Confederation of Indian Industry

2025

National Design Policy Communiqué



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Develop

Foreword



Dr Naushad Forbes
Past President,
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Co-Chairman, Forbes Marshall

India's design journey has grown steadily over the years, moving from building basic capability to applying design in more thoughtful and impactful ways. What began as building a pipeline of designers has now evolved into a broader way of thinking that connects creativity, technology, and practical problem-solving.

The first National Design Policy of 2007 played an important role in this early phase. It encouraged the idea that design can improve the quality of life and strengthen India's competitiveness. Institutions like the National Institutes of Design helped put this into practice by developing talent that could connect traditional strengths with modern needs.

Today, design in India has gone well beyond its earlier boundaries. It is no longer seen only in terms of aesthetics or product form. It has become the language of strategy, sustainability, and competitiveness. From shaping products and digital experiences to influencing cities, systems, and public services, design is now central to how India innovates.

With this in view, this National Design Policy document marks the next step in this journey. It reflects India's growing maturity in design thinking — the ability to bring creativity together with science and business, and to lead with ideas that are both human-centered and globally relevant. It captures the shift from "design as support" to "design as strategy."

This policy document will serve as a strategic blueprint, aligning national priorities, institutional frameworks, and industry ambitions toward a shared vision of design-led growth. It will guide policymakers and stakeholders to strengthen India's design capabilities across sectors, nurture talent, and build an ecosystem where creativity drives competitiveness and impact. With stronger collaboration between designers, industry, academia, and government, India is set to turn design into a national strength, making the idea of Designing in India, Designing for the World a practical reality.

Foreword



Dr Udayant Malhoutra
Chairman,
CII National Committee on
Design Innovation (2025-26) and
CEO and MD, Dynamatic Technologies Ltd.

Design today stands at the crossroads of innovation, sustainability, and transformation. It is no longer limited to aesthetics or form; it is the very process through which societies innovate, industries evolve, and economies grow. The National Design Policy Communiqué 2025 reflects this shift, positioning design as a strategic driver for India's competitiveness, sustainability, and inclusive progress.

From the National Design Policy of 2007, which laid the institutional foundation for India's design ecosystem, to the CII Design Policy Communiqué 2024, which reignited the conversation on design's evolving role, this new policy captures India's readiness to lead the world through design-led innovation. It builds on our cultural depth, technological prowess, and creative potential to establish a framework that empowers businesses, academia, and the public sector alike.

This policy is the outcome of extensive and thoughtful deliberations with India's leading design thinkers, practitioners, and policymakers. A series of roundtables, consultations, and regional dialogues were held across the country, engaging over 100 design leaders and experts who contributed their insights to shape a shared national vision.

The draft National Design Policy 2025 represents a collective commitment to make Design in India, for the World a defining vision of the future. It emphasizes ethical and responsible design practices, the integration of emerging technologies such as AI and AR/VR, the promotion of sustainable systems, and a renewed focus on education, research, and MSME transformation.

As India advances towards a design-enabled economy, this policy serves as both a roadmap and a catalyst—ensuring that design continues to be the bridge between innovation and human progress. The Confederation of Indian Industry remains dedicated to championing this cause and to building a future where

Acknowledgement & Contribution

Special Acknowledgment



Prof. Pradyumna Vyas
President, World Design Organisation
Senior Advisor, Confederation of Indian Industry

We extend our deepest appreciation to Prof. Pradyumna Vyas, President of the World Design Organisation and Senior Advisor at the Confederation of Indian Industry. His exceptional leadership, profound insights, and steadfast support have been instrumental in guiding the development of this policy. His contributions have significantly shaped the framework and will have a lasting impact on the advancement of design in India.

The development of the **National Design Policy Communique 2025** has benefited greatly from the invaluable contributions of **Unitedworld Institute of Design (UID), Prof. Dhiraj Kumar**, Director, UID.

Their expertise and dedication have been crucial in shaping the policy and advancing the field of design in India.

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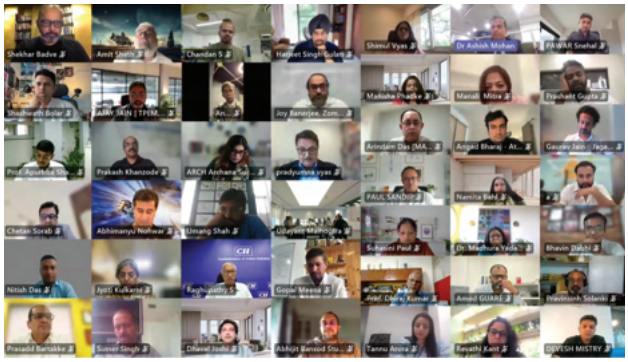
In collaboration with the Unitedworld Institute of Design (UID), under the leadership of Prof. Dhiraj Kumar, Director, UID, a series of intensive roundtable discussions were successfully conducted across Delhi, Pune, and Bengaluru, along with one virtual session. These consultations, held under the chairmanship of the CII National Committee on Design Innovation (2025–26), represented the culmination of months of dedicated effort and coordination by the CII Design Team and committee members.

Each discussion was marked by deep reflection, rigorous debate, and collective purpose, bringing together voices from across the design ecosystem — industry leaders, academicians, design professionals, policymakers, and students. The participation of students offered valuable insights into the future and current perspectives of young design minds; industry leaders contributed direction for growth, innovation, and competitiveness; while academicians shared critical views on strengthening education, research, and institutional frameworks to build a resilient design ecosystem.

The insights gathered through these dialogues provided a holistic understanding of the challenges and opportunities that define the current design landscape. The collaborative exchanges bridged gaps between practice and policy, offering tangible pathways to integrate design as a catalyst for India's economic, social, and technological advancement. This inclusive approach ensured that the document not only embodies policy recommendations but also represents the collective aspirations of the design community to see India emerge as a design-led nation.

The preparation of this communique reflects countless hours of research, consultation, and analysis — underpinned by a shared belief in design as a transformative force. Every section of this document carries the essence of that collective effort, aligning diverse voices toward a unified vision: to position Indian design as globally competitive, socially relevant, and technologically future-ready.

We deeply value the contribution, time, and intellectual effort of every participant whose insights have helped shape this communique into a cohesive, forward-looking framework for India's design future. This work stands as a testament to the power of collaboration — demonstrating that when academia, industry, and policy converge around a shared purpose, the result is a roadmap that can truly redefine the role of design in national progress.



First Meeting of CII National Committee on Design Innovation.



Design Roundtable - Bangalore



Design Roundtable - Pune



Design Roundtable - Delhi

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Background

The 2007 National Design Policy was a pivotal initiative aimed at propelling India's economy forward by championing design principles across diverse sectors. Emphasizing the crucial elements of education, industry collaboration, and cultural appreciation, the policy sought to ignite innovation and enhance competitiveness on a global scale. Notably, it placed significant emphasis on supporting Micro, Small, and Medium Enterprises (MSMEs) and preserving traditional crafts, recognizing their vital role in India's economic landscape. The overarching ambition was clear: to position India as a front-runner in global design and innovation.

Fast forward to 2023, where the Confederation of Indian Industry (CII) took the reins to upgrade the policy through a collaborative effort with BCG X. This involved a thorough examination of design policies from various nations and a series of discussions cantered around critical domains such as education, incentives, inclusivity, patent legislation, implementation, awareness, and sustainability. This comprehensive approach aimed to ensure that the revised National Design Policy would be finely tuned to address contemporary challenges while adhering to international standards.

