

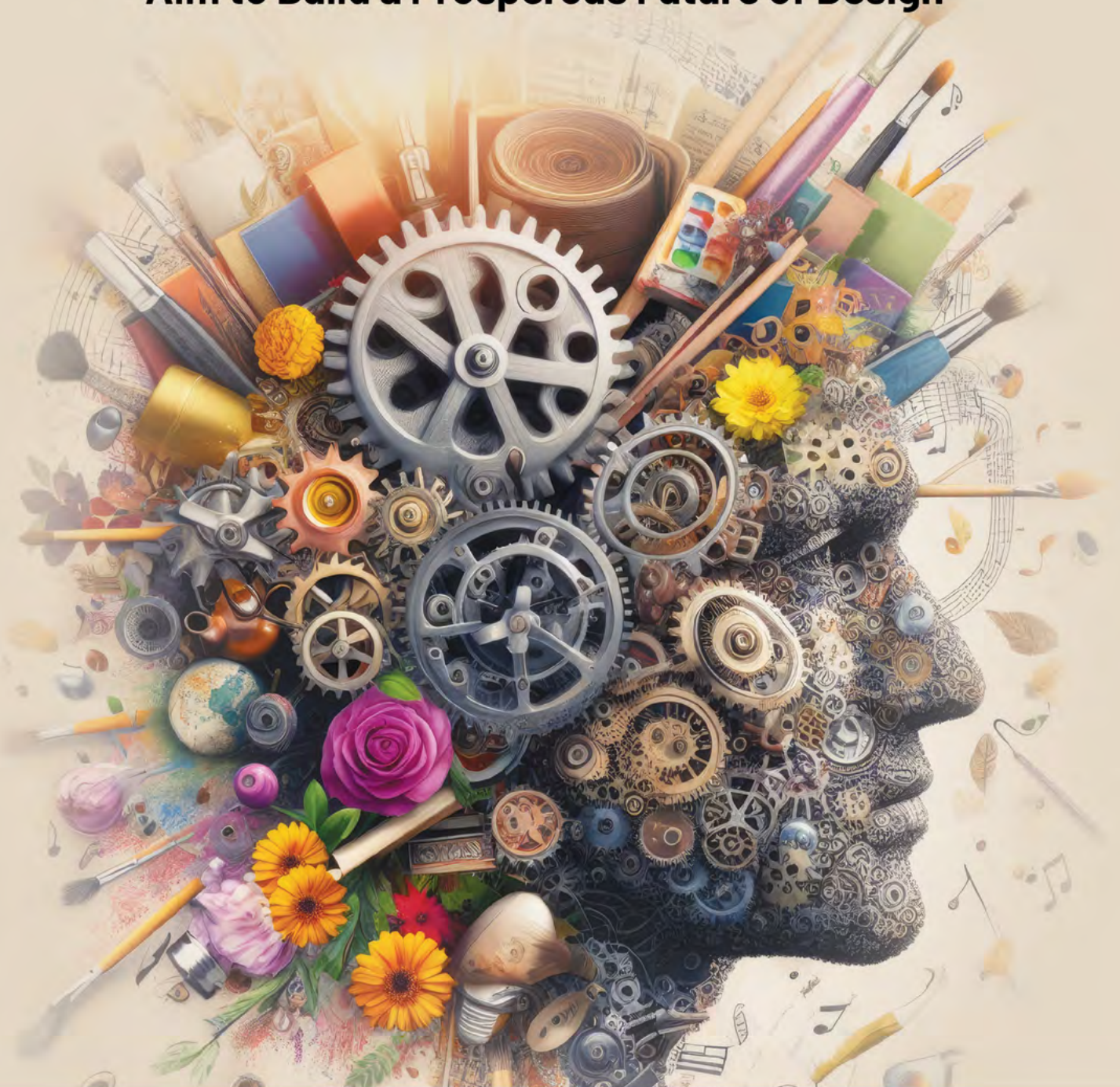


Confederation of Indian Industry

INDIA DESIGN POLICY COMMUNIQUE

EMPOWERING DESIGN ECO-SYSTEM

Aim to Build a Prosperous Future of Design



Viksit Bharat@2047

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FOREWORD



Dr Udayant Malhoutra

Chairman, CII National Committee on Design Innovation (2024-25) and CEO & Managing Director

As we stand at the threshold of a new era in design, it is with great enthusiasm that I present India Design Policy Communique. This policy communique marks a significant milestone in India's journey towards integrating design thinking and innovation into every facet of our national development.

