



Confederation of Indian Industry

DESIGNING THE FUTURE

Leveraging Global Benchmarks
for a Winning National Design Policy

December 2023





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Confederation of Indian Industry

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Foreword

In today's rapidly evolving global landscape, design stands out as a cornerstone of innovation, progress, and sustainable growth. As nations across the world harness the transformative power of design, India too is poised to embrace this wave of change and innovation.

This report elucidates the significance of design in shaping our nation's future. Drawing inspiration from global benchmarks and best practices, it emphasizes the need for India to craft a comprehensive and forward-thinking design policy. Such a policy would not only foster creativity and innovation but also ensure that India remains competitive on the global stage.

As the Chairman of the CII National Committee on Design Innovation, I have had the privilege of witnessing firsthand the potential of design in driving change across industries. From sustainable practices to inclusivity, the multifaceted role of design in shaping our society and economy cannot be understated. This report serves as a testament to this belief, providing insights, recommendations, and a blueprint for policymakers, industry leaders, and stakeholders.

In conclusion, I believe that the insights presented in this report will serve as a valuable resource for all those committed to elevating India's design prowess. By integrating global perspectives and harnessing the potential of design, we can pave the way for a brighter, more innovative, and sustainable future for our nation.

Warm Regards,



Dr. Udayant Malhoutra

Chairman, CII National Committee on Design Innovation (2023-24) and CEO & Managing Director Dynamatic Technologies Ltd

Foreword

As we embark on the critical task of advocating for the modernization of India's design policies report, we are proud to present this comprehensive report. It not only underscores the urgency of policy revision but also lays out a meticulous process for analyzing and formulating these necessary updates.

Our approach is methodical and secondary research-driven, beginning with the careful selection of the eight countries renowned for their progressive design policies. This choice serves as a foundation for a comparative analysis, providing a global perspective on what constitutes effective design policy in today's rapidly evolving world.

To rigorously assess the impact of these international policies, we have conceptualized a 7-point framework. This framework is designed to dissect various aspects of design policy, from education and innovation to economic and sustainable development impacts. It is a tool that not only measures effectiveness but also aids in identifying best practices that can be adapted to the Indian context.

Applying this framework, we delve into an in-depth analysis of global benchmarks in design policy, drawing insights from the chosen top eight countries. This comparative study not only highlights the strengths of these nations but also sheds light on the diverse approaches and strategies they employ in the realm of design.

The core of our report then shifts focus to India, evaluating our existing design policies against these global benchmarks. This evaluation is critical—it identifies the gaps and areas where Indian

policies lag or diverge from global standards, offering a clear picture of the current state of design policy in India.

Ultimately, our report concludes by presenting a collection of exemplary policy samples. These examples are not mere suggestions for updating India's design policy, but they serve as a source of inspiration for a transformative approach. Drawing from global best practices, these samples are tailored to align with the distinct challenges and opportunities present in India. Our aim is to offer a range of policy ideas that are not only current and pertinent but also forward-thinking in their capacity to nurture a vibrant design ecosystem in India.

This report is a step towards a transformative dialogue in Indian design policy-making. It is an invitation to policymakers, educators, industry experts, and design professionals to join hands in redefining and revitalizing India's approach to design. Together, we can forge a path towards a future where design is not just a profession or a sector, but a cornerstone of India's innovation and cultural identity.

Best,



Dr. Amitoj Singh

Partner & Head of Design, BCG X, India

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Introduction

As India continues to grow as an economic and technological force, there is an increased focus on the impact design can create across industries. The early notion of design just adding aesthetic value to a product or service has long been challenged and disproved. Today, design-led innovations, businesses, and technological developments are reshaping the world for the better, fostering inclusivity, sustainability, ethical values, and social impact.

Historically, the scope and utility of design in India has been primarily manufacturing and textile- focused. However, in the recent years, multiple design disciplines have witnessed higher adoption, making them the fastest growing sectors in design. This growth indicates an organic shift in perception of design in the country.

In terms of governmental policies in India, interventions have come in the form of the Designs Act, 2000 and the creation of the National Design Policy (NDP) in 2007. While the former protects industrial designers through patents, the big focus of NDP was incorporating design in the education sector. It is worth noting that in the time since these policies were introduced, the field of design has gone through significant transformations - from the era of

consumer-focused process of Design Thinking to technological advancements like Generative AI.

A quick examination of design policy developments around the world will showcase how inclusive, sustainable, and ethical design philosophies are being integrated into policies and laws. This signifies a pressing need to revisit India's current design policy to make meaningful updates that address such gaps and keep up with the fast-shifting design landscape and future trends.

This report presents policymakers with a set of recommendations to advance the design policy in India. The guidelines provided herein are arrived upon after in-depth analysis of successful policy interventions in Denmark, Germany, Japan, South Korea, Sweden, Switzerland, UK, USA. The key insights and best practices shared in the report make it the ideal blueprint to create new policies upon. It also showcases how design can be integrated in the existing policies of the country to strengthen them further. A well-rounded policy can put India on the design-world map, while solving key internal challenges.

Design as
an enabler for India's
Strategic priorities



Emerging

global trends in Design

Sustainable Design

In line with national commitments to move towards a sustainable ecosystem – Circular Design

Policy in action: EU Circular Economy Action Plan (2022). Design and innovation are core to achieving sustainability targets. EU Ecodesign is emblematic of priorities: “aims to make new products more energy efficient” and “easier to recycle and repair”.

Inclusive Design

Governments are actively promoting inclusivity and equitable access to a diverse range of design subfields

Policy in action: UK Disability Discrimination Act (1995, amended 2005). Creates a system where an individual can seek legal recourse against an institution discriminating against them. (Policy could still go further by making the government the main enforcer of the law and not the individual).

Ethical Design

Safeguarding consumers against misleading and manipulative design. Ex: Dark UX, misleading promotions, etc.

Policy in action: USA's Federal Trade Commission: prohibits unfair or deceptive ecommerce practices and tactics. The FTC launched major action against Epic Games for tricking customers into incurring unauthorized charges.

Privacy Centric Design

Ensuring data architecture design is optimal to ensure an individuals right to data privacy

Policy in action: “Privacy by Design” under EU's GDPR. Promotes data protection by promoting the belief that protection is best when the data processing and security features are “already integrated when technology is created”.

Culture of Design

Starting with major technology companies, there are more designers involved in the workplace than ever before

Policy in action: Revenu Québec (RQ): Provides a design tax credit for firms that invest in Design. The institution also provides tax credits to manufacturers who use locally registered patents to promote innovation within Quebec.

Sustainable Design



*Adopting principles of Circular Design can exponentially increase **Swachh Bharat Abhiyan's** impact.*

India is embracing key policy trends;
by integrating design trends, we can significantly accelerate progress and spur innovation

Inclusive Design



*Designing personalized financial solutions that broaden access to banking and furthering the tenets of **PM Jan Dhan Yojana**.*

Ethical Design



*Incentivizing investment in design among start-ups via IP policy can enable **Make In India** to unlock further innovation.*

Privacy Centric Design



*Design can aid in creating more transparent systems under the **Digital Personal Data Protection Bill**.*

Design can be a key enabler across the board

Culture of Design #startupindia

***Startup India** can use design thinking as a growth lever for India's startups. Design thinking can be used as a growth lever for India's startups by boosting innovation.*

Integrating Design: Enhancing India's Core Policy Strategies



India, with its rich heritage and burgeoning modern industries, is actively embracing these global design trends. Policies such as the Swachh Bharat Abhiyan are reflecting sustainable design principles, while initiatives like the Pradhan Mantri Jan Dhan Yojana demonstrate the potential of inclusive design in financial solutions. Moreover, incentives for intellectual property and the emphasis on data privacy further echo the global shift towards ethical and privacy-focused design. Yet, while India is making commendable strides in integrating design into its policies, there remains an untapped potential.

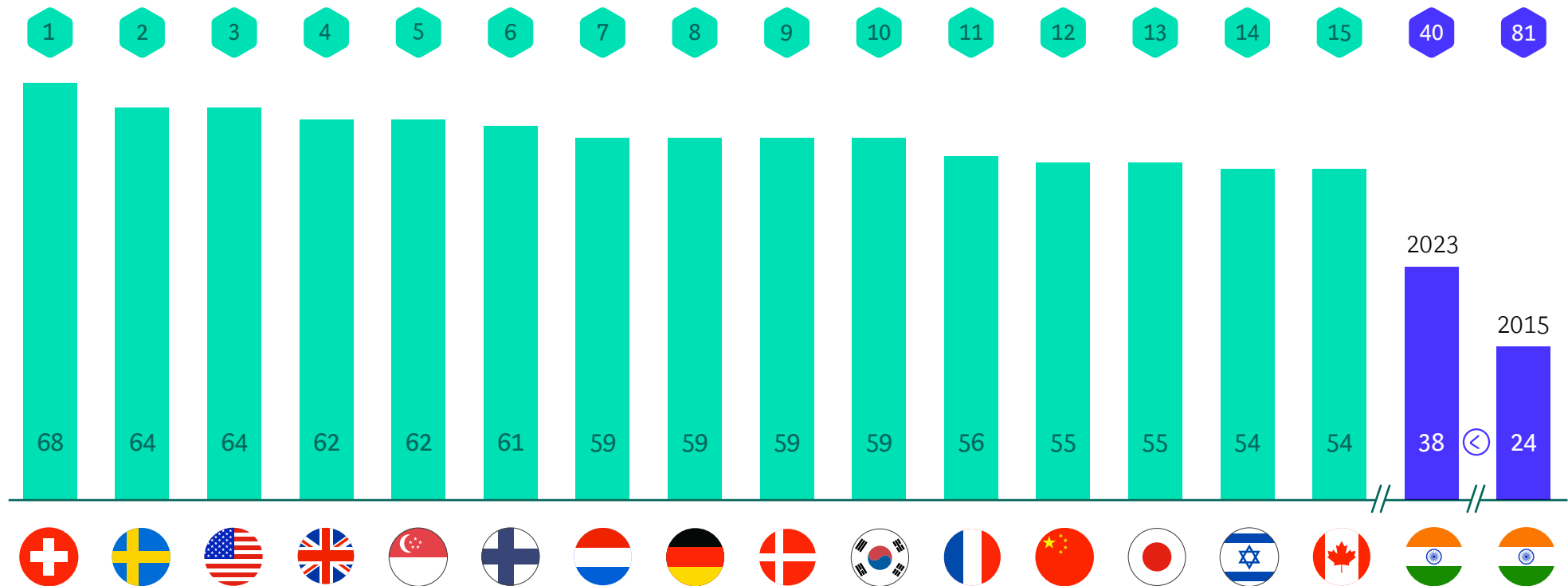
By further integrating design trends into its policies and initiatives, India can achieve an exponential increase in policy effectiveness. Design, with its user-centric approach and problem-solving ethos, can magnify the impact of policies, ensuring they resonate more deeply with the intended beneficiaries and achieve the desired outcomes more efficiently. As India continues its journey towards becoming a global leader, design can serve as a potent catalyst, enhancing policy effectiveness and fostering a new wave of innovation across the nation.

A close-up photograph of a person's hands painting a metal bracelet. The person is using a small brush to apply a green paint to a metal bracelet that already has some green and pink paint on it. The bracelet is resting on a dark, textured surface. There are four small metal containers around the bracelet, each containing a different color of paint: green, purple, white, and blue. The background is dark and out of focus. The image is framed by a teal diagonal shape on the left and a cyan diagonal shape on the right.