In 2024, the focus was on crafting a refined and inclusive strategy to overhaul the National Design Policy, aligning it with contemporary requirements and global benchmarks. With the intention of launching the updated policy nationwide within the year, the objective remained clear, to strategically leverage design as a catalyst for India’s continued growth and development. The inputs gathered from stakeholders served as valuable contributions toward reshaping the policy framework, building upon the foundation laid by the original 2007 initiative, and adapting it to meet the demands of a rapidly evolving landscape.

Looking ahead, the National Design Policy Communiqué 2025 builds upon the strong foundation laid by the 2007 policy and the insights of the 2024 communique, reflecting India’s growing design maturity and global ambition. This upcoming policy is being shaped through extensive stakeholder engagement, sectoral studies, and collaboration across industry, academia, and government. It aims to create a comprehensive framework that aligns design with national priorities such as sustainability, digital transformation, and inclusive growth. By redefining the role of design in emerging sectors and strengthening its integration into education, industry, and governance, the 2025 Policy envisions India as a world leader in design-driven innovation and human-cantered development.

EXECUTIVE SUMMARY

National Design Policy Communiqué 2025

The National Design Policy Communiqué 2025 envisions design as a transformative national capability that strengthens innovation, competitiveness, and inclusive growth. It positions design not merely as a creative pursuit but as a strategic discipline integral to India's industrial advancement, digital transformation, and social development. The policy establishes a forward-looking framework that embeds design across all sectors that design contributes towards national progress and global leadership.

The 2025 Policy communique advances the vision of Design in India for the World, emphasizing design's role in shaping sustainable, ethical, and human-centered solutions. It promotes collaboration between government, industry, academia, and communities to ensure that design drives tangible impact; improving productivity, enabling technological adoption, and enhancing the quality of life. Some of the key recommendations outlined in the policy are as follows:

- **Establish a Dedicated National Body / Task Force** under relevant ministry (DPIIT / NITI Aayog) to focus exclusively on design-led development.

- **Scale up Design-Centric Firms and Strengthen the National Design Workforce.** Taking cues from design workforce (numbers and quality) in countries like China and South Korea, India should actively promote the growth of companies that embed design as a core business strategy rather than as a peripheral function. This requires a national push to scale up the number of designers employed across industries, especially in sectors where India seeks global leadership. The policy should mandate incentives or recognitions for firms that invest in design talent, integrate design-led innovation into their product development processes, and participate in national skilling programmes.

- **Design-Linked Incentive (DLI) Scheme under the National RDI Fund.**

- Introduce a Design-Linked Incentive (DLI) Scheme, modelled on the success of PLI schemes, to accelerate the adoption of design-led innovation across industries. The DLI Scheme may be anchored within the proposed RDI Fund to procide targeted funds to companies that invest in high-quality design capabilities, processes, and outcomes.
  Create a National Design Index and Economy Report to track the sector's contribution to GDP, exports, and innovation output. It will serve as an evidence-based tool guiding policy decisions, funding priorities, and future design education reforms.

- **Significantly Strengthen Design Education and Interdisciplinary Learning.** Introduce design-based learning in K–12 education to nurture curiosity, problem-solving, and innovation through hands-on activities and school-level design clubs. At the higher education level, universities must establish dedicated design departments and Centres of Excellence, integrating design with technology, management, and sustainability disciplines. Curriculum reform should focus on sustainability, AI, systems design, and circular economy principles, supported by strong faculty development programs and industry-academia collaboration through internships, live projects, and mentorship.

- **Develop Regional Design and Innovation Hubs.** These hubs should offer shared prototyping facilities, mentorship programs, and design incubation support to accelerate idea-to-market pathways.

- **Build a Global "Designed in India" Identity.** India's creative industries should unite under a global "Designed in India" identity that reflects innovation rooted in culture and sustainability to showcase design innovations and collaborations with international councils, will promote India's design leadership on the world stage.

- **Design to be a part of how citizens construct their daily lives by integrating Design thinking in Public Services and Governance.** Government agencies and civic bodies should apply design thinking in policymaking and citizen service delivery. Have mandatory design training programs in for public services officials particularly in sectors like healthcare, transport, and urban development will make governance more responsive and efficient.

- **Advance AI, Digital, and Emerging Technology Integration in Design.** Establishing Design-Tech Labs in universities and public research institutions will support experimentation, enhance digital skillsets, and foster collabora-

- tion between designers, technologists, and entrepreneurs.

- **Embed Sustainability and Circular Design in Every Sector.** Design must lead India's sustainability transition through eco-innovation and lifecycle responsibility. Sector specific circular design guidelines, setting up green design innovation clusters, mandatory eco-design criteria in all government related procurement, national India Green design certifications, annual design circularity scorecards may be introduced as part of policy.

- **Empower Women and Youth as Design Leaders.** Women and youth should be at the forefront of design-led development. Establishing women-led design consortiums, leadership mentorship networks, and youth innovation labs will create a more inclusive and diverse design ecosystem that reflects India's social and creative strength.

- **Combining our craft traditions with modern industry.** Traditional craft sectors should be revitalized through contemporary design collaboration, incentive benefits and digital market access. Partnerships between artisans and modern designers can enhance competitiveness while preserving cultural authenticity and ensuring livelihood resilience.

- **Institutionalize Design for Public Infrastructure and Citizen Well-being.** Design principles must guide the creation of inclusive, accessible, and user-friendly public infrastructure. Applying design frameworks to smart cities, healthcare facilities, and mobility systems will enhance urban livability and ensure equitable citizen experiences.

- **Strengthen Intellectual Property and Certification Ecosystems.** India must simplify its design IP processes and expand certification mechanisms. Creating a centralized digital design IP repository and fast-track design registration process.

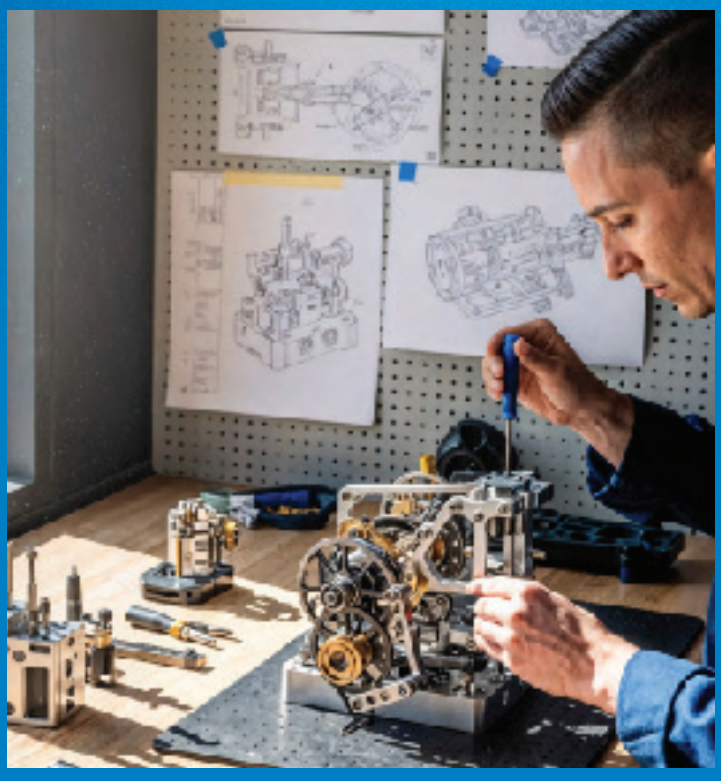
The National Design Policy Communique 2025 positions design at the center of India's innovation and growth strategy. Through incentives for MSMEs, design facilitation programs, global recognition platforms, and integration of technology and sustainability, India aims to establish itself as a **global design powerhouse** — shaping a creative economy that is inclusive, future-ready, and proudly "Designed in India for the World."