The recommendations listed out in this Policy Communique 2024 reflects our commitment to leveraging design as a strategic asset for enhancing our competitive edge, addressing societal challenges, and fostering sustainable growth. This comprehensive framework spans a wide array of domains including AI, product design, healthcare, urban infrastructure, and more, underscoring the vital role of design in shaping a more prosperous and equitable future.

This document is not just a blueprint; it is a call to action for all stakeholders—industry leaders, policymakers, educators, and designers—to collaborate and drive forward a design-led agenda that will enhance our nation's innovation landscape and elevate our global standing.

Our collective efforts in developing this has been guided by a vision of inclusivity, sustainability, and excellence. I am confident that with your continued support and engagement, this document will serve as a catalyst for remarkable advancements and set new benchmarks in the world of design.

I extend my sincere gratitude to everyone who contributed to the formulation of this policy communique and look forward to working together as we embark on this exciting journey.

ACKNOWLEDGEMENTS

The development of the **India Design Policy Communique** has also benefited greatly from the invaluable contributions of the following members:

1. **Prof Dhiraj Kumar**, Director, UID
2. **Ms Aditi Srivastava**, President, Pearl Academy
3. **Dr Toolika Gupta**, Director, Indian Institute of Craft and Design
4. **Ms Megha Awasthy**, Director Workplace Consulting, Steelcase
5. **Prof Jitendra Singh Rajput**, Senior Faculty, NID-Ahmedabad
6. **Mr Sridhar**, Chief CSR and Sustainability Officer, Titan
7. **Mr Dhaval Joshi**, Founder, SIMULABS
8. **Mr Anuj Prasad**, CEO & Founder Director, Desmania
9. **Dr Suman Devadula**, Deputy Director, Jain University
10. **Mr Anant Chakradev**, Vice Chancellor, MIT University
11. **Mr Umang Shah**, Co-Founder and Principal Designer, Oro Innovations
12. **Mr Ega Venkateshwarlu**, Head of Design, Godrej Interio
13. **Mr Arvind Jha**, Head R&D, Voltas
14. **Prof Aneesha Sharma**, Professor, IIT Delhi
15. **Mr Manish Mishra**, Chief Technology Officer, TCS

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

We extend our deepest appreciation to **Prof Pradyumna Vyas**, President-Elect 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 communique.



EXECUTIVE SUMMARY

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 frontrunner in global design and innovation.

The 2011 India Design Policy Communique of India aimed to elevate design's impact on economic growth, innovation, and cultural development, promoting integration across sectors for competitiveness and sustainability. It emphasized bolstering design education and research, fostering entrepreneurship and innovation, and addressing social and environmental challenges while preserving India's cultural heritage.

“

The 2011 India Design Policy Communique of India aimed to elevate design's impact on economic growth, innovation, and cultural development, promoting integration across sectors for competitiveness and sustainability.”

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 centered 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.

Looking ahead, the focus is on crafting a refined and inclusive strategy to overhaul the National Design Policy, aligning it with current requirements and global benchmarks. With the intention of launching the updated policy nationwide within the year, the objective remains clear: to strategically leverage design as a catalyst for India's continued growth and development. The inputs gathered from stakeholders serve 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.

The proposed Policy Communique 2024 builds upon the foundations laid by the pivotal policies of 2007 and 2011, which championed design principles to enhance India's economic growth, innovation, and cultural heritage. The 2007 policy emphasized supporting MSMEs and traditional crafts, while the 2011 policy focused on integrating design across sectors for competitiveness and sustainability. In 2023, the Confederation of Indian Industry (CII) collaborated with BCG X to upgrade the policy, incorporating inputs from various stakeholders to address contemporary challenges and align with international standards.

Purpose:

The primary objective of the Indian Design Policy Communique is to strategically leverage design as a catalyst for India's continued growth and development. By refining and updating the policy, it aims to foster innovation, enhance competitiveness, and position India as a global leader in design and innovation.

Design Solutions Across Sectors:

The policy communique promotes India's finest designs across various sectors, recognizing the importance of design in driving economic and social progress.