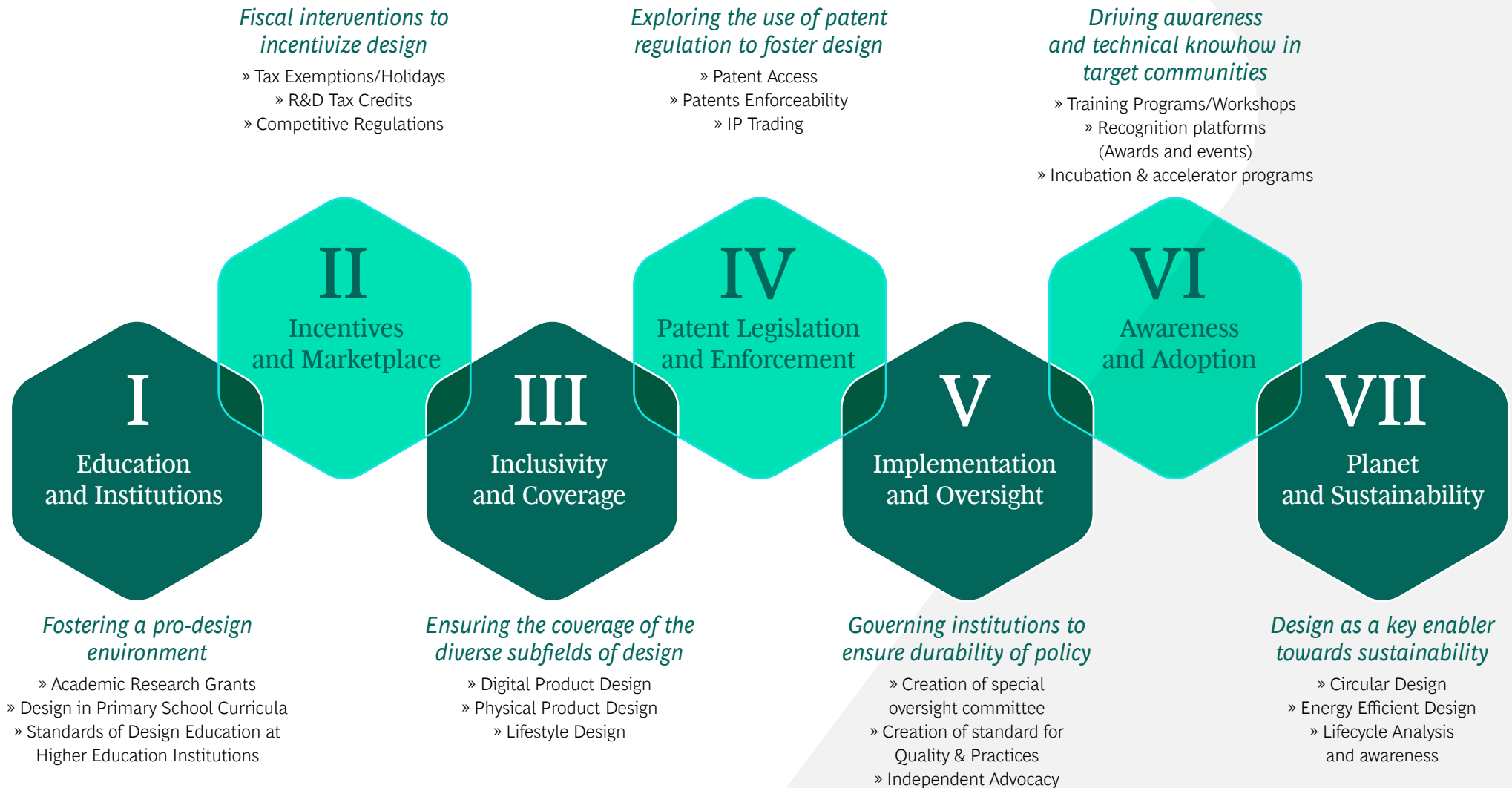
Framework for benchmarking global design policies

India must further
integrate design into legislation and policy
to continue on its journey to become a global leader in innovation

Global Innovation Ranking (2023, WIPO)



Global Design Policies | Framework of a successful design policies





Education and Institutions

I

THEMES

GLOBAL POLICIES

IMPACT

Design in
primary school
curricula



Design and Technology
mandated as a core part of
Primary and Secondary
curriculum across the UK

~240K
students took their GCSEs in
D&T with

~17K
enrolled in A Level Courses

Academic
research grants



The German Design council
established the Institute for
Design Research and Appli-
ances

The body acts as an interface, inter-
mediary and advisor for the different
exponents from theory and applica-
tion-oriented practice.

Standards of design
education at higher
education institutions



UK have a Multi-disciplinary
Design Network aimed at
facilitating the sharing of
knowledge and best practic-
es across educators

Improved the baseline quality of
education provided by UK higher
education institutions

Source: See Bibliography

Incentives and Marketplace

II

THEMES

GLOBAL POLICIES

IMPACT

Tax Exemptions /Holidays



Tax credit offered to encourage technology transfer among SMEs

50%
reduction in Income Tax for Korean nationals under this scheme

R&D Tax Credits



Allows companies conducting research and development to save on testing and research expenses from their corporate tax payments

2-14%
deductions available to businesses depending on relative firm size.

Competitive Regulations



Specialized program to support design studios by providing them access to overseas markets and expert mentorship

15
design studios have been identified and are being groomed by an panel of 6 industry experts

Source: See Bibliography

Inclusivity and Coverage

III

THEMES

GLOBAL POLICIES

IMPACT

Digital Product Design



National Approach for Artificial Intelligence. Charts general direction for AI and aims at providing a base for future policy

Provides foundation for Sweden to easily adapt to developments in AI

Physical Product Design



Industrial design rights safeguard the visual aspects of a product, encompassing its lines, colors, and three-dimensional configuration

\$73.68 Bn
estimated size of Industrial Market by 2031

Lifestyle Design



Supply Chain Due Diligence Act (2023) requires Textile and other companies to adopt sustainable practices across supply chain

\$73 Bn
Revenue of German Apparelmarket (2023)

Source: See Bibliography

Patent Legislation and Enforcement

IV

THEMES

GLOBAL POLICIES

IMPACT

Access to Patents



Unregistered Community design system. Rights are established simply by making the design public within the European Union

134.5% of EU

Average:

Sweden outperformed the EU on the European Innovation Index

Enforcement of Patents

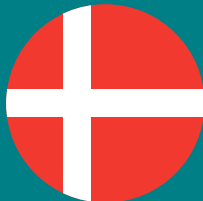


Creation of separate judicial branches to deal with cases of infringement and invalidation

3X Damages:

The financial penalty for a firm found guilty of infringement

IP Trading



Foreign Ministry's Trade Council has a specialized Global Design Team, which helps companies engage in exports of Danish design

DKK 75 BN

generated in exports from 4 design sectors (Furniture, textiles, Nordic design and architecture)

Source: See Bibliography

Implementation and Oversight

V

THEMES

GLOBAL POLICIES

IMPACT

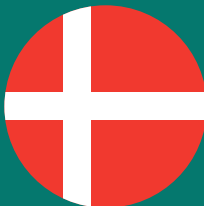
Creation of special oversight committee



UK design council is the key government body empowered to advocate for all things design

14
policies have been adopted by the UK public directly due to efforts of the Design Council

Creation of standard for Quality and Practices



Danish Design Council created the "Danish Design Ladder" to monitor design adoption among businesses

The Danish Design ladder is an internationally recognized standard for evaluating design adoption

Independent Advocacy



Swiss Design Network provides a forum for dialogue between research heads to tackle logjams

Based on discussions, the network lobbys government seeking out reform

Source: See Bibliography

Awareness and Adoption

VI

THEMES

GLOBAL POLICIES

IMPACT

Training Programs/ Workshops



Design in Demand a program wherein businesses are provided mentorship and training to SMEs

\$14.8 Million

Million allocated annually towards this program

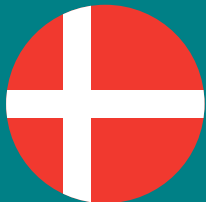
Recognition platforms (Awards) and events



The good design Award (or G Mark) is an internationally renowned and highly sought after achievement

Studies have shown that Japanese consumers have a strong preference for consumer goods that carry the "G Mark"

Funding, Incubation & accelerator programs



DDC's Innovation fund provides funding to startups+SMEs utilizing design as a key differentiator

DKK 430,000 & DKK 1,090,000

per firm provided annually

Source: See Bibliography

Planet and Sustainability

VI

THEMES

GLOBAL POLICIES

IMPACT

Circularity



Circular Economy Programme aims to reduce the consumption of non-renewable natural resources

6.2%
Circularity Rate,
the nation currently lags behind the EU average of 12%

Energy Efficiency



Federal and some state governments have created "minimum efficiency standards" to encourage energy efficiency

33%
overall energy efficiency of the nation

Lifecycle Analysis and Awareness

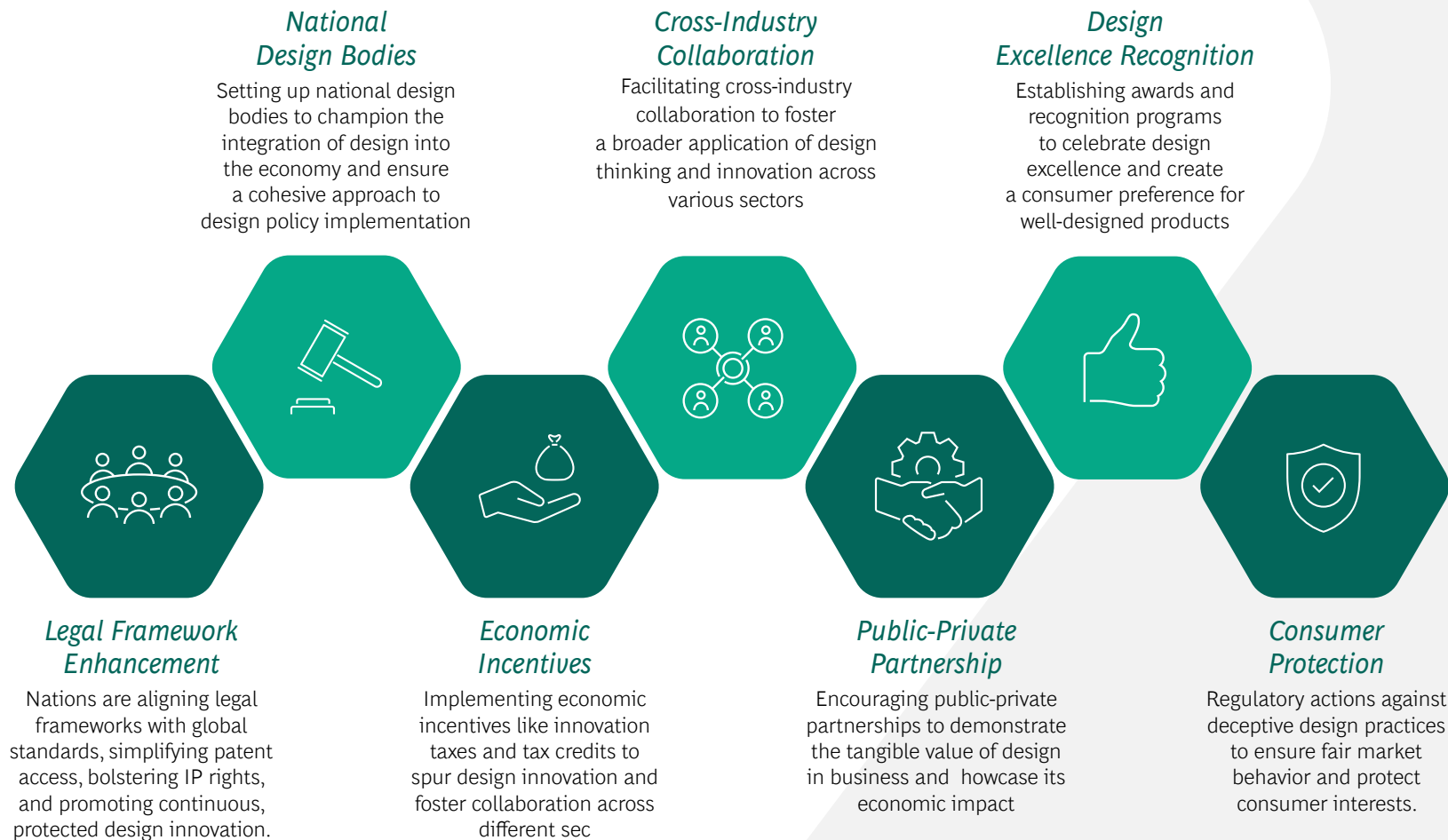


Life-cycle analysis (LCA) is a mandatory regulatory hurdle to construction

Without LCA approval, construction projects cannot proceed

Source: See Bibliography

Key Learnings emerging from Global Benchmarking



A young person with dark hair, wearing a blue long-sleeved shirt, is focused on assembling a small robot car. Their hands are visible, carefully connecting a bundle of colorful wires to a circuit board. The robot car has two large white wheels with black tires and a blue body. The background is blurred, showing a workshop or classroom setting. The image is framed by a dark green diagonal shape on the left and a bright cyan diagonal shape on the right, separated by a thin purple line.