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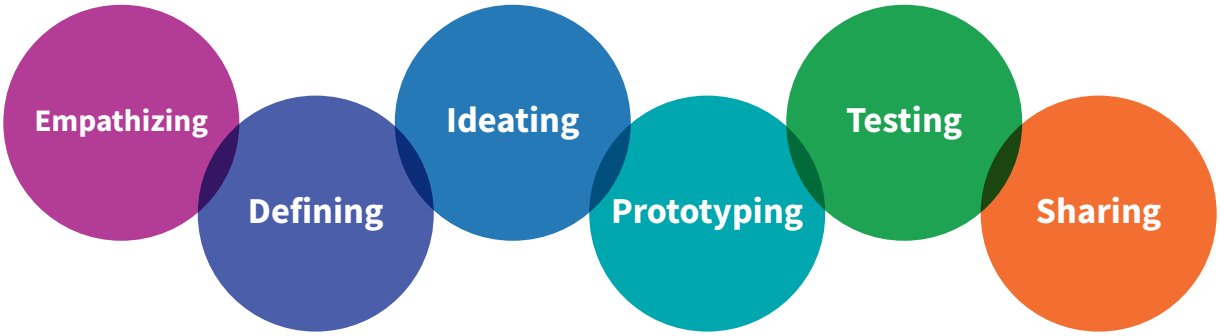
WHAT IS DESIGN, DESIGN DOMAINS, *and Why It Matters*

Design is a systematic, creative discipline that translates needs and aspirations into tangible solutions. At its core, design is a human-centered problem-solving process: it uncovers real user problems, defines clear goals, explores ideas, prototypes solutions, tests them with users, and iterates until outcomes reliably meet human, social and market requirements.



Design combines empathy, evidence, craft and strategy to shape products, services, systems and experiences that are useful, usable, desirable, feasible and sustainable.

This chapter defines the broad design domain, explains how design works in practice, and demonstrates why design is a strategic capability for industry, government and society.



Process of Design

1.1 Defining design and the design process

Design is both a mindset and a method. The mindset emphasizes curiosity, empathy, and the willingness to reframe problems. The method is iterative and evidence based. Key stages are research (user and context), synthesis (insights and problem framing), ideation (divergent exploration), prototyping (tangible experiments), testing (user validation), and implementation (scaling and embedding).



Design uses a variety of tools and approaches—qualitative research, quantitative analytics, service blueprints, journey maps, rapid prototyping, and evaluation metrics—to reduce risk and increase the probability that a solution will succeed in the real world.

1.2 The design domain: a taxonomy of practice

Design spans multiple, often overlapping, domains. Each domain has its own methods, industry interfaces and outcomes, but all share the human-centred approach.

Industrial and Product Design

Shaping physical products and systems for manufacture, performance, ergonomics and desirability. This includes design for manufacturability, life cycle thinking and repairability.

Digital and UX/UI Design

Designing interfaces, apps and digital services with attention to usability, accessibility, performance and data ethics. This domain increasingly integrates data analytics, personalization and AI-assisted design.

Service and Systems Design

Designing end-to-end services and organizational systems, aligning people, processes and technology to deliver coherent user experiences.

Strategic and Experience Design

Shaping how organizations use design to create brand experiences, business models and organisational culture change.

Architectural and Interior Design

Designing built environments that balance safety, function, aesthetics and environmental performance.

Urban and Public Realm Design

Planning and designing streets, public spaces and civic infrastructure with a people-first approach to mobility, safety and social life.

Textile, Fashion and Craft Design

Evolving traditional crafts and materials into contemporary products and market propositions while preserving cultural value.

Social and Inclusive Design

Designing solutions that intentionally include marginalized or vulnerable groups, and that promote equity and accessibility.

Design for Sustainability and Circularity

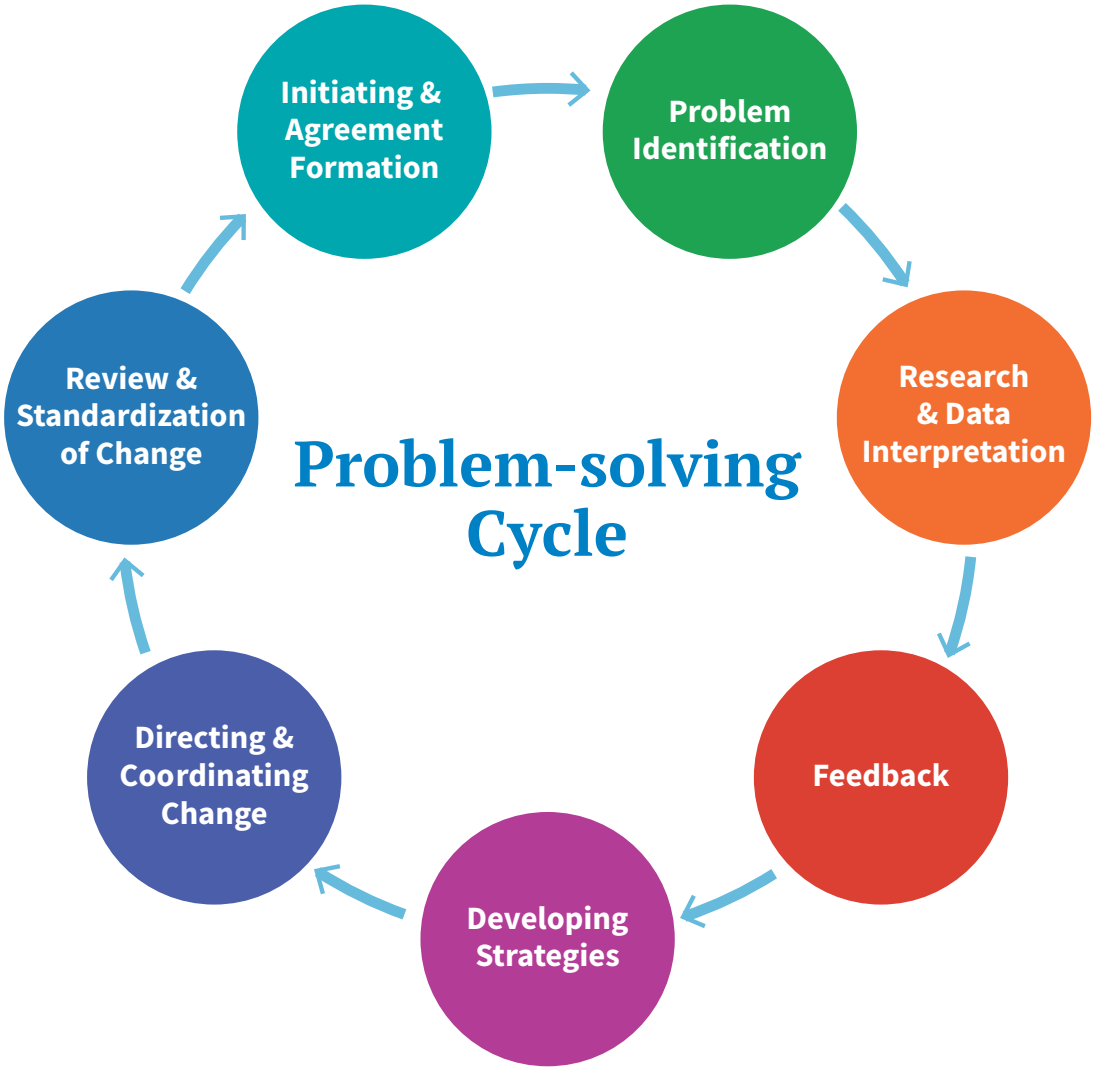
Designing products, systems and services that minimize resource use, facilitate reuse and recycling, and enable closed-loop business models.

