, the government will enlist the cooperation and involvement of all the stakeholders and ensure continuous monitoring and review of the various delivery mechanisms and accomplishment of the specific objectives in a time bound manner.

National Design Policy: Action Plans, Deliverables, Outcomes

| | 2005 | 2005 | 2006 | 2006 | 2007 | 2007 | 2008 | 2008 | 2009 | 2009 |
|--------------|---|--|---|---|---|---|---|--|--|--|
| | Year I | Year I | Year II | Year II | Year III | Year III | Year IV | Year IV | Year V | Year V |
| Action Plans | Announce National Design Policy (2005-08) & take steps to integrate with other relevant Govt. Strategic Policies/ Ministries./ Depts/ Export Promotion Councils etc. Plan for India Deign Council | Taking off India Design Council & initiation of agenda and action plans, Interaction with the Planning Commission for drawing up 11 th FYP scheme plans. Interface with Ministry of HRD for spread of design Education & Implementation of 5-tier system. Outreach Design Programmes for rural/craft sectors | Bill Draft for declaring NID as a Global Centre for Excellence Taking up upgradation and Initiation of 2-3 UG campuses over 11 th Plan Period. Awareness programme Design Clinics, Regional/State Clusters Developing Design Centre concept in different locations with State Govt. participation | Setting up of Design Centres national/ in select locations covering / states/industry clusters International Planning of Design Expo in New Delhi in Oct / Nov 2007 Translation of package measures for design-led industries | Launch of international campaign to make “Designed for in India”, “Made in India” for the World” a major positioning statement Initiation of Design Awards | Providing incentive schemes/ support system design-led designers through 11 th Plan schemes International Design Expo | Expansion and setting up of Design Centres in various parts of India through assistance to State Govts & public/private partnerships | Assessment of impact on GDP through focus on design & creative industries Formulation of 2 nd National Design Policy | Dissemination on 2 nd National Design Policy Strategic Design initiatives as a major trans-disciplinary transactional project | Implementation of advanced strategies like setting up of Incubation Centres |
| Deliverables | Strategy Report by International consultants & appointment thereof. MOA of India Design Indian Council | Development of MOA & Setting up of India Design Council | India Design Council rolls out Agenda/action plans Dialogue with Planning/ knowledge commissions resulting in design being integrated to national strategies | The funding of sector-specific Design Centres Deign Awareness campaign with select State Govt. Scheme for new NID Campuses | Expansion & upgradation of NID’s role as a nodal institution on deign education & research | Indian Brands/ designs making impact in export market/ close cooperation with the Brand Equity Fund | Setting up new NID campuses in select locations Design Centres/ to create regional/ local awareness | Design Centres becoming a rallying point for design / creative industries | Integration with Made in India / Served from India through “Designed in India” reflecting a major qualitative leap in Indian Design strategies & targets | Quality of Life for Masses through design in Govt. services and public utilities |
| Outcomes | Awareness increases | Setting up of India Design Council results in action plans for Placing design in national and corporate agenda | Quality of design in industry Commerce, Service. Increasing India’s competitiveness | Manufacturing & SME sectors embrace design. Design service industry takes off. India as a “Design Hub” idea is promoted | Increase design service, employment Increased design outsourcing. Steps towards as “Design-Hub” in Asia | “Served from India, Made in India, Designed in India” becomes powerful strategic positioning in world markets | No. of companies which use design actively for competitive advantage increases substantially Availability of world-class, designers increase. | Indian brands become more effective in international markets & design/design services become an important part of economic agenda | Quality of Life in socio-cultural emotional-dimensions begin to show results in services/ products for masses | Market value of design industry to reach atleast 1 % of GDP |

1-2 Years

2-3 Years

3-5 Years

Short Term

Mid-Term

Long Term