Need for an updated India Design Policy

Significant opportunity for India to enhance coverage across the design policy framework

(I/II)

Global Innovation Leaders



Design Policy Framework

(I) Education and Institutions

(II) Incentives and Marketplace

(III) Inclusivity and Coverage

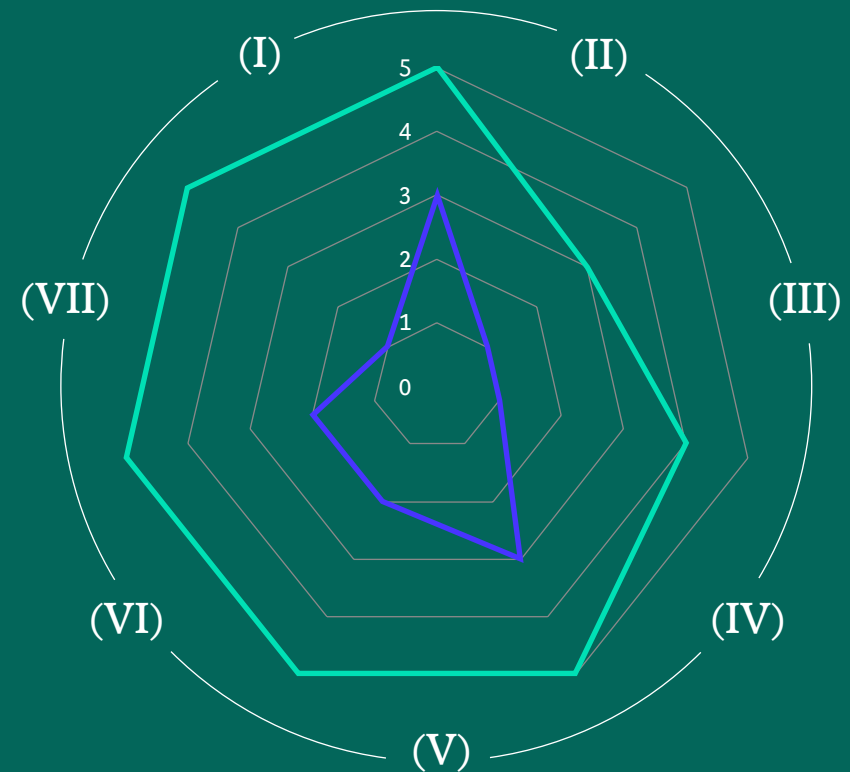
(IV) Patent Legislation and Enforcement

(V) Implementation and Oversight

(VI) Awareness and Adoption

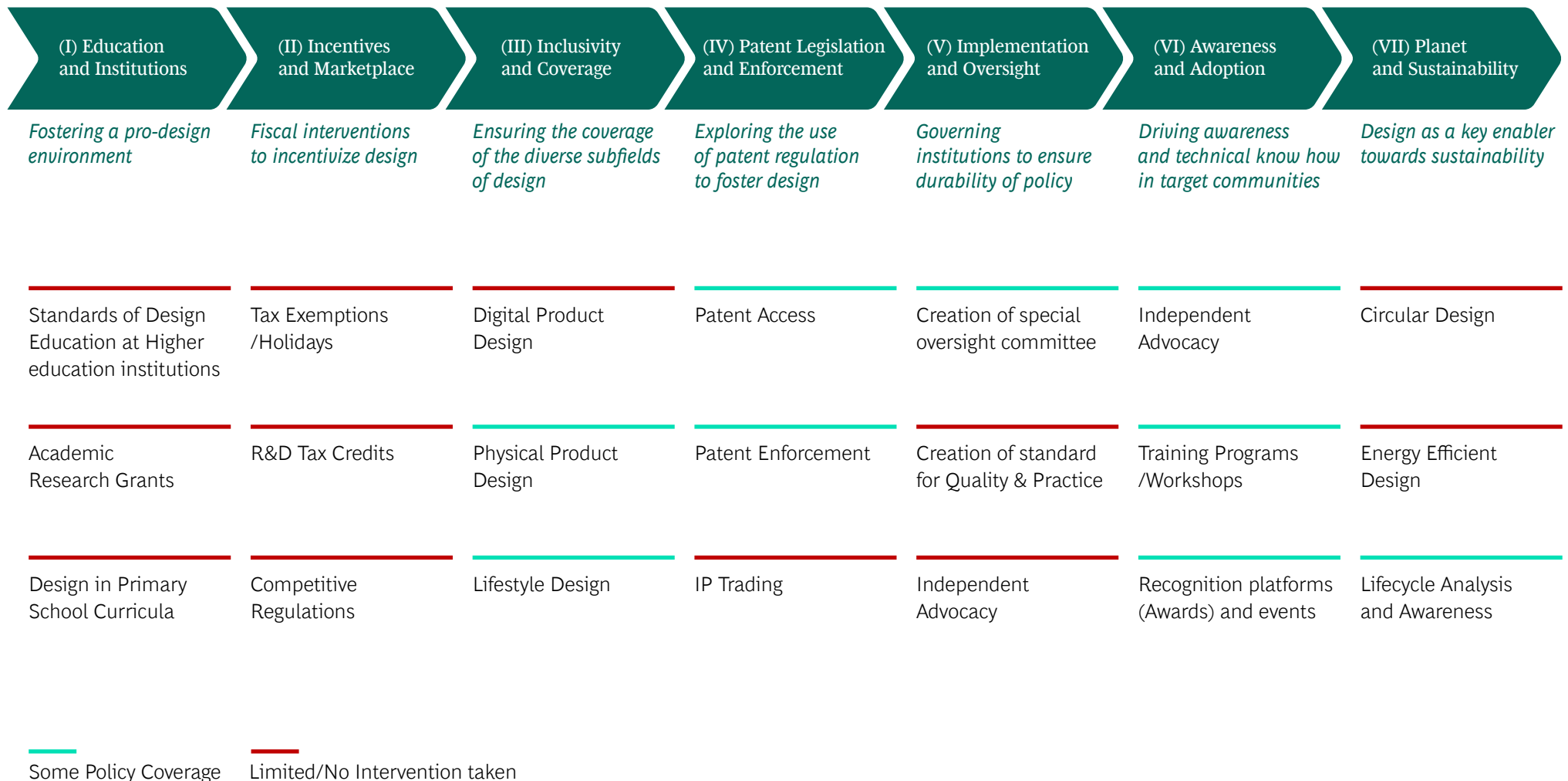
(VII) Planet and Sustainability

Benchmarking India vs. Global Leaders



Significant opportunity for India to enhance coverage across the design policy framework

(II/II)





(I) Education
and Institutions(II) Incentives
and Marketplace(III) Inclusivity
and Coverage(IV) Patent Legislation
and Enforcement(V) Implementation
and Oversight(VI) Awareness
and Adoption(VII) Planet
and Sustainability

2007 Indian Design policy was successful in broadening the availability of quality Design Education across the nation

7 Campuses of the National
Institute of Design have been
established.

200+ Universities across the nation
offer courses in Masters of
Design (M. Des.)

Additionally, the 2007 policy aimed to establish centers of excellence in design across the nation. These are backed by major universities like IIT Bombay as well as the private sector (ex: Thales Design Center).

Another stated goal of the policy was to establish centers in the North-East, this too has seen movement with the formulation of NID Assam in 2019.

Opportunities for Enhancement

Standardizing Design Education in Higher Institutions

Education must modernize to encompass the broadening spectrum of design fields.

In 2020, the Royal Danish Academy –Design changed its name to the Royal Danish Academy – Architecture, Design, Conservation to emphasize cooperation.

Promotion of Design education at Primary school level

Design a specialization available post-schooling, limited courses available at primary school level.

"Design & Technology" as a core part of UK School curriculum.

Granting academic research funding

Research funding in India is limited primarily to the material sciences.

The UK design council distributes GBP 100,000 annually in academic research grants.

(I) Education
and Institutions(II) Incentives
and Marketplace(III) Inclusivity
and Coverage(IV) Patent Legislation
and Enforcement(V) Implementation
and Oversight(VI) Awareness
and Adoption(VII) Planet
and Sustainability

Multiple Indian states offer
manufacturing-based incentives to foster
an environment of innovation...

State industrial policy:

Includes benefits and rebates like GST reimbursements, land acquisition subsidies among other infrastructure subsidies.

Production linked Incentive schemes:

Incentives for production of goods such as electronics and pharmaceuticals.

7 Deductions for capital expenditure for specified businesses:

reduce start-up cost of firms setting up hotels, gas pipelines, fertilizer plants.

...economic subsidies could further
embrace design incentives to
exponentially grow these industries

Encourage adoption
of design among SME's/Startups

Subsidies and tax breaks that can enable design centric businesses to gain a foothold as a core business service.

Example: Indonesia's Govt. Incentive Assistance provides funding to entrepreneurs in creative fields.

Economic incentives
linked to domestic patent usage

Incentives for using domestic patents that are designed to spur demand for high-quality demand.

Example: The UK Patent Box links IP ownership to a 10% uptick in company assets.

(I) Education
and Institutions(II) Incentives
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and Enforcement(V) Implementation
and Oversight(VI) Awareness
and Adoption(VII) Planet
and Sustainability

India has policies around 2 of the
8 undergraduate design courses at
NID Ahmedabad

National Textile Policy (2000):

Includes benefits and rebates like
GST reimbursements, land acqui-
sition subsidies among other
infrastructure subsidies.

2000 Design Act:

Incentives for production of
goods such as electronics and
pharmaceuticals.

Despite the enormous growth potential,
each of these industries is fragmented
across smaller studios

Ethical framework for preventing misinformation

With the rise of deepfake technology and AI-generated animations, guidelines on the ethical use of such technologies can prevent misinformation or misrepresentation.

Ensuring ethical use of Film & Video Content in the
Age of Generative AI

The rapid evolution of generative AI poses risks of unauthorized replication and misuse of film and video content guidelines on the ethical use of such technologies can prevent misinformation or misrepresentation.

Fostering collaboration to support Product Design

Institutions globally recognize product design's transformative power. In India, collaboration can inspire smaller businesses to integrate product design to boost innovation and market relevance.



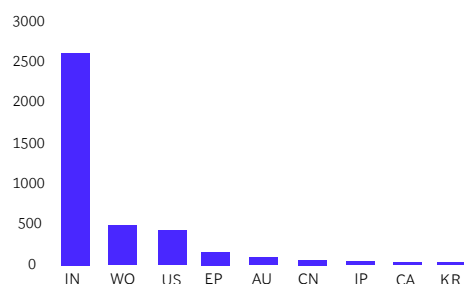
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and Sustainability

India has a robust **patent environment** and a court system that actively promotes the rights of designers

The Indian Patent Act (1970):

sets up a robust framework for the protection of Indian designs. The judiciary has progressively interpreted the laws to extend copyright benefit to new age fields of design like Graphic Design.

India has the highest number of AI patents filed globally:



Despite judicial actions, **Indian Patent Law** needs to be update to account for **New Age Design**

Adoption of "Related Design" certification

Since technology is continually updated, related design patents enable firms to extend eligibility of patents to subsequent iterations of a patented product.

Clarifying patentability of AI Generated Content

Legal frameworks that distinguish between human and AI contributions. Guidelines that address ownership, inventorship, and intellectual property rights in the realm of AI-driven creativity.