Design Research and Ethics

Studying design impact, methods and the ethical implications of design decisions, particularly where AI and data are involved.

These domains are not isolated. Effective design practice is interdisciplinary: product designers collaborate with software engineers; urban designers engage with social planners; craft communities' partner with industrial designers. This convergence is central to delivering complex, real-world outcomes.

1.3 Why design matters: practical and strategic importance



Economic competitiveness and innovation

Design increases a product's market success rate and can significantly shorten time-to-market by validating ideas early. Firms that integrate design into product development consistently report higher customer adoption, stronger brand differentiation and improved export potential. For emerging enterprises and MSMEs, applied design raises product value, unlocks new markets, and improves margins through better fit with user needs.

Productivity and cost-avoidance

Design reduces product failure risk and lowers lifecycle costs by addressing usability, maintenance and manufacturability early. Thoughtful design reduces returns, warranty claims and post-launch redesigns. In services and public programs, design reduces bureaucratic friction and service delivery costs by simplifying processes and focusing on the actual user journeys.

Public services and governance

Design brings clarity and empathy to complex public systems. When applied to health, transport, utilities and social services, design improves uptake, equity and outcomes. User-tested service design increases access for vulnerable groups, reduces exclusion and improves citizen trust in institutions. Embedding design methods in policy development leads to more implementable and resilient interventions.

Sustainability and resilience

Design that adopts life-cycle thinking and circular principles materially reduces environmental impact. By prioritizing durability, repairability and material choice, designers can drastically lower resource intensity. Urban and infrastructure design that centers green infrastructure, water management and climate adaptation increases resilience of cities and communities.

Social impact and inclusion

Design deliberately oriented to inclusion produces solutions that reach underserved populations: accessible digital services for people with disabilities, low-cost health devices for remote clinics, and livelihood programs that connect artisans to markets. Design amplifies voices and creates culturally appropriate, locally adopted solutions.

Talent development and employment

A vibrant design sector creates jobs across education, studios, manufacturing and technology. Design learning fosters critical thinking, collaboration and applied creativity—skills that are transferable across industries and that underpin the knowledge economy.

1.4 Real-world practice: illustrative applications

1. A manufacturing SME redesigns a consumer product to improve ergonomics and reduce parts count, resulting in lower assembly time and higher customer satisfaction.

2. A municipal authority uses service design to streamline permit issuance, halving processing time and increasing compliance.

3. A start-up builds a healthcare device using iterative prototyping and clinical co-creation to reach a market-fit product faster.

4. An artisan collective collaborates with designers to adapt traditional craft patterns into exportable product lines with contemporary finishes and validated packaging, opening new channels.

5. A public information portal is redesigned for accessibility and multilingual support, significantly increasing usage among low-literacy users.

6. These examples demonstrate design's ability to convert insight into measurable outcomes: faster adoption, improved user satisfaction, cost savings and new revenue streams.



1.5 Measuring design impact

To treat design as a national capability, outcomes must be measurable. Recommended metrics include: adoption rates, reduction in service time, user satisfaction scores, product return rates, export value of design-led products, number of enterprises using certified design processes, and environmental indicators such as material intensity or product lifespan. Impact measurement should combine qualitative (user narratives, case studies) and quantitative (KPIs, economic indicators) approaches and feed into continuous policy refinement.

1.6 Skills, education and professional pathways

Design competence requires a mixture of domain knowledge, craft skills and interdisciplinary collaboration. Core competencies include user research, prototyping, systems thinking, materials knowledge, digital literacy (including basic AI understanding), and ethics. Education pathways should offer early exposure to design thinking, modular learning for mid-career professionals, and industry internship programs to close academia-industry gaps.

1.7 How institutions and ecosystems use design

Design delivers maximum value when embedded within a functioning ecosystem. Key ecosystem actors and their roles are design schools and research centres (knowledge and talent), industry and MSMEs (application and scaling), innovators and startups (rapid experimentation), public bodies and regulators (adoption and standards), craft and community organizations (cultural continuity), and service providers (implementation). Collaboration platforms shared prototyping facilities, and sectoral labs accelerate diffusion of design capability.

1.8 Practical guidance for adoption at scale

For enterprises, governments and institutions seeking to adopt design at scale, practical steps are: embed a small cross-functional design team; start with low-risk pilot projects that deliver visible benefits; use rapid prototyping and user testing to derisk investments; document outcomes and translate them into business cases; create feedback loops to institutionalize learnings; and scale through shared infrastructure and regional design hubs.

1.9 Risks and ethical considerations

Design choices can produce unintended consequences if not governed by ethics and accountability. Key risks include exclusionary design, privacy violations (especially with AI and data-driven services), and environmental externalities. Ethical design practices require transparency, privacy safeguards, bias mitigation in algorithms, and stakeholder engagement— particularly with marginalized communities.

1.10 Conclusion: design as a strategic national capability

Design is not an accessory to development: it is a strategic capability that shapes how products are made, how services are delivered, and how societies adapt to change. For India, strengthening design capacity will accelerate industrial competitiveness, improve public services, support sustainable development, and elevate cultural assets into economic value. The remainder of this Policy describes how to build institutions, standards, education pathways and practical programmes to mainstream design so that it consistently delivers measurable economic, social and environmental outcomes.

02

INSTITUTIONAL ECOSYSTEM FOR *Design in India*



A resilient national design capability depends on a clear institutional architecture that nurtures talent, governs standards, and enables adoption across industry and the public sector. This chapter describes the present institutional landscape in India — focusing only on established, verifiable institutions and roles — and then sets out concise, implementable recommendations that the Communique proposes to strengthen the ecosystem.

2.1 Current status

Central agencies and ministries
The Government has ministries and agencies that touch design policy and economic development (for example, departments responsible for industry promotion, national planning, education, and small enterprises). These bodies provide policy levers relevant to design.

National design institutions
Dedicated national design education and research institutions exist and continue to supply skilled practitioners into industry, research and public service.

National design council / apex body
A national-level design council exists and is recognised as a focal point for design awareness and coordination.

Industry and membership bodies
Industry associations and private sector platforms engage with design adoption, thought leadership and events that raise awareness of design value.

Private and public design education providers
A mix of public and private institutions deliver design education at multiple levels, and there is a growing ecosystem of creative enterprises and design consultancies.

MSME and craft clusters
Micro, small and medium enterprises and artisan clusters are important end-users of design services; intermediaries, NGOs and private partners work with them in various ways.

2.2 Opportunities and challenges

Fragmentation of roles and coordination
Design activity spans many ministries, institutions and private actors; without a clear governance mechanism, efforts risk duplication and uneven reach.