Frameworks for Design Excellence:

The policy communique outlines frameworks to ensure excellence in design, focusing on education, industry collaboration, incentives, inclusivity, patent legislation, implementation, awareness, and sustainability.

Sectoral Recommendations:

The policy communique provides detailed recommendations for various design sectors, including:



AI Design, Product Design, UI-UX Design, Textile Design, Strategic Design, Women in Design, Design for Good Governance, Design for Healthcare, Design for City and Infrastructure, Design for MSMEs, Design for Sustainability Goals, Design for Education, Design for Intellectual Property (IP), Design for Rural-Urban Development, Design for Agriculture, Design for Social and Circular Economy, Design for Chartered Society of Design, Empowering the Creative Cultural Industries.



Promoting Indian Design Capabilities Globally:

Efforts are made to enhance the global recognition of Indian design capabilities, positioning India as a frontrunner in the international design community.

Financial Strategies for Design Innovation:

The policy communique outlines financial strategies to support design innovation, including funding, grants, and incentives to foster a robust design ecosystem.

Engagements for the Designer Community:

The policy communique includes a comprehensive list of engagements for the designer community, aimed at nationwide development purposes and fostering a collaborative design environment.





PURPOSE OF INDIA DESIGN POLICY COMMUNIQUE

1. Improvising and Global Definition of Design in Line with the Latest World Economy

a. Design as an Economic Driver:

In the contemporary global economy, design is no longer confined to aesthetics or functionality. It has emerged as a crucial driver of economic growth and innovation. By adopting a global definition of design, countries can align their design practices with international standards, ensuring competitiveness and relevance in the global market.

b. Integrating Global Trends:

The latest trends in design emphasize sustainability, digital transformation, and inclusivity. An India Design Policy Communique should incorporate these elements to stay current. For instance, eco-design focuses on creating products that are environmentally

friendly, while digital tools enhance precision and creativity in the design process. Inclusivity ensures that designs cater to diverse cultural and demographic needs.

c. Benchmarking International Standards:

To compete on a global stage, Indian design practices must meet or exceed international standards. This involves standardizing design education and professional practices, ensuring that Indian designers are equipped with the skills and knowledge to produce world-class work. Adopting international benchmarks will help in maintaining consistency, quality, and innovation in design outputs.