(I) Education
and Institutions

(II) Incentives
and Marketplace

(III) Inclusivity
and Coverage

(IV) Patent Legislation
and Enforcement

(V) Implementation
and Oversight

(VI) Awareness
and Adoption

(VII) Planet
and Sustainability

2007 Indian Design policy was successful in setting up the **India Design Council**. Its functions include



The council organizes the “I Mark” or Indian Design Award as a tool to recognize domestic design. However, the award has not been given out since 2020.

The center previously organized workshops on design best practices to encourage SME's to adopt design practices. However, the Council has been dormant since 2020.

An effective design oversight council can significantly drive design adoption

Advocate for and drive adoption of national design policies

(Ex. Korea institute for design promotion information or misrepresentation.)

Monitor the state of design and innovation in the nation, identify a KPI

Regular audits to resolve bottlenecks faced by India's designers

(Ex. UK Design Council)

(I) Education
and Institutions

(II) Incentives
and Marketplace

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and Coverage

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and Enforcement

(V) Implementation
and Oversight

(VI) Awareness
and Adoption

(VII) Planet
and Sustainability

India has untapped potential in terms of actively fostering and promoting the field of design

India has seen organic growth of interest in emerging design fields.

Fields like Animation, Video Game Design and Fashion design are all witnessing growth triggered by consumer sentiment.

Looking at global benchmarks, there are multiple additional roles that the Council can play

Design collaborations, exchanges and international showcases

Incubation & accelerator programs to incentivize startups utilizing design

Training programs/workshops and events to showcase value of design across business of varying sizes



(I) Education
and Institutions

(II) Incentives
and Marketplace

(III) Inclusivity
and Coverage

(IV) Patent Legislation
and Enforcement

(V) Implementation
and Oversight

(VI) Awareness
and Adoption

(VII) Planet
and Sustainability

India has historically viewed design as a key lever in achieving environmental and sustainability targets

The Ahmedabad Declaration (1979) declared that designers must seek and end that “dissolves the disastrous divisions between the worlds of waste and want”.

Under the National Action Plan on Climate Change (NAPCC), government has established missions on Sustainable Habitat and Agriculture to enhance India's move towards adopting alternate solutions to achieve sustainability goals.

Despite decades of commitment, significant potential exists for disruptive design-driven progress

Adopting Circular Design to unlock sustainability across industries

Circular design principles, when applied broadly, can significantly advance sustainability objectives across various industries, fostering an eco-friendly and resource-efficient future.

Tax credits to incentivize R&D spending towards sustainable design

Offering tax incentives for businesses and individuals who implement sustainable practices or use eco-friendly materials in their designs.

Support for local supply chains

Boosting local supply chains through design and innovation.

Next Steps

- » **Revitalize National Design Bodies:** Accelerate the India Design council with new initiatives to champion the integration of design into the national economy that drives policy adoption and addresses industry bottlenecks.
- » **Implement Economic Incentives:** Introduce economic incentives such like tax credits to encourage use of Indian IP and design.
- » **Consumer Protection Measures:** Introduce regulatory actions against deceptive design practices, ensuring fair market behavior and safeguarding consumer interests.
- » **Formulating Design-Focused Educational Curricula:** Collaborate with educational institutions to develop and integrate design-focused curricula at various academic levels, nurturing future talent in design.
- » **Strengthening Design IP Laws:** Enhance legal frameworks to protect design intellectual property, ensuring designers and innovators have the confidence to develop unique and original work.
- » **Promoting R&D Spending on Design:** Encourage and fund research in design methodologies, emerging technologies, and sustainable practices, to keep India at the cutting edge of global design trends.

Conclusion

India, poised at a significant juncture in its design journey, holds immense untapped potential within the realm of design. This burgeoning potential, reflecting India's rich cultural heritage, is further amplified by emerging tech-enabled design disciplines. These sectors, thriving due to evolving consumer preferences and global trends, highlight an urgent need for a comprehensive and adaptive design policy to capitalize on this growing momentum.

Design, in this context, emerges as a critical enabler in realizing the Government's broader policy objectives. India's adoption of design-centric approaches in its policy-making has been commendable, yet, there's a substantial scope for deeper integration of design principles. This is crucial for enhancing the efficacy and reach of flagship initiatives such as the Swachh Bharat, Make in India, Startup India, PM Jan Dhan Yojana and the Digital Data Protection Bill. A comprehensive design policy can not only help in growing the design momentum in the country but also become an accelerator to these existing policies. By embedding design

thinking into these programs, India can achieve greater sustainability and inclusivity. Additionally, a focus on ethical and privacy-centric design, particularly in intellectual property and data protection, aligns with global shifts and strengthens India's policy frameworks.

Our comprehensive industry analysis of global design policies has revealed that leading nations integrate design into their economies through several strategic measures. The establishment of national design bodies is pivotal, ensuring a cohesive framework for design policy implementation. These nations have also fostered cross-industry collaborations, driving broader applications of design thinking across various sectors. Celebrating design excellence through awards and recognition programs enhances consumer preference for superior design, thereby elevating the overall design standards. In parallel, these nations have streamlined their legal frameworks to align with international standards and introduced economic incentives to spur design innovation.

Additionally, public-private partnerships have been promoted to demonstrate design's tangible value, while regulatory measures against deceptive design practices ensure consumer protection.

Considering these global benchmarks, India needs to undertake several strategic initiatives to elevate its design stature. Firstly, revitalizing the National Design Bodies, particularly transforming the India Design Council into a dynamic institution, is essential. This transformation will not only champion the integration of design into the national economy but also address industry-specific challenges and drive policy adoption. Introducing economic incentives, like tax credits to encourage use of Indian IP and design, will stimulate design innovation and foster collaborative efforts. Equally important is the need for stringent regulatory actions to protect consumers against deceptive design practices, thereby ensuring fair market behavior.

Collaborative efforts with educational institutions are vital to develop and integrate design-focused curricula, nurturing future talent and fostering a culture of innovation in design. Strengthening design intellectual property laws will provide designers and innovators with the confidence to create unique and original work. Furthermore, promoting research and development spending on design, especially in methodologies, emerging technologies, and sustainable

practices, will keep India at the cutting edge of global design trends.

As we forge ahead, it is imperative to convene roundtables and facilitate discussions among thought leaders to delve deeper into these strategies and insights. Harnessing the collective wisdom and collaborative efforts of industry leaders will be instrumental in shaping the future course. This approach will not only propel India forward in its design journey but also position the country as a vanguard of global design innovation.



APPENDIX I: Exploring how design can enable key Indian policies

Boosting quality of Indian manufacturing by prioritizing Indian IP (Make in India)



Emphasizing Indian Intellectual Property:

» India can spur innovation and quality improvements in its manufacturing sector. Robust IP protection encourages research and development (R&D), leading to higher quality, innovative products.

» Protecting IP rights is crucial for attracting foreign investment. Companies are more likely to invest in and transfer technology to countries where their inventions, trademarks, and designs are safeguarded.



Creating an Indian Version of the Patent Box:

» Drawing inspiration from the UK's Patent Box regime, which offers a lower tax rate on profits earned from patented inventions, India could implement a similar system. This would incentivize companies to develop and keep their IP in India, leading to increased R&D activities and higher quality manufacturing.

» Such a system would also align with the 'Make in India' initiative, making the country an attractive destination for both domestic and foreign entities to innovate and manufacture.



Integration with Make in India:

» Linking IP incentives with the 'Make in India' initiative can create a synergistic effect. Companies engaged in manufacturing in India, using locally developed IP, could receive tax benefits, subsidies, or other incentives.

» This integration would not only boost the quality of manufacturing but also reinforce India's position in the global supply chain as a hub of innovation and high-quality production.



Implementing Circular Design to power up **Swacch Bharat Abhiyan**

Circular design application: Emphasizes minimizing waste through resource-efficient product and system design.

Application to Swachh Bharat Abhiyan: Focus on developing and promoting products that use fewer resources and generate less waste.

Examples: Eco-friendly packaging materials and reusable sanitation products.

Circular design application: Promotes closed-loop recycling systems for material collection, processing, and reintegration.

Application to Swachh Bharat Abhiyan: Developing efficient recycling facilities.

Incentive strategy: Encouraging the use of recycled materials in sanitation and waste management projects.

Circular design application: Engaging multiple stakeholders - government, private sector for effective implementation.

Swachh Bharat Abhiyan focus: Encouraging businesses to contribute through sustainable product and technology development.

Goal: Investing in research and fostering innovation in waste management and sustainable practices.

Resource
Efficiency

Extended
Product
Lifespan

Closed-loop
Recycling

Behavioral
Change &
Education

Public-Private
Partnerships:

Circular design application: Advocates for products with longer lifespans and ease of repair, refurbishment, or recycling.

Swachh Bharat Abhiyan application: Designing durable and easy-to-maintain public sanitation facilities and waste management infrastructure.

Goal: To reduce the need for frequent replacements and enhance sustainability.

Circular design application: Emphasizing the importance of public awareness and education on sustainable practices.

Swachh Bharat Abhiyan focus: Promoting awareness about proper waste disposal and recycling.

Environmental education: Highlighting the impacts of littering to foster responsible citizen behavior.



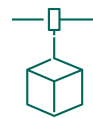
Encouraging Design Thinking

as a growth lever to members of Startup India



Prioritizing User-Centered solutions:

- » Startups and SMEs can unlock growth through adopting consumer centric solutions.
- » Encourage companies to tailor their products or services to directly address these needs, leading to improved user satisfaction and retention.
- » Can conduct workshops and case studies to demonstrate how companies can adopt practice.



Rapid Prototyping and Iteration

- » Encourages startups to quickly prototype solutions and gather feedback.
- » This iterative approach reduces time-to-market and ensures the product or service is aligned with market demands.
- » Government can provide startup grants to companies specifically innovating through this method.



Encourage cross-body collaboration

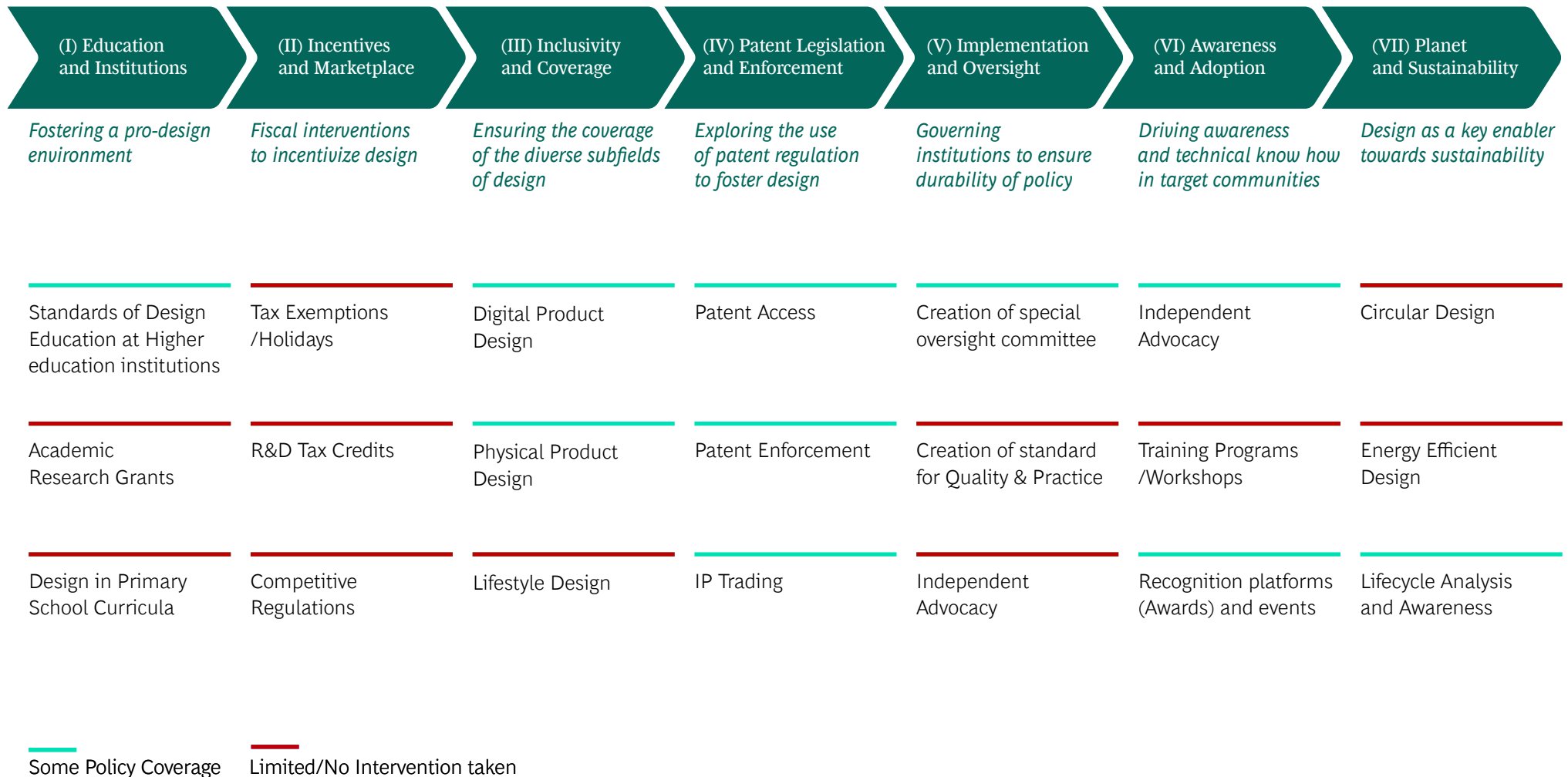
- » Design thinking fosters collaboration between various departments, from marketing to engineering.
- » Such collaborations can lead to holistic solutions that consider multiple perspectives, enhancing the product's overall value proposition.