Scale of education and faculty capacity
Demand for design skills outpaces supply in many regions; faculty development and practical industry exposure remain constrained.

Accessibility for MSMEs and artisans
While many enterprises could benefit from design, access to professional design services, prototyping and validation remains limited.

Standards and measurable outcomes
There is limited standardisation of design accreditation, and impact measurement of design interventions is not yet systematic.

Integration with emerging technology and ethics-
rapid adoption of AI and digital tools raises the need for ethics, data privacy and human-centred guidelines within design practice.

Market access for traditional crafts-
traditional and indigenous design systems need improved pathways to contemporary markets without losing cultural authenticity.

2.3 Way forward — Proposed Actionable Recommendations

The following are practical, implementable actions the National Design Policy Communique 2025 proposes to strengthen the institutional ecosystem. Each item is presented as a policy action or institutional instrument that the Communique endorses for implementation.

A. Governance & coordination

- **Establish a Dedicated National Design Body** under a dedicated ministry to focus exclusively on design-led development. This body will coordinate across ministries, align national missions with design integration, and set measurable national targets for design adoption. It will also define key performance indicators (KPIs) to monitor progress, ensure accountability, and evaluate the impact of design interventions across industry, education, and governance. By serving as the central authority for design strategy, implementation, and evaluation, this body will anchor India's design ecosystem with sustained institutional focus and leadership.
- Develop a dedicated **National Design Governance Framework** and clarify roles and responsibilities to reduce overlap across ministries, state agencies and national institutions.

B. Strengthening the national design apex

- Empower the national design council to act as a central coordinating and standards body with mandates for: accreditation architecture, a national design index (for benchmarking), and national-level design audits and evaluation guidance.

C. Education, faculty and research

- Expand design education capacity through a two-track approach: regional institute networks (to widen geographic access) and modular upskilling (short courses, faculty exchanges) to address faculty shortages and lifelong learning.
- Promote interdisciplinary curricula that combine design, engineering, technology and management, and create structured industry-academia practicum programmes to improve employability and industry alignment.
- Support centres for design research and technology integration (virtual and physical labs) focused on AI, digital experience design and sustainable materials.

D. Industry adoption and enterprise facilitation

- Create **Design Facilitation Cells** or one-stop technical facilitation services to help MSMEs and startups access professional design diagnostics, prototyping support, and market validation pathways.
- Establish national-level design incubation networks that connect designers with manufacturing clusters and sectoral hubs for rapid prototyping, testing and market readiness.
- Introduce recognition mechanisms — such as national design awards, procurement preference signals, and visibility programmes — to incentivise enterprises that adopt demonstrable, measurable design practices. (These are non-prescriptive incentive signals; operational details will be defined during implementation.)
- **Integrate design adoption support measures** within existing industrial, MSME, and startup development frameworks. This can include access-enabling provisions like mentorship programmes, design vouchers, participation-based design credits, or co-development opportunities under government-supported innovation missions.
- **Encourage inclusion of design-linked facilitation grants** or access-based support within ongoing enterprise and innovation schemes. These measures, coordinated through relevant ministries, would help MSMEs and startups implement user-centric, sustainable, and technology-driven design solutions — thereby improving competitiveness without requiring direct fiscal dependency.

E. Standards, impact measurement and IP

- Develop a national framework for **design accreditation and quality assurance**, including guidance for curriculum standards, professional ethics and continuing professional development.

with mandates for: accreditation architecture, a national design index (for benchmarking), and national-level design audits and evaluation guidance.

F. Education, faculty and research

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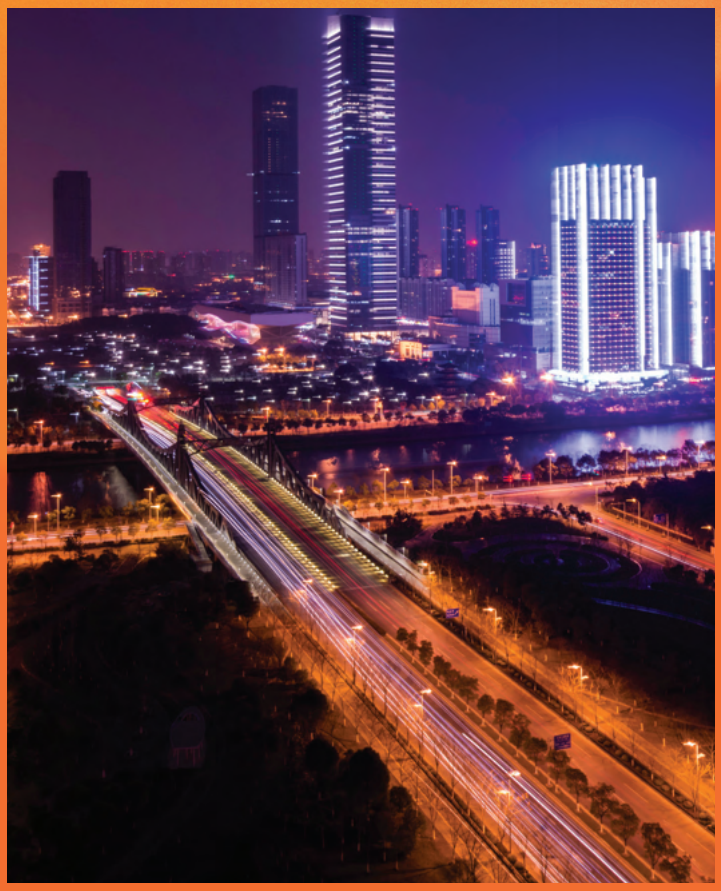
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03

SECTORAL *Recommendations*

Design is a cross-cutting capability that improves outcomes across sectors. The recommendations below reflect both established practice and new priorities surfaced during stakeholder consultations — **AI and ethics, education & faculty development, MSME and artisan support, city-level design governance, IP modernization, indigenous knowledge integration, and global positioning.** Each sectoral section prioritizes people-centred approaches, sustainability, inclusivity and measurable



3.1 AI Design

Artificial Intelligence has emerged as a transformative force that is reshaping the design ecosystem worldwide. It offers designers new ways to harness data, predict user behaviour, and generate innovative solutions at speed and scale. For India, integrating AI into design practice will be critical in ensuring future-ready industries, human-centred services, and a globally competitive creative economy.

1. Create a **National Design Knowledge Platform** curated by the design community, integrating AI-based tools and case studies.

2. Organise **national and regional AI-design competitions** to showcase and encourage innovation.

3. Embed AI literacy into formal **design curricula** and professional skilling programs.

4. Establish **AI & Design Innovation Labs** at premier institutions to foster interdisciplinary collaboration.

5. Encourage designers to apply AI for **public service delivery platforms**, ensuring inclusivity and accessibility.

3.2 Product Design

India's manufacturing and entrepreneurial sectors are increasingly dependent on product design to achieve competitiveness, sustainability, and global reach. Effective product design can transform user experience, reduce costs, and enhance international appeal. Strengthening the product design ecosystem will enable India to move from being a manufacturing hub to a global leader in design-led exports. Key Recommendations:



1. Build **regional innovation hubs and prototyping facilities** accessible to MSMEs and startups.

2. Introduce **design audits and certification systems** such as the India Design Tag to strengthen trust in Indian products.