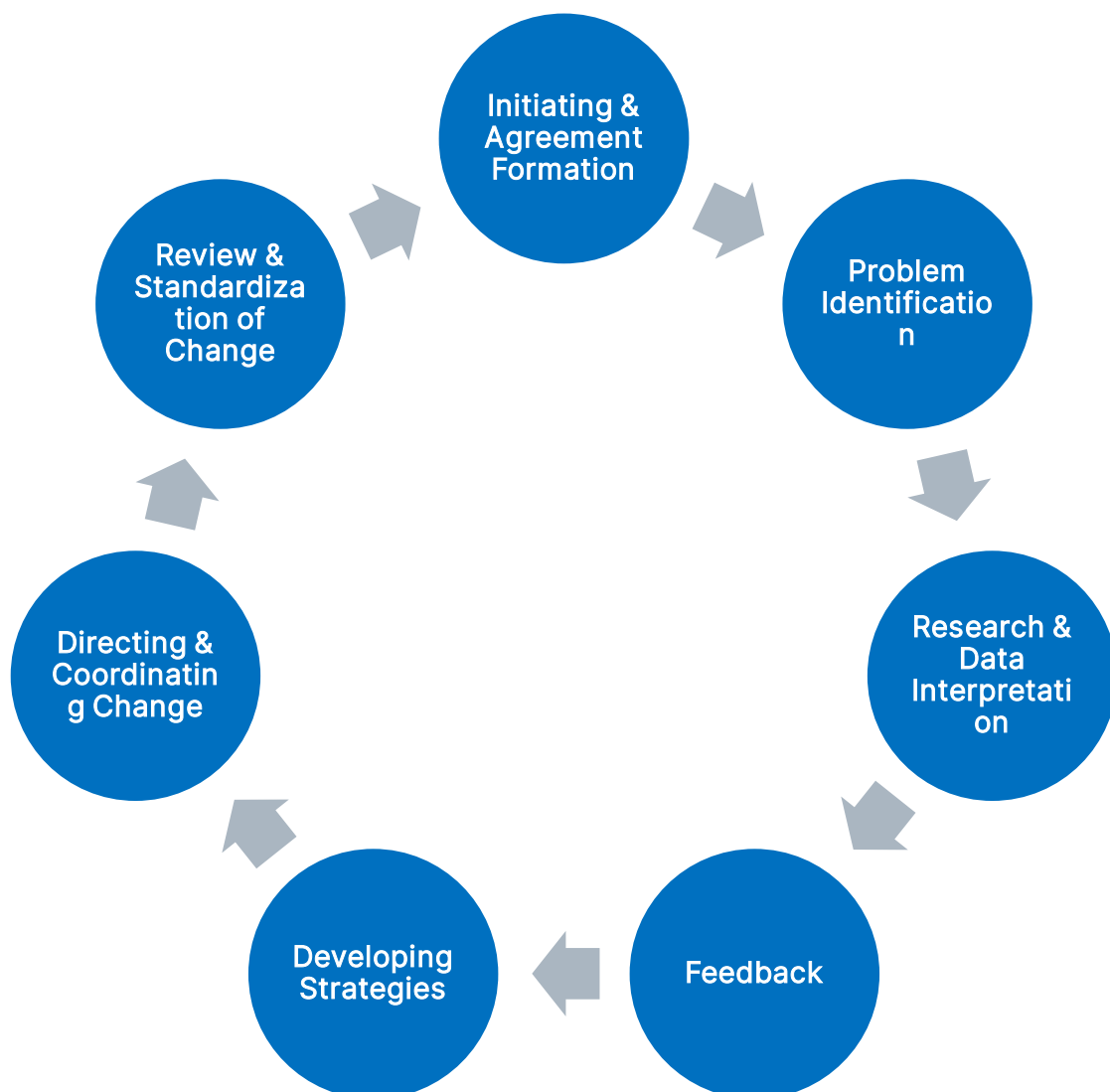
d. Cultural Sensitivity and Global Appeal:

While aligning with global standards, it's crucial to maintain cultural sensitivity. Indian design should reflect its rich cultural heritage while

appealing to a global audience. This balance can be achieved by incorporating local traditions and craftsmanship into modern design practices, thus creating unique products that resonate worldwide.

e. Economic Benefits of a Global Design Perspective:

Adopting a global definition of design can have significant economic benefits. It can boost exports by making Indian products more appealing in international markets. Furthermore, it can attract foreign investments in design-centric industries, fostering job creation and economic development. By positioning itself as a hub of innovative and high-quality design, India can enhance its economic footprint on the global stage.



2. Define Design

Adopting a global definition of design can have significant economic benefits. It can boost exports by making Indian products more appealing in international markets. Furthermore,

it can attract foreign investments in design-centric industries, fostering job creation and economic development. By positioning itself as a hub of innovative and high-quality design, India can enhance its economic footprint on the global stage.



- a. **Industrial Design:** Designing physical products and systems, ranging from consumer goods and electronics to machinery and equipment, with a focus on form, function, and manufacturability.
 - b. **Graphic Design:** Creating visual communications, such as branding, packaging, signage, and digital interfaces, to convey messages, evoke emotions, and enhance user engagement.
 - c. **User Experience (UX) Design:** Designing digital interfaces and interactions to optimize usability, accessibility, and satisfaction for end-users, across platforms such as websites, mobile apps, and software applications.
 - d. **Service Design:** Designing holistic service experiences, encompassing people, processes, and technology, to meet the needs of users and deliver value across various service sectors, including healthcare, finance, transportation, and hospitality.
 - e. **Fashion Design:** Creating clothing, accessories, and textiles, combining aesthetics, functionality, and cultural expression to meet the demands of consumers and reflect evolving trends and preferences.
 - f. **Interior Design:** Designing interior spaces, environments, and built structures to optimize functionality, comfort, aesthetics, and sustainability, catering to the needs and preferences of occupants.
 - g. **Architecture:** Designing buildings, structures, and urban spaces, integrating principles of art, science, and technology to create environments that are functional, aesthetically pleasing, and socially responsible.
- Scope: The India Design Policy Communique aims to promote and leverage design across various industries and sectors, including but not limited to:**
- a. **Manufacturing:** Integrating design thinking and innovation into the manufacturing process to develop innovative products, enhance competitiveness, and drive economic growth.
 - b. **Technology and Innovation:** Harnessing design principles to drive technological innovation, develop user-centric solutions, and address complex challenges in areas such as healthcare, agriculture, education, and infrastructure.
 - c. **Education and Skill Development:** Strengthening design education and skill development initiatives to nurture a talented

workforce equipped with the knowledge, creativity, and technical skills needed to excel in diverse design-related fields.