APPENDIX II: Policy in Action - Country Deep Dives



Evaluating Swedish Design policy on the 7-point framework



Key Design Policies of Sweden



The Design Act (1970:485) and the EU Community Designs Regulation (6/2002)

Amended in 2002 to reflect changes at EU level to harmonise IP laws within the European Union. As a result, Swedish design law is largely consistent with the rules that apply in other EU member states.



Swedish Design Movement

The initiative brings together players in Swedish design, fashion and architecture spearheading the transition to sustainability. Their purpose is to raise Sweden's profile as a design nation and showcase innovative, pioneering and sustainability-driven companies and actors from different design sectors and parts of the country. The goal is to accelerate demand for sustainable goods and services from Sweden.



Textiles and Fashion 2030

A platform that puts Sweden at the forefront when it comes to developing the textile and fashion sector in the direction of sustainability and a circular economy. Initiative run out of the University of Borås and funded by the Swedish Government.



Sweden's Inclusive design policy: Bridging Patents and Pan-European Coverage

Sweden's design policy has been a driving force behind its recognition as a global innovation leader. The strategic enhancements to its legal framework have significantly broadened access to patents and reinforced the enforcement of copyright and trademark laws, thereby nurturing an environment conducive to design-led innovation.

The pivotal shift began with the Design Act (1970:485), which was amended in 2002 to align with the European Union's Community Designs Regulation (6/2002). This harmonization meant that Swedish courts could now interpret cases with reference to precedents set by EU courts, ensuring consistency and predictability in legal decisions across borders. Such synchronization not only facilitated Swedish designers' access to the European market but also protected them under a unified legal umbrella.

Further bolstering this framework, the Unregistered Community design system offered immediate protection for new designs disclosed within the EU. This meant that designers could safeguard their designs without undergoing a formal registration process, provided they made their designs available to the public anywhere in the EU. This system recognized the speed at which design innovation could occur and the necessity for prompt protection to encourage creativity and sharing of new designs.

Additionally, the Swedish Copyright Act (1960:729) grants exclusive rights to creators of artistic works from the moment of their creation. The absence of a registration procedure for securing these rights removed a potential barrier to protection, enabling immediate and inherent rights upon the work's inception. This aspect of the policy underscores Sweden's commitment to recognizing and securing the intellectual property rights of creators, a fundamental component for fostering an innovative culture.



Sweden's Inclusive design policy: Bridging Patents and Pan-European Coverage

In addition to the copyright environment built around the protection of designers, the Swedish government has additionally broadened the scope of its laws by passing a series of regulations spanning different sub-categories of design. These include:

- Woodlife Sweden: an Architecture, design, and sustainable city-planning initiative aimed at providing funding to various initiatives in the space.
- Textile & Fashion 2030: 5 year government back mission that established a national platform for sustainable fashion and sustainable textiles backed by the Swedish government.
- National Approach for Artificial Intelligence (Sweden, 2018): an initial roadmap aimed at covering innovation specifically in the AI domain.

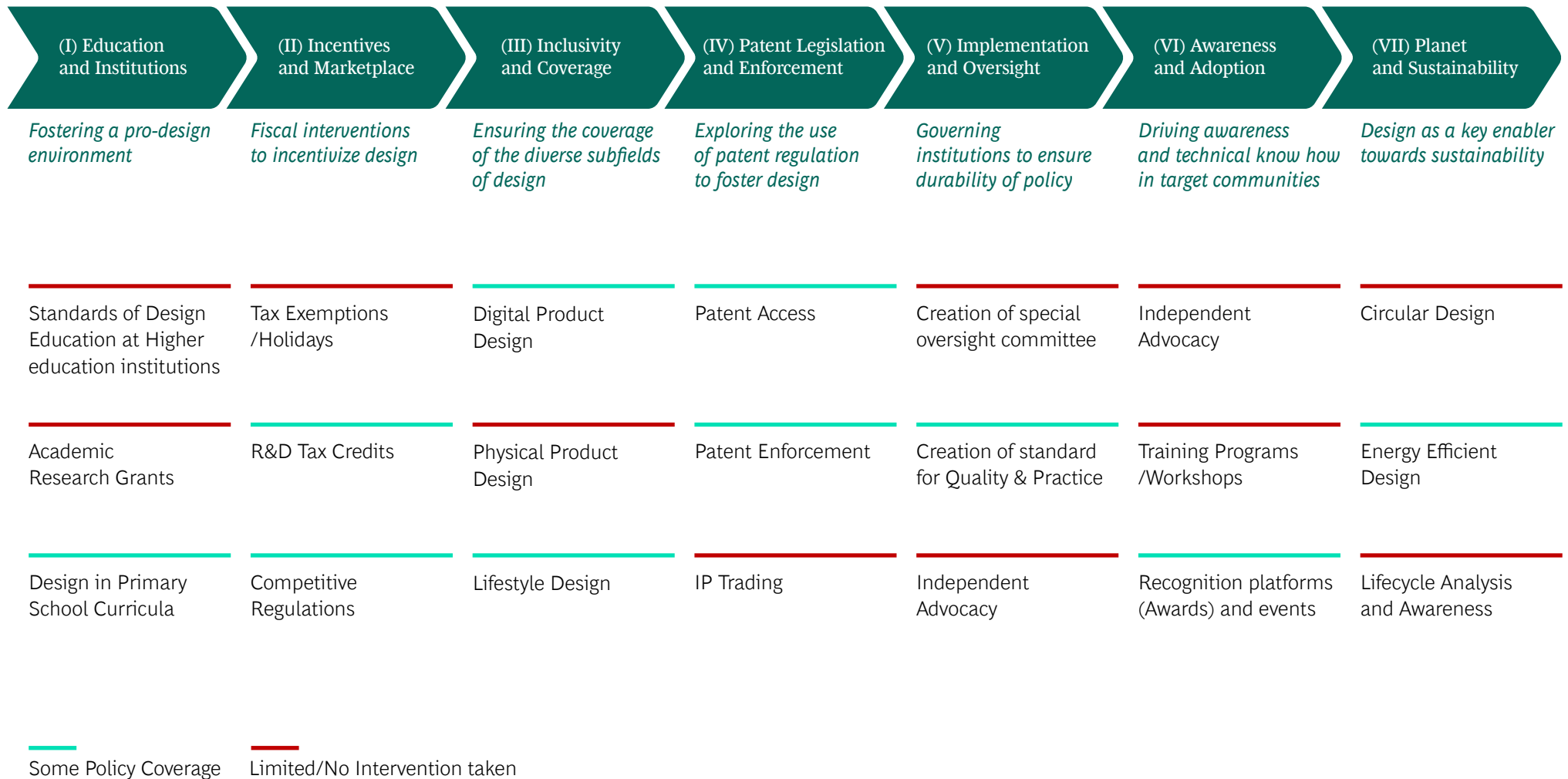
The impact of these robust design policies is evident in Sweden's impressive innovation metrics. In 2023, the EU Innovation Scoreboard highlighted Sweden's remarkable performance, which stood at 134.5% of the EU average, designating it as an innovation leader. Furthermore, the Global Innovation Index placed Sweden third globally, affirming the country's strategic policy initiatives have not only elevated its design and innovation landscape but have also contributed significantly to its economic vitality and competitive standing on the world stage. These measures, collectively, underscore the profound influence that a well-crafted design policy can have on a nation's innovation capacity and economic success.

Source

<https://www.worldtrademarkreview.com/global-guide/designs/2018/article/protecting-and-enforcing-design-rights-sweden>
<https://www.worldtrademarkreview.com/global-guide/designs/2018/article/protecting-and-enforcing-design-rights-sweden>
<https://sharingsweden.se/toolkits/woodlife-sweden>
<https://textileandfashion2030.se/om-textile-fashion-2030/>
<https://knowledge4policy.ec.europa.eu/sites/default/files/sweden-ai-strategy-report.pdf>



Evaluating South Korean Design policy on the 7-point framework



Key Design Policies of South Korea



Design Protection Act

The purpose of this Act is to contribute to the development of industries by promoting the protection and use of designs and encouraging the creation of designs.



Patent Act

The purpose of this Act is to encourage, protect and utilize inventions, thereby promoting the development of technology, and contributing to the development of industry.



Seoul Design Award

This award is given to incentivize and encourage designers or organizations whose projects have contributed to a sustainable daily life that aims for a harmonious relationship between people, society, and the environment.



South Korea's Design Innovation Surge: Enhancing Patent Protections and Fostering Global Advancements

South Korea's legislative landscape has undergone pivotal changes that have significantly incentivized design innovation and led to a surge in design patent applications. The Patent Act of 2016 marked a substantial improvement in patent enforceability by expanding the discovery process. This reform made it simpler for patent holders to gather evidence proving infringement and calculating associated damages, thereby enhancing the protection of intellectual property.

In tandem with procedural improvements, South Korea has also established separate judicial branches specialized in managing infringement and invalidation cases. This specialization has ensured that intellectual property disputes are adjudicated by experts, increasing the efficiency and accuracy of rulings. The 2019 Amendment further fortified the rights of patent holders by introducing treble damages for intentional infringement, a stern measure that imposes penalties up to threefold the typical amount, provided intent can be demonstrated.



South Korea's Design Innovation Surge: Enhancing Patent Protections and Fostering Global Advancements

A significant addition to these reforms is the introduction of the Related Design System as part of the Korean Design Protection Act 2023. This system allows designers to file designs that are like their previously filed or registered designs, termed as the 'principal design', under the category of related designs. This provision facilitates a more flexible, continuous development and protection of a design concept, encouraging designers to refine and evolve their creations while maintaining legal protection.

Reflecting the efficacy of these legislative advancements, data post-2016 indicate a steady increase in the number of patent applications. This uptrend is a clear indication that the strengthened legal framework has provided a more secure environment for designers to innovate and protect their work, further cementing South Korea's position as a dynamic hub for design and technological advancement. The cumulative effect of these laws has not only bolstered domestic innovation but has also attracted international entities looking to benefit from South Korea's robust intellectual property protections.

Source

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Ibid.