3. Strengthen **industry–academia collaboration** via live projects, internships, and joint research.

4. Develop **export-oriented design curricula** and facilitate access to **digital showrooms and global e-commerce platforms.**

5. Promote **sustainable product practices** such as lifecycle assessment, repairability, and recyclability.

6. Leverage **AR/VR and digital design tools** for immersive product showcasing and rapid prototyping.

3.3 UI-UX Design

Digital platforms have become the backbone of business, governance, and daily life. Good UI–UX design ensures that digital systems are intuitive, inclusive, and responsive, while poor design risks exclusion, inefficiency, and user frustration. Building a strong UI–UX ecosystem in India is vital for both competitive private enterprises and citizen-friendly digital governance. Key Recommendations:

1. Promote **user-centric methodologies** through workshops, design thinking sessions, and usability labs.

2. Encourage adoption of **accessibility and inclusive design standards** across digital platforms.

3. Integrate **AI and analytics tools** to enable personalised and data-driven user experiences.

4. Provide **training programs** on data-driven design and AI-driven user testing for UI–UX professionals.

5. Establish **UI–UX communities and networks** for collaboration, trend sharing, and knowledge exchange.



3.4 Textile Design

India's textile sector is globally renowned for its cultural depth and craft heritage but faces the challenge of modernization and sustainability. Strategic integration of design with technology can preserve heritage while also positioning India at the forefront of smart textiles, eco-friendly processes, and global fashion innovation. Key Recommendations:

1. Encourage adoption of **sustainable materials and production processes**, reducing environmental impact.

2. Develop **certification systems** that highlight eco-friendly and ethical textile practices.

3. Foster **smart textile innovation** by integrating sensors, digital technologies, and advanced fibres.

4.Promote collaborations between **designers, artisans, and tech industries** to create new market opportunities.

5. Support the **preservation and modernisation of traditional crafts** by blending heritage with contemporary trends.





3.5 Strategic Design

Strategic design bridges the gap between creativity and national competitiveness by embedding design into economic, cultural, and policy strategies. For India, strategic design can strengthen the "Designed in India" identity, improve global visibility, and ensure that design drives growth across both industry and governance. Key Recommendations:

1. Establish a **National Design Identity** that blends traditional Indian heritage with contemporary practice.

2. Launch a **national campaign for Designed in India** to promote design as a symbol of quality and innovation.

3. Build stronger **industry–academia partnerships** for applied research and talent development.

4. Promote **strategic design thinking** in public policy and corporate leadership to drive innovation and competitiveness.

5. Develop **design leadership programs** to cultivate high-level expertise in strategic design.

3.6 Design for Good Governance (Public Services and Public Facilities)

Design has the potential to transform governance by creating citizen-centric services, inclusive infrastructure, and efficient digital systems. Thoughtful application of design can make public services more accessible, transparent, and trusted, while fostering greater citizen engagement in decision-making. Key Recommendations:

1. Promote **community engagement and co-creation** in public service design.

2. Apply **universal design principles** to make public spaces and services inclusive for all.

3. Leverage **digital platforms and IoT technologies** to improve service delivery and infrastructure responsiveness.

4. Encourage **feedback and citizen participation mechanisms** to ensure accountability and adaptability.

3.7 Women in Design: Encouragement and Enhancement

Women are underrepresented in many design sectors, yet their perspectives are vital for inclusive and innovative outcomes. Expanding opportunities for women in design not only addresses equity but also enhances diversity of thought, strengthens creative industries, and enriches design for society at large. Key Recommendations:

1. Encourage **participation of women in emerging fields** such as AI-driven design, sustainable materials, and digital innovation.

2. Address **gender pay gaps and career progression barriers** within the design workforce.

3. Establish **women-led design consortiums** for collaborative impact in large-scale projects.

4. Highlight **women role models and mentors** in design to inspire future generations.

5. Develop **bias awareness programs** and transparent promotion policies across design institutions.

3.8 Design for Healthcare

Healthcare design plays a crucial role in improving patient experiences, enabling accessibility, and integrating new technologies into health systems. India has the opportunity to leverage design to improve affordability, inclusivity, and efficiency in healthcare delivery, while adopting innovations such as telemedicine and wearable health technologies. Key Recommendations:

1. Embed **patient-centric design principles** into healthcare facilities, devices, and digital systems.

2. Foster **co-creation workshops** involving patients, providers, and designers for service improvements.

3. Expand use of **telemedicine platforms, wearable devices, and digital health apps** to increase accessibility.

4. Apply **universal design standards** to ensure healthcare is accessible to all, including persons with disabilities.

5. Partner with **accessibility experts and advocacy groups** to strengthen inclusivity in healthcare systems.

3.9 Design for City and Infrastructure

Urbanisation in India presents both opportunities and challenges. Design-led planning can make cities more sustainable, inclusive, and liveable by integrating technology, improving mobility, and ensuring equitable access to infrastructure. Sustainable urban design is key to building resilient cities for the future. Key Recommendations:

1. Embed **green building standards and smart city technologies** in infrastructure development.

2. Design **inclusive and accessible public spaces** based on universal design principles.

3. Expand **safe pedestrian and cyclist networks** to promote sustainable mobility.

4. Promote **public art, aesthetics, and cultural identity** in urban design to enhance vibrancy.

5. Involve **community voices** in infrastructure planning for relevance and inclusivity.

3.10 Design for MSMEs

Micro, Small and Medium Enterprises (MSMEs) form the backbone of India's economy but often face barriers in accessing design expertise. Strengthening MSMEs with design capacity can help them create innovative, competitive products and tap into both domestic and global markets. Key Recommendations:

1. Provide **design training workshops and mentorship programs** tailored for MSMEs.

2. Facilitate **design support centres and shared resources** for prototyping and testing.

3. Establish **online collaboration platforms** linking MSMEs with professional designers and institutions.

4. Promote **design competitions and awards** to showcase MSME-led innovation.

5. Offer **IPR advisory services** to help MSMEs safeguard design innovations.



3.11 Design for Sustainability Goals

Sustainability is embedded across sectors: product design, urban systems and services. The policy promotes circular design principles and community engagement to minimize waste and resource demand. Key Recommendations:

1. Incorporate lifecycle assessment (LCA) methods, design for disassembly and material stewardship into curricula and practice.

2. Encourage community repair and reuse initiatives (repair cafes, resource sharing) and local circular projects.

3. Align public procurement and standards to favour durable, repairable and recyclable solutions



3.12 Design for Education

Education is a key enabler of creativity and problem-solving, and design must play a central role in shaping the future of learning. Integrating design thinking across curricula builds critical skills, while strengthening design education infrastructure prepares students for innovation-led careers. Key Recommendations:

1. Integrate **design thinking across disciplines** from K–12 to higher education.

2. Expand **interdisciplinary and experiential learning** opportunities.

3. Modernise **design education infrastructure** with state-of-the-art labs and digital tools.

4. Promote **diversity and inclusivity in design education**, ensuring equal access for underrepresented groups.

5. Strengthen **industry partnerships** to align design education with real-world challenges.

3.13 Design for Rural-Urban Development

India's rural and urban areas are interconnected, and design can bridge disparities by fostering inclusive growth. Thoughtful rural–urban design strategies can revitalise rural economies, preserve heritage, and improve infrastructure while reducing migration pressures on cities.
Key Recommendations:

1. Develop regional development plans integrating rural–urban linkages.

2. Establish rural design centres and innovation hubs to empower local artisans and entrepreneurs.

3. Support heritage preservation and cultural tourism as design-led development drivers.

4. Implement smart village initiatives with technology-enabled services in rural areas.

5. Expand green and sustainable infrastructure solutions across rural and urban landscapes.



3.14 Design for IP

Strong protection of design intellectual property is essential to foster innovation, competitiveness, and global credibility. Designers and enterprises often lack awareness of IP processes, making it vital to simplify systems and build widespread knowledge on the subject. Key Recommendations:

1. Conduct **IP awareness workshops, campaigns, and curriculum modules** for students and professionals.

2. Simplify **design IP registration processes** through online systems and fast-track procedures.

3. Establish **one-stop IP advisory centres** for designers and MSMEs.

4. Strengthen **legal frameworks and enforcement mechanisms**, including specialised IP courts.

5. Encourage **collaboration between designers, industry, and law enforcement** to prevent infringement.

3.15 Design for Agriculture

Agriculture remains a cornerstone of India's economy, and design can revolutionise this sector through smart technologies, sustainable practices, and market-focused branding. By applying design thinking, India can improve farm productivity, reduce environmental stress, and create higher-value agricultural products. Key Recommendations:

1. Foster **smart farming solutions** such as IoT-based monitoring, precision farming, and automation.

2. Promote **eco-friendly agricultural inputs** and soil–water conservation through design innovation.

3. Develop **branding, packaging, and farm-to-table models** to enhance market value.

4. Strengthen **agri-tech incubators and R&D collaboration** for future-ready farming solutions.

5. Encourage **agricultural cooperatives** to adopt design-led approaches for better returns and resilience.

3.16 Design for Social & Circular Economy

The transition towards a circular economy is critical for sustainability and resource efficiency. Design can drive this shift by embedding durability, repairability, and reuse into products, while empowering communities to adopt sustainable practices at a grassroots level. Key Recommendations:

1. Promote **circular design principles** across product lifecycles, focusing on durability and recyclability.

2. Encourage **community-based initiatives** such as repair cafés and sharing platforms.

3. Support **innovations in sustainable materials** and business models like product-as-a-service.

4. Strengthen **public awareness and educational campaigns** around circular practices.

5. Develop **policy frameworks and extended producer responsibility (EPR)** systems to institutionalise circularity.

3.17 Professional Standards & the Chartered Society of Design

A strong professional design ecosystem depends on high standards, ethics, and continuous learning. By establishing accreditation, codes of practice, and platforms for professional development, India can ensure that its designers are globally recognised and trusted. Key Recommendations:

1. Implement **professional accreditation systems** for designers and design institutions.

2. Establish a **comprehensive code of ethics and conduct** for the design community.

3. Mandate **continuous professional development** to keep designers future-ready.

4. Build **advocacy platforms** to promote the value of design in policymaking and industry.

5. Support **emerging designers** with mentorship, showcase opportunities, and networks.

04

EMPOWERING ARTISANS: TOOLS AND PRACTICES *for Skill Enhancement and Showcase*

India's artisans represent centuries of accumulated cultural wisdom and skills, forming the foundation of the country's creative economy. However, globalization, rapid industrialization, and lack of access to modern tools have left many craft communities at risk of being marginalized. The National Design Policy 2024 acknowledges artisans as both cultural custodians and future innovators, and places strong emphasis on equipping them with skills, digital literacy, and market access.





This approach ensures that craft traditions are not only preserved but are also revitalized and aligned with contemporary demand. By bringing artisans into the broader design ecosystem, the policy seeks to integrate heritage with innovation, strengthening India's cultural identity while expanding livelihoods. Key measures include:

1. Skill Development Workshops to refine traditional methods and introduce new techniques, enabling artisans to respond to evolving market preferences.

2. Integration of Digital Tools such as design software, digital pattern libraries, and e-commerce training to give artisans visibility in domestic and international markets.

3. Designer–Artisan Collaborations that foster co-creation of products blending tradition and modernity.

4. Market Access & Branding initiatives to highlight heritage narratives, giving products stronger positioning in global markets.

5. Sustainability Standards to encourage eco-friendly practices, resource efficiency, and quality certification.

6. Encouraging Children of Craft Communities to pursue formal design education, ensuring intergenerational continuity while infusing innovation.

By positioning artisans as equal stakeholders in India's design journey, the policy ensures that design-led growth also strengthens rural economies, preserves intangible heritage, and builds pride in India's creative identity.

05

PROMOTING INDIA *Design Capabilities Globally*

The future of Indian design depends not only on its domestic integration but also on its visibility and acceptance in global arenas. The National Design Policy 2024 outlines strategies to strengthen India's design identity as both culturally rooted and globally competitive. The goal is to present Indian design as a distinctive blend of heritage and innovation, one that contributes solutions for sustainability, digital transformation, and inclusivity at a global scale.





This global push positions design as a tool of soft power, enabling India to shape narratives in culture, business, and diplomacy. Promoting Indian design globally enhances exports, improves competitiveness, and opens opportunities for cross-border collaboration. It also signals India's intent to transition from being primarily a service provider to a recognized global leader in design thinking and practice. Strategic measures include:

1. International showcases and exhibitions to display India's creative capabilities across multiple design sectors.

2. A "Designed in India" identity campaign to unify diverse initiatives under a single brand that reflects cultural depth and modern aspirations.

3. Exchange programs and design diplomacy to foster partnerships with global institutions, universities, and design councils.

4. Participation in global awards and competitions, ensuring Indian designers are recognized among peers worldwide.

5. Digital platforms and virtual exhibitions to showcase Indian design to global stakeholders, expanding reach beyond physical barriers.

6. Strengthening representation in international forums, ensuring India's voice influences global design standards and practices.

Through these measures, India positions itself not only as a participant but as a thought leader in global design dialogues. This recognition will reinforce India's role as a hub for creativity, sustainability, and innovation.

06

STRENGTHENING *the Design Ecosystem*

For India to become a global leader in design, it must cultivate an ecosystem that nurtures creativity, supports innovation, and connects design with national priorities. A thriving design ecosystem is not limited to academic institutions or professional studios—it is a collaborative framework that links education, industry, government, and communities to create systemic impact.





The National Design Policy 2024 emphasizes the need for strong institutions, adaptive regulations, and mechanisms that allow design to be embedded across sectors. Design incubators and accelerators play a pivotal role in this process, serving as spaces where ideas can be tested, prototyped, and refined into real-world solutions. Similarly, collaborative innovation hubs that bring together policymakers, businesses, and design professionals are crucial to addressing challenges in areas such as health, mobility, sustainability, and digital transformation. Equally important is the partnership between industry and academia. Co-created curricula, joint research initiatives, and immersive industry exposure ensure that design education remains relevant to fast-changing global demands. Such collaboration also enables smoother transition for students into professional practice, strengthening India's talent pipeline and reducing the gap between education and industry expectations.

Recognition and certification systems further reinforce the ecosystem by building trust in Indian design standards. Mechanisms such as design audits, national accreditation, and certification frameworks ensure quality and provide confidence to industries, both domestic and international, in adopting Indian design solutions. These systems also create benchmarks for excellence that encourage healthy competition and continuous improvement.

The ecosystem must also prioritize communication and storytelling. Stronger narratives around Indian design—its heritage, its achievements, and its global contributions—are essential to increase awareness and public engagement. National platforms showcasing design-led innovations can inspire new generations, while also positioning India as a country where design is valued as much as science, technology, and engineering.