d. Culture and Heritage: Preserving and promoting India's rich cultural heritage and artistic traditions through design, while also fostering cross-cultural exchange and collaboration on the global stage.

e. Sustainability and Environmental Conservation: Integrating sustainable design practices to minimize environmental impact, reduce resource consumption, and promote circular economy principles across industries and sectors.

f. Social Impact and Inclusive Design: Addressing social challenges and promoting inclusivity through design solutions that are accessible, affordable, and inclusive of diverse populations, including marginalized communities and persons with disabilities.

g. International Collaboration: Facilitating collaboration with international partners and organizations to exchange knowledge, best practices, and resources, and showcase India's design capabilities on the global stage.





2

KEY ACHIEVEMENTS, KEY MANDATE & GDP GROWTH

NATIONAL DESIGN POLICY

Approved by Government of India

i. Establishment of National Institutes of Design (NIDs):

The policy led to the creation of four NIDs in Ahmedabad, Bengaluru, Gandhinagar, and Kurukshetra. These institutes have become premier centers for design education, research, and innovation, nurturing talent and fostering creativity across various disciplines.

ii. Promotion of Quality Design Education:

The policy emphasized setting up new design institutes, upgrading existing ones, and encouraging the establishment of design

departments in engineering and architecture colleges. This initiative aimed to spread quality design education to different regions of India and raise educational standards to international levels.

iii. Focus on Design Innovation:

The policy recognized design as a driver of innovation and competitiveness. It aimed to make India a major hub for exports and outsourcing of designs, emphasizing the importance of design-driven value chains and intellectual property development for economic growth.

iv. Strategic Design Promotion:

Strategic alliances with design firms and institutions abroad were encouraged to enhance India's global competitiveness and influence in the design field. The policy aimed to position Indian design as a driver of economic growth and a symbol of quality and innovation internationally.

v. Enhanced Intellectual Property Rights (IPR) Protection:

The policy recognized the importance of protecting designs through intellectual property rights (IPR) to safeguard innovation and competitiveness. Efforts were made to develop a regulatory framework that addressed copyright and international trade practices related to design.

vi. Role of India Design Council:

The India Design Council was tasked with promoting design awareness, fostering ties between industry and academia, and showcasing India's design capabilities. It played a crucial role in coordinating design-related activities and facilitating collaboration between stakeholders.

2.1 What is the contribution of Design in the GDP?

Design plays a significant role in the GDP of countries with robust design sectors. While specific data for India might not be readily available, looking at global examples can provide insights into how design contributes to the economy. Here are a few points to consider:

i. Global Examples of Design's Contribution to GDP

United Kingdom: The UK's design economy contributed £85.2 billion to the nation's GDP in 2016, accounting for 7% of the UK's total GVA (Gross Value Added).

Denmark: Denmark's design sector contributes around 3% of the country's GDP, highlighting the economic importance of design in smaller, yet highly innovative economies.

ii. Potential Contribution of Design to India's GDP

Given India's large and diverse economy, the design sector has substantial potential to contribute to GDP if properly nurtured and

developed. Here are key strategies to enhance this contribution:

a. Quantifying Design's Impact:

Conducting a comprehensive study to quantify the current contribution of design to India's GDP. This includes direct contributions (e.g., revenue from design services) and indirect contributions (e.g., enhanced competitiveness of design-intensive industries).

b. Target Growth:

Setting clear targets for increasing the design sector's contribution to GDP over the next 5-10 years. For instance, aiming to increase the design sector's contribution to 2-3% of GDP through strategic investments and policy support.

c. Investment in Design Education:

Enhancing design education and training programs to produce skilled professionals who can drive innovation in various industries.

d. Support for Design Start-ups and SMEs:

Providing funding, mentorship, and resources for design start-ups and small and medium enterprises (SMEs) to foster innovation and job creation.

e. Promoting Design Thinking in Business:

Encouraging businesses across sectors to adopt design thinking as a core strategy for problem-solving and innovation, thereby increasing productivity and competitiveness.