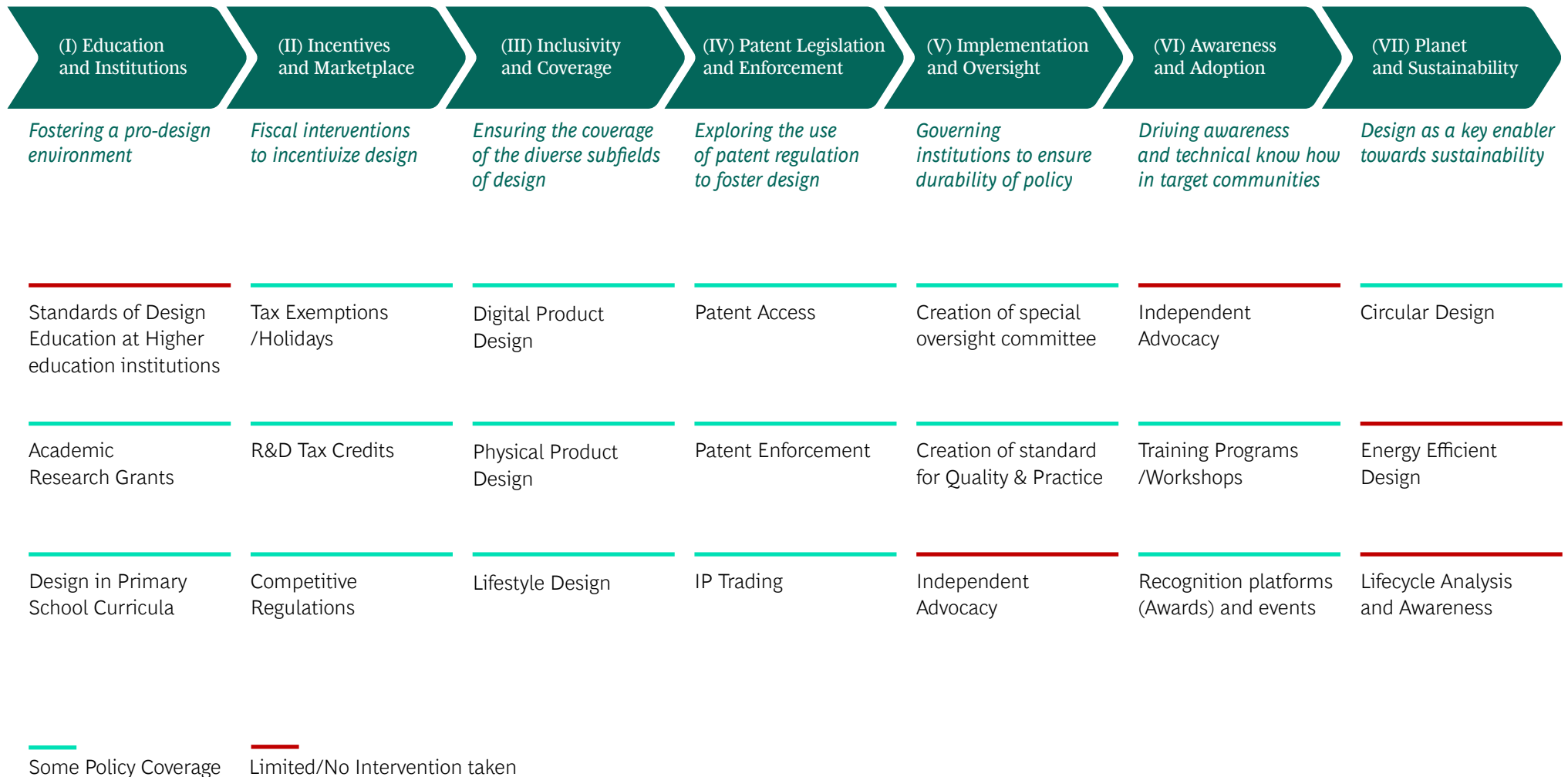
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<https://www.statista.com/statistics/622252/south-korea-number-of-intellectual-property-registrations-by-type/>



Evaluating Japanese

Design policy on the 7-point framework



Key Design Policies of Japan



Innovation Tax

The industry ministry plans to offer a tax incentive for corporate innovations, such as patents and copyrights, to encourage domestic and foreign companies to establish research and development centers in Japan. The “innovation box,” as the tax break is called, applies a preferential rate lower than the ordinary corporate tax to income from intellectual properties derived through research and development in Japan.



The Design Act (Act No. 125 of 1959)

Is the most important Design legislation and provides both the substantive and procedural aspects of Japanese design law.



Quality Policy on Patent Examination

To further enhance its patent examination quality, the JPO established its “Quality Policy on Patent Examination” (the “Quality Policy”), which outlines fundamental principles of the JPO’s quality management on patent examination. The JPO will continue to make every effort to sustain and enhance the quality of patent examination based on its Quality Policy, aiming to achieve patent examination that is the fastest and utmost quality in the world.



Harnessing Design for Economic Growth: **Japan's** Strategic Approach to Innovation and Investment

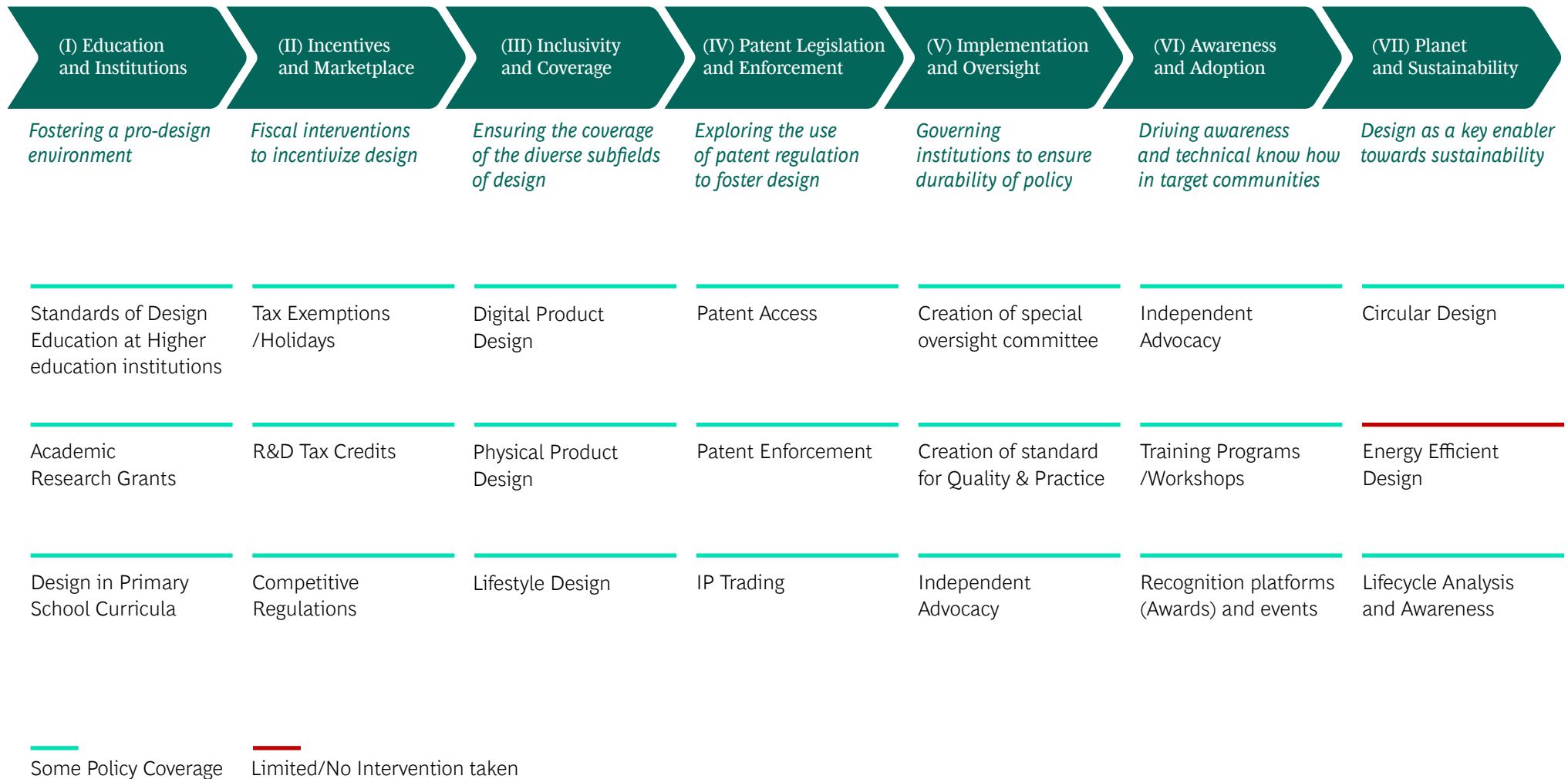
Japan has long recognized the power of design as a catalyst for business innovation and consumer preference. Central to this recognition is the Good Design Award program, colloquially known as the "G Mark." This award, established over six decades ago, has become a symbol of design excellence. The G Mark has grown to become a globally recognized emblem that consumers trust. Studies have revealed a strong consumer preference for products that carry the accreditation of various design awards, indicating the powerful role design plays in product selection and customer satisfaction in Japan.

Japan has also implemented several economic incentives to spur design and innovation within its business sectors. One such incentive is the innovation tax, introduced by the industry ministry to encourage domestic and foreign companies to establish R&D centers in Japan. The "innovation box" offers a lower tax rate on income generated from intellectual properties developed in Japan, making it financially attractive for companies to invest in local innovation.



Evaluating Danish

Design policy on the 7-point framework



Key Design Policies of Denmark



Global Design Team

The Ministry of Foreign Affairs Denmark's Trade Council has a specialised Global Design Team, which helps companies engage in exports of Danish design, Nordic design, architecture, Danish fashion and textiles as well as furniture.



The Danish Design Council

A government backed body dedicated to promoting and supporting the role of design in society and the economy. It serves as a platform for dialogue and development within the design industry and between the design profession and other sectors. The Council's main objectives include advocating for the importance of design in solving societal challenges, enhancing the quality of Danish design, and ensuring its continued relevance and competitiveness in a global context. The council is directly attributed with creating the Danish Design Ladder, a global metric measuring the extent of design adoption in a nation.



A sustainable urban policy, which is social and green

The Danish government continues to focus on a social and green sustainable urban policy. The move from small towns and rural areas and the growing attractiveness of the cities lead to urban growth. This means an increased need to develop cities that are sustainable in an economic, social, and green context.



Denmark's Design Renaissance: Policy Evolution, Global Impact, and the Ascendancy of Business Integration

Since the turn of the millennium, Denmark's design policy has undergone a significant evolution, shifting from a focus on community awareness to driving adoption of design among businesses with a more expansive vision that includes systems design, service design, and co-creation. This pivot was marked by a leadership change and broadened the role of design in Danish society and industry.

The first Danish design policy was established in 1997, with a focus on increasing design awareness among SMEs and in the public sector. This was to promote the value of design and its integration into business strategy. Policy created the Design Icebreaker scheme managed by the Danish Design Centre (DDC), which supported 450 SMEs with government grants to demonstrate the tangible value of design in business as case studies to showcase the efficacy of design as a driver of economic value.

In 2003, Denmark's second design policy aimed to transform the DDC into a national center for design and innovation. It was to enhance the interaction between designers and businesses and to bolster the international branding of Danish design.



Denmark's Design Renaissance: Policy Evolution, Global Impact, and the Ascendancy of Business Integration

The DDC's design partner program was a significant initiative, focusing on integrating design into innovation processes and business strategies for large companies. As part of this initiative, the DDC shifted into a prominent location in Copenhagen where it hosted a series of exhibitions, cultural showcases, Courses and models published (360 Degrees, Design Boost and DIN).

By 2007, the third policy iteration was implemented, focusing on improving the market for design services. The DDC's pivoted the focus of its work towards showcasing the power of design as a service across private and public sectors. This period also saw the development of business cases by the DDC, illustrating the economic impact of design, which were then used in industry campaigns and workshops.

Complementing these governmental initiatives, the 3daysofdesign festival has become a permanent fixture on the global design calendar. Celebrating its 10th edition in 2023, the festival has grown into an influential event that brings together over 290 exhibitors and hosts more than 500 events across 122 locations in Copenhagen.