In sum, strengthening the design ecosystem is about building an interconnected and future-ready framework. It requires:

- Platforms that encourage innovation and cross-sector problem-solving.
- Stronger partnerships between academia, industry, and government.
- Recognition mechanisms that reinforce quality and trust.
- Narratives that amplify the visibility of Indian design globally.

By focusing on these pillars, the National Design Policy ensures that design becomes an engine of national competitiveness, cultural expression, and sustainable development.



07

LIST OF ENGAGEMENTS FOR THE DESIGNER COMMUNITY: *Nationwide Development Purposes*





For design to achieve its full potential, it must be recognized and practiced widely—not confined to select institutions or industries. Nationwide engagement of the design community creates opportunities for collaboration, knowledge-sharing, and co-creation, ensuring design becomes a shared national asset.

This engagement can take the form of both structured programs and grassroots initiatives:

1. National design conferences and summits to convene policymakers, educators, practitioners, and industries around emerging trends and challenges.

2. Regional workshops and meetups that build local design ecosystems and encourage decentralized innovation.

3. Online communities and forums that connect designers across geographies, enabling knowledge exchange and collaboration.

4. Design hackathons and challenges that promote rapid problem-solving for real-world issues, from urban planning to accessibility.

5. Competitions and awards that celebrate excellence in design, motivating both established professionals and emerging talent.

6. Mentorship and peer learning programs that enable knowledge transfer between experienced designers and younger practitioners.

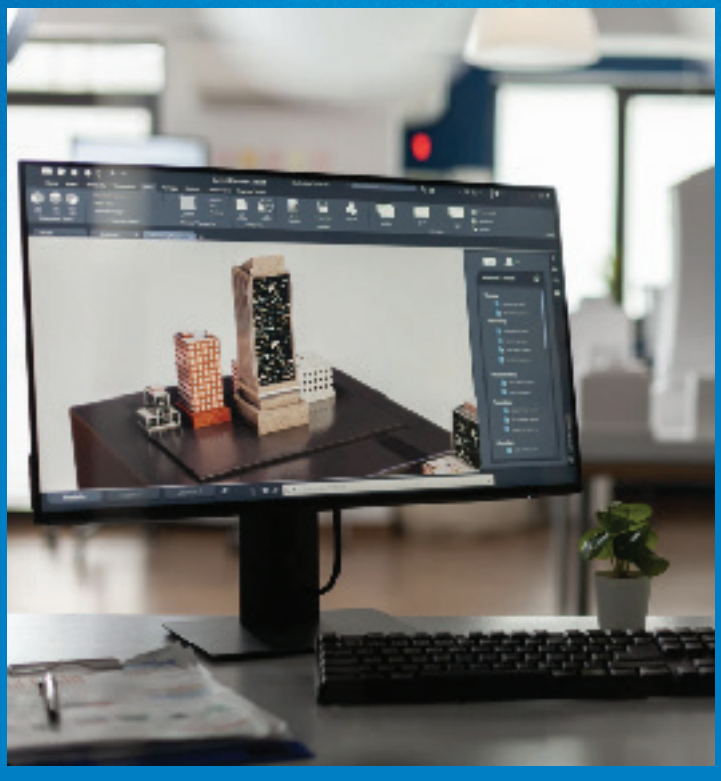
7. Design museums and resource centres to serve as hubs of inspiration, showcasing India's design heritage alongside contemporary innovation.

By fostering these engagements, the policy ensures that design awareness and practice penetrate deeper into society, positioning design as integral to India's growth story.

08

EVALUATING THE IMPACT *of National Design Policy Communiqué 2025*

The National Design Policy 2007 laid the foundation for India's design ecosystem, leading to milestones such as the establishment of the India Design Council, the creation of new National Institutes of Design, and the launch of the India Design Mark. While these achievements significantly strengthened India's design capabilities, the pace of global change and the emergence of new challenges made it essential to revisit and revise the policy.





The **National Design Policy Communiqué 2025**, developed after extensive consultations and incorporating insights from multiple stakeholders, represents this next step. It builds upon the achievements of the past while addressing critical gaps highlighted over the years. By integrating fresh perspectives on sustainability, digital inclusion, ethics in design, and the alignment of design with national missions, the 2025 policy offers a forward-looking framework for India's design future.

Impact Dimensions:

1. Economic Growth and Global Leadership
The updated policy recognizes design as a national asset and places it at the center of India's growth strategy. By fostering innovation, supporting indigenous capabilities, and promoting global positioning, the policy elevates India's role in international design dialogues while strengthening its economic competitiveness.

2. Sustainability and Social Responsibility
The 2025 revision firmly embeds sustainability into design practice. From circular economy models to biodiversity-conscious solutions, design is positioned as a critical enabler of India's commitments to global sustainability goals and as a response to urgent climate challenges.

3. Education and Talent Development Consultations revealed major gaps in design education, particularly in faculty development, regulatory flexibility, and industry alignment. The revised policy addresses these by calling for updated curricula, recognition of diverse educational pathways, and structured collaboration with industry to prepare future-ready professionals.

4. Inclusive Growth and Quality of Life
By extending design thinking to governance, healthcare, urban development, and public services, the 2025 policy aims to improve everyday experiences for citizens. Its emphasis on people-centered design ensures that inclusivity, accessibility, and equity remain guiding principles.

5. Revitalization of Crafts and Cultural Identity
The revised policy deepens its commitment to artisans and indigenous knowledge systems. It encourages co-creation between designers and craft communities, ensuring that heritage is preserved while also reimagined for contemporary relevance and global markets.

6. Governance and Institutional Strengthening
Building on the learnings of the 2007 policy, the 2025 version strengthens institutional frameworks by advocating autonomy for the India Design Council, the creation of advisory mechanisms at national and city levels, and integration of design into strategic government initiatives.

7. Global Recognition and Soft Power
The 2025 policy emphasizes design diplomacy, international showcases, and exchange programs to project India's design capabilities globally. By strengthening India's voice in international forums, the policy enhances soft power and reinforces India's role as a hub of creativity and innovation.

Looking Ahead

The National Design Policy Communiqué 2025 is not only a continuation of the journey that began in 2007—it is a transformation. It incorporates feedback from the design community, industry leaders, and academic institutions, ensuring that the policy reflects both ground realities and global aspirations. Its impact will be measured not just in economic terms but also in how it shapes a more sustainable, inclusive, and innovative India.

Confederation of Indian Industry

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 organisation, with around 9,700 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 365,000 enterprises from 318 national and regional sectoral industry bodies.

For 130 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 the Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness, and business opportunities for industry through a range of specialised services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Through its dedicated Centres of Excellence and Industry competitiveness initiatives, promotion of innovation and technology adoption, and partnerships for sustainability, CII plays a transformative part in shaping the future of the nation. Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes across diverse domains, including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

For 2025-26, CII has identified "Accelerating Competitiveness: Globalisation, Inclusivity, Sustainability, Trust" as its theme, prioritising five key pillars. During the year, CII will align its initiatives to drive strategic action aimed at enhancing India's competitiveness by promoting global engagement, inclusive growth, sustainable practices, and a foundation of trust.

With 70 offices, including 12 Centres of Excellence, in India, and 9 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with about 250 counterpart organisations in almost 100 countries, CII serves as a reference point for Indian industry and the international business community.

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