Denmark's Design Renaissance: Policy Evolution, Global Impact, and the Ascendancy of Business Integration

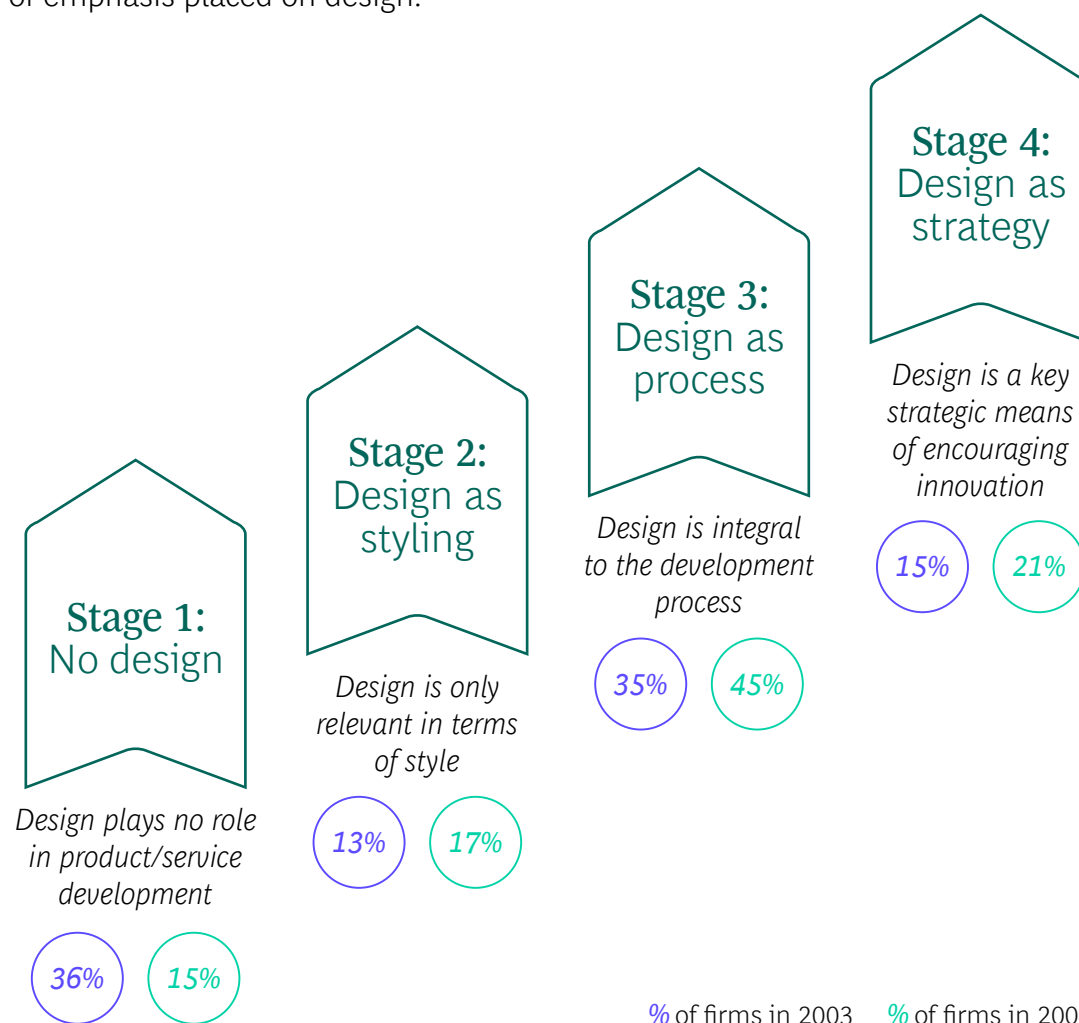
The festival has not only enjoyed a robust social media following, with 60K Instagram followers and 6,800 Facebook likes but has also generated significant engagement with 300K page views and 12,000 app users, demonstrating the festival's broad appeal and impact.

The impact of these comprehensive design policies is further evidenced by studies on the Danish Design Ladder, which tracks design adoption among businesses. These studies have observed a significant uptick in design integration across four stages of adoption, directly correlating to the initiatives spearheaded by the DDC and the broader Danish design policy (See figure below). This adoption has not only fostered a robust design culture but has also contributed to Denmark's reputation as a global leader in design innovation.



Denmark's Design Renaissance: Policy Evolution, Global Impact, and the Ascendancy of Business Integration

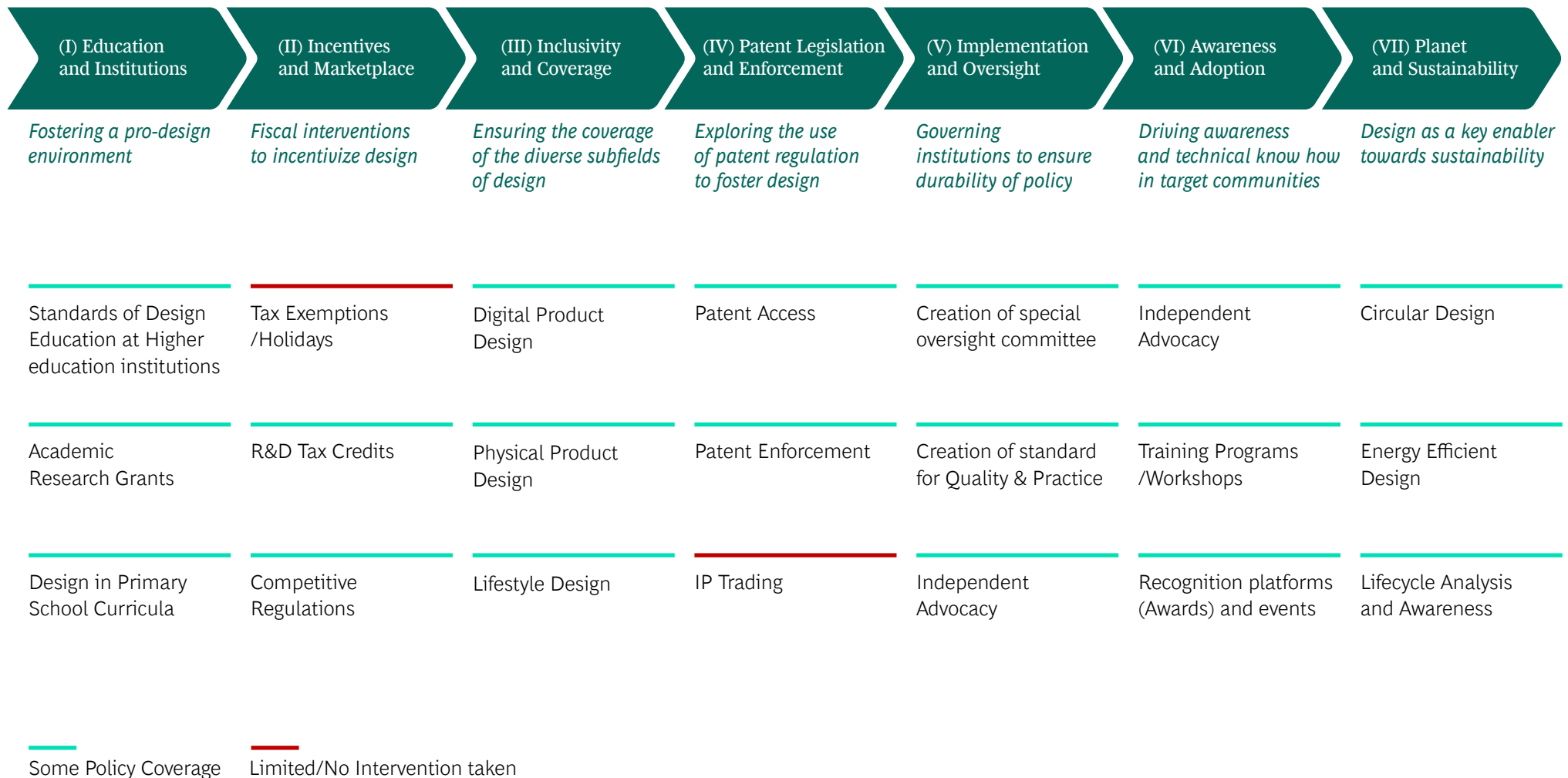
The study cited below is a design policy ladder which is a concept based on the theory that a firm's earnings can be directly correlated with the degree of emphasis placed on design:





Evaluating UK

Design policy on the 7-point framework



Key Design Policies of UK



The Registered Design Act

The Registered Designs Act 1949 is the current law for the registration of designs and the protection of registered designs in the UK.



Creative Industry Tax Reliefs

Creative industry tax reliefs, comprising 8 Corporation Tax reliefs, enable eligible companies to increase allowable expenditure, reducing their Corporation Tax. Applicable to film, television, video games, and more, companies must be liable to Corporation Tax, directly involved in production and development, and pass a cultural test. The British Film Institute manages certification, and eligible reliefs include Film Tax Relief, Animation Tax Relief, and others. State aid regulations apply for companies receiving over €500,000 annually. HMRC may seek additional information.



London Design Awards

The London Design Awards is a global competition celebrating exceptional designs and creative projects, embracing participants from various design backgrounds. Open to individuals, teams, companies, and students, the awards recognize designs representing both past and future perspectives. By acknowledging current trends and diverse insights, the awards contribute to reshaping global perspectives on design excellence in sync with London's dynamic ethos.



Cultivating Design Excellence: The **UK** Design Council's Role in Shaping a Design-Driven Economy

The United Kingdom's commitment to fostering a design-centric culture within its industries is exemplified by the influential role of the UK Design Council. Established in 1944, this institution has become a cornerstone of the nation's design policy and advocacy. As a government body, the Design Council has been instrumental in championing the integration of design into the British economy and ensuring that the UK workforce remains at the cutting edge of design innovation. Their work permeates across the value chain from providing research grants to driving adoption of various policies.

On the education front, the council is a pillar of support for the growth of design research. Through the provision of grants—amounting to GBP 100,000 each financial year—the Council supports academic research and assists students in pursuing design excellence.

In a move to strengthen small and medium-sized enterprises (SMEs), the UK government approved a substantial investment of GBP 14.8 million for the Design in Demand program. This initiative saw the Design Council offer mentorship and specialized training to SMEs, equipping them with the tools and knowledge to leverage design in their business models.



Cultivating Design Excellence: The **UK** Design Council's Role in Shaping a Design-Driven Economy

As previously mentioned, the council's work extends beyond financial support; it has been a driving force behind the adoption of 13 major design-related laws. These policies encompass a broad spectrum of activities from capacity building and networking to collaboration opportunities and the promotion and advocacy of design. The Council's efforts to create an environment where design can thrive has facilitated cross-industry collaboration and established the UK as a global design hub.

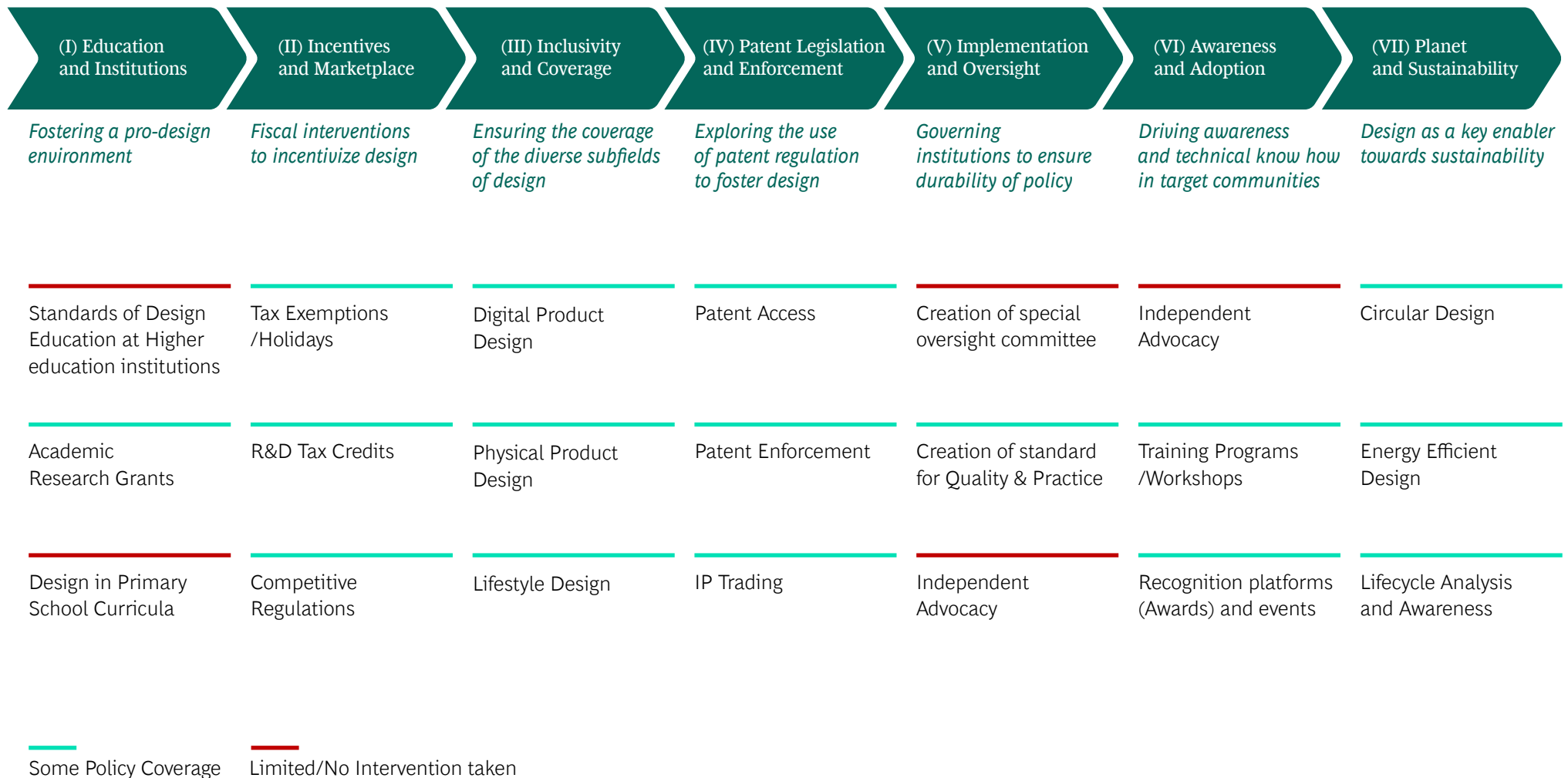
The effectiveness of these concerted efforts is reflected in the substantial contribution of the design sector to the national economy. In 2022, the UK Design Economy generated a Gross Value Add (GVA) of £97.4 billion, accounting for approximately 4.9% of the total UK GVA. This significant figure underscores the economic importance of design and validates the UK Design Council's strategies and initiatives, proving that investment in design not only enriches cultural and social spheres but also delivers tangible economic benefits.

https://www.designcouncil.org.uk/fileadmin/uploads/dc/Documents/Design_Economy_2022_Full_Report.pdf
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<https://www.arts.ac.uk/about-ual/press-office/stories/design-economy-2021-2024-report-people,-places-and-economic-value#:~:text=The%20design%20economy%20is%20growing,GVA%20to%20the%20UK%20economy.&text=77%25%20of%20all%20designers%20work,sector%20is%20under%20future%20threat.>



Evaluating United States

Design policy on the 7-point framework



Key Design Policies of United States



The R&D Tax Credit

The United States federal government provides R&D tax relief through an incremental R&D tax credit with 4 components: two main modalities – RRC and ASC – which are mutually exclusive in their use and two additional specific schemes, which only apply to certain expenses for basic research and energy research.



Industrial Design Policy

The U.S. industrial design policy focuses on domestic and international aspects, addressing issues, aligning with treaties, and shaping laws. It actively engages in treaty negotiations, monitors enforcement, and fosters collaboration with foreign offices. The policy also provides technical assistance and training, offering a comprehensive approach to industrial design challenges for U.S. rights holders.



The Good Design Award

For over seven decades, The Chicago Athenaeum has hosted the Good Design Award to promote awareness of contemporary design. Founded in 1950, it honors products and industry leaders for innovative contributions to design and manufacturing globally. Categories range from electronics to furniture, recognizing excellence and pushing boundaries in diverse sectors, fostering competition in the global marketplace.



Regulatory Oversight in the **United States**: The FTC's Role in Governing Design Practices

In the United States, the Federal Trade Commission (FTC) has intensified its efforts to protect consumers by acting against the use of deceptive design tactics, often referred to as Dark UX or "Dark Patterns," which manipulate user behavior to the benefit of companies. The FTC, as a regulatory body, plays a pivotal role in monitoring business practices to safeguard consumers from anticompetitive, deceptive, or unfair conduct. The FTC Act provides the agency with the authority to prohibit unfair or deceptive practices in e-commerce, and it is under this mandate that the FTC has recently cracked down on prominent cases of Dark UX.

A notable example of the FTC's enforcement action is the lawsuit against Epic Games, a company valued at \$6 billion, which was accused of engaging in "digital dark patterns" that led to players making unwanted in-game purchases. This high-profile case was settled in 2022, with Epic Games agreeing to a \$520 million settlement, marking a record penalty for the FTC. This settlement is part of a broader initiative by the FTC to combat business practices that undermine consumer autonomy, including the challenge against companies that complicate subscription cancellations, disseminate misleading or manipulative advertisements, and conceal additional fees.



Regulatory Oversight in the **United States**: The FTC's Role in Governing Design Practices

While the FTC's crackdown signifies a commitment to consumer protection, the agency often faces criticism for its reliance on fines as the primary form of repercussion. Critics argue that financial penalties alone may not be a sufficient deterrent for large corporations that can absorb these costs as part of doing business. To truly enhance the FTC's ability to enforce its mandates, it is suggested that a broadening of legal recourses, beyond fines, would provide the agency with more substantial enforcement capabilities. Such measures could include greater regulatory powers, the ability to impose operational changes on offending companies, or more stringent oversight of business practices, all of which could serve to amplify the FTC's role as a guardian of fair and competitive market behavior.

<https://link.springer.com/article/10.1007/s12599-022-00783-7>

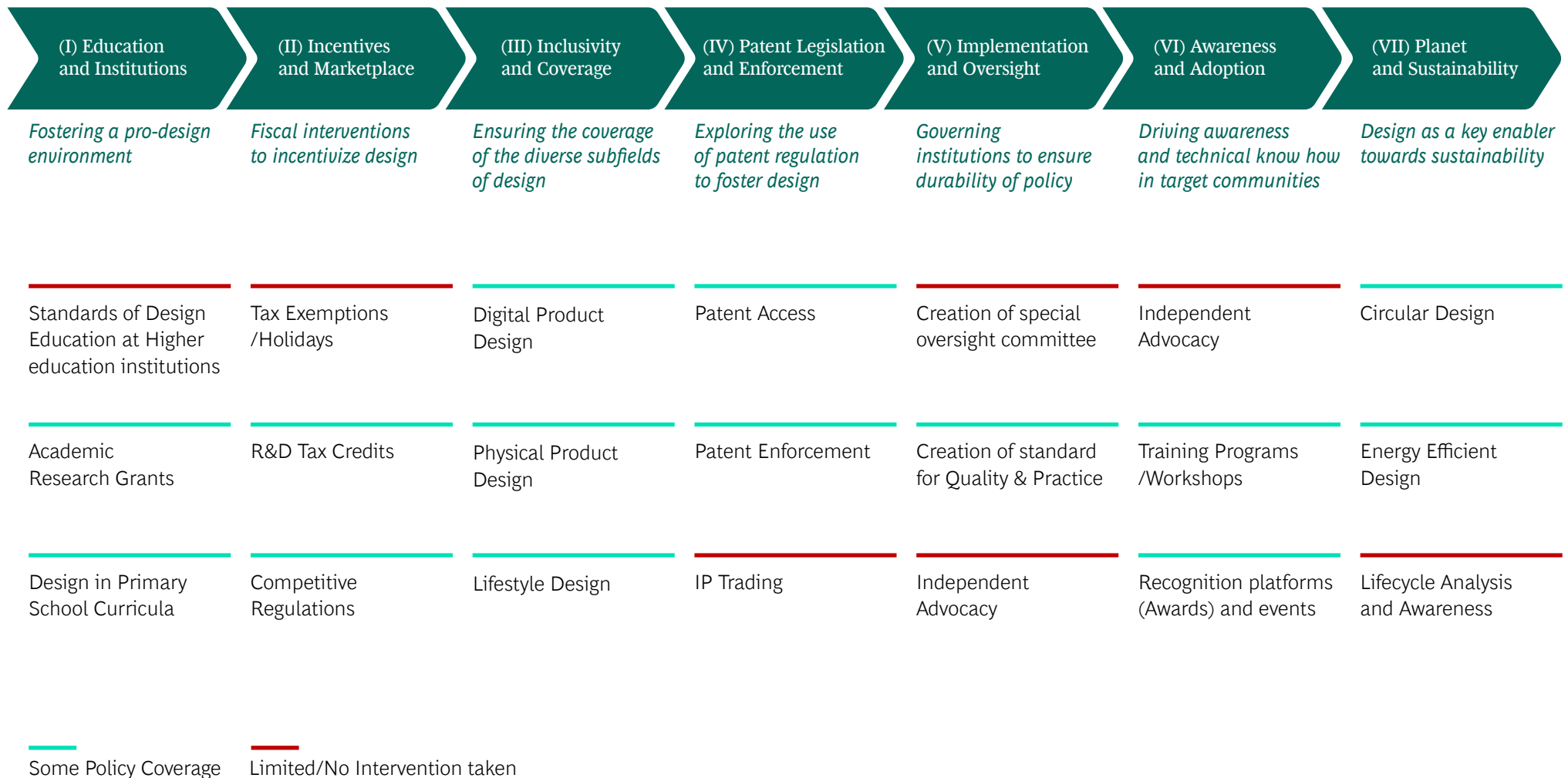
<https://www.ftc.gov/news-events/news/press-releases/2022/09/ftc-report-shows-rise-sophisticated-dark-patterns-designed-trick-trap-consumers>

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Evaluating Switzerland

Design policy on the 7-point framework



Key Design Policies of Switzerland



Federal Act on the Protection of Designs

This Act protects the design of products or parts of products that is characterized, in particular, by the arrangement of lines, surfaces, contours, or colors or by the materials used.



The Swiss patent box

Effective from January 1, 2020, provides tax advantages for companies in Switzerland, allowing up to a 90% reduction in income from patents. Eligibility extends to both large enterprises and small to medium-sized enterprises (SMEs) involved in research, development, and innovation. The patent box covers patents and "similar rights," contributing to Switzerland's competitiveness, following the approval of the Federal Act on Tax Reform in May 2019. IPrime Rentsch Kaelin Ltd and Balmer-Etienne offer specialized advice on implementing the patent box, addressing strategic, tax, and patent law considerations.



Swiss Design Awards

The Swiss Design Awards, organized by the Swiss Federal Office of Culture, honors excellence in graphic design, product design, fashion, and more. Winners, selected by experts, receive recognition for innovative contributions, celebrating outstanding achievements in Swiss design.

Contributors to the Report

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The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, with around 9,000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from 286 national and regional sectoral industry bodies.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

As India strategizes for the next 25 years to India@100, Indian industry must scale the competitiveness ladder to drive growth. It must also internalize the tenets of sustainability and climate action and accelerate its globalisation journey for leadership in a changing world. The role played by Indian industry will be central to the country's progress and success as a nation. CII, with the Theme for 2023-24 as 'Towards a Competitive and Sustainable India@100: Growth, Inclusiveness, Globalisation, Building Trust' has prioritized 6 action themes that will catalyze the journey of the country towards the vision of India@100.

With 65 offices, including 10 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 350 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.

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