2.2 Key Mandate for India Design Policy Communique

- 1. Establishment of India Design Council (IDC):** The creation of the India Design Council emerged as a crucial outcome. One key takeaway was the recommendation for IDC to function as an independent body, fostering autonomy and effectiveness in driving design initiatives across sectors.

DESIGN

3

DESIGN SOLUTIONS ACROSS SECTORS: PROMOTING INDIA'S FINEST DESIGNS

“

Design is instrumental in addressing challenges across various sectors through creative problem-solving, user-centered approaches, and innovative thinking.

Here's how design can make a significant impact: ”



i. Healthcare

Design can enhance patient experiences, streamline processes, and improve healthcare outcomes. User-friendly medical devices and

interfaces can increase accessibility and usability for patients and healthcare professionals. Additionally, thoughtful healthcare facility design can optimize space utilization, patient flow, and infection control.

ii. Education

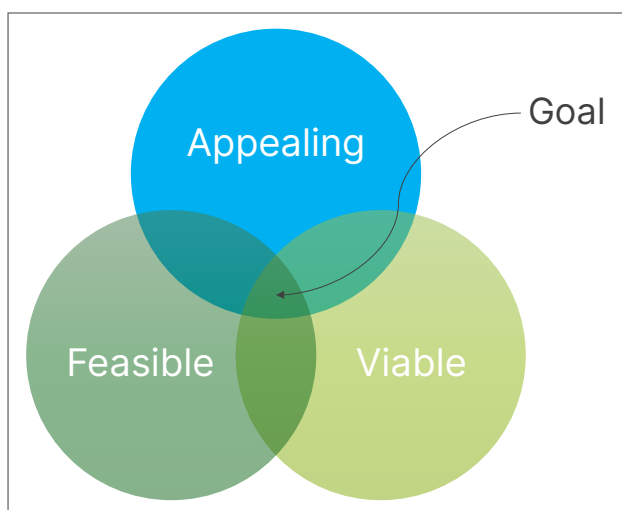
Design can enrich learning experiences, foster engagement, and accommodate diverse learning needs. Interactive educational materials, digital learning platforms, and flexible learning spaces can facilitate personalized and collaborative learning. Incorporating design thinking in curriculum development can also nurture critical thinking, creativity, and problem-solving skills among students.

iii. Urban Planning and Infrastructure

Design can create more livable, sustainable, and inclusive cities. Urban planners and architects can use design principles to develop pedestrian-friendly streets, green spaces, and efficient public transportation. Designing accessible infrastructure and public amenities can enhance mobility and quality of life for all residents, including those with disabilities and the elderly.

iv. Environmental Conservation

Design can promote sustainable practices and reduce environmental impact. Eco-friendly product design, packaging, and manufacturing processes can minimize waste and carbon footprint. Landscape architects and urban designers can employ green infrastructure solutions like rain gardens and permeable pavements to manage stormwater and boost urban biodiversity.



v. Social Services

Design can tackle social challenges and promote inclusion. Inclusive product, service, and environment design can meet the needs of marginalized populations, such as persons with disabilities, seniors, and low-income communities. Design-driven approaches can also improve the efficiency, effectiveness, and accessibility of social programs.

vi. Technology and Innovation

Design can drive technological innovation and enhance user experiences across digital platforms and products. User experience (UX) design principles can guide the creation of intuitive interfaces and engaging digital experiences. Design thinking methodologies can inspire innovative solutions to complex technological challenges, fostering creativity and collaboration among interdisciplinary teams.

vii. Economic Development

Design can stimulate economic growth and competitiveness by fostering innovation and entrepreneurship. Design-driven businesses can differentiate themselves by offering unique, user-centric products and services. Design-led initiatives, such as festivals, incubators, and awards, can also promote the growth of creative industries, contributing to job creation and economic diversification.

3.1 Design Promotions – How to promote India’s best designs.

“Promoting India’s best designs requires a multifaceted approach that leverages various channels, platforms, and strategies to showcase the creativity, innovation, and cultural richness of Indian design.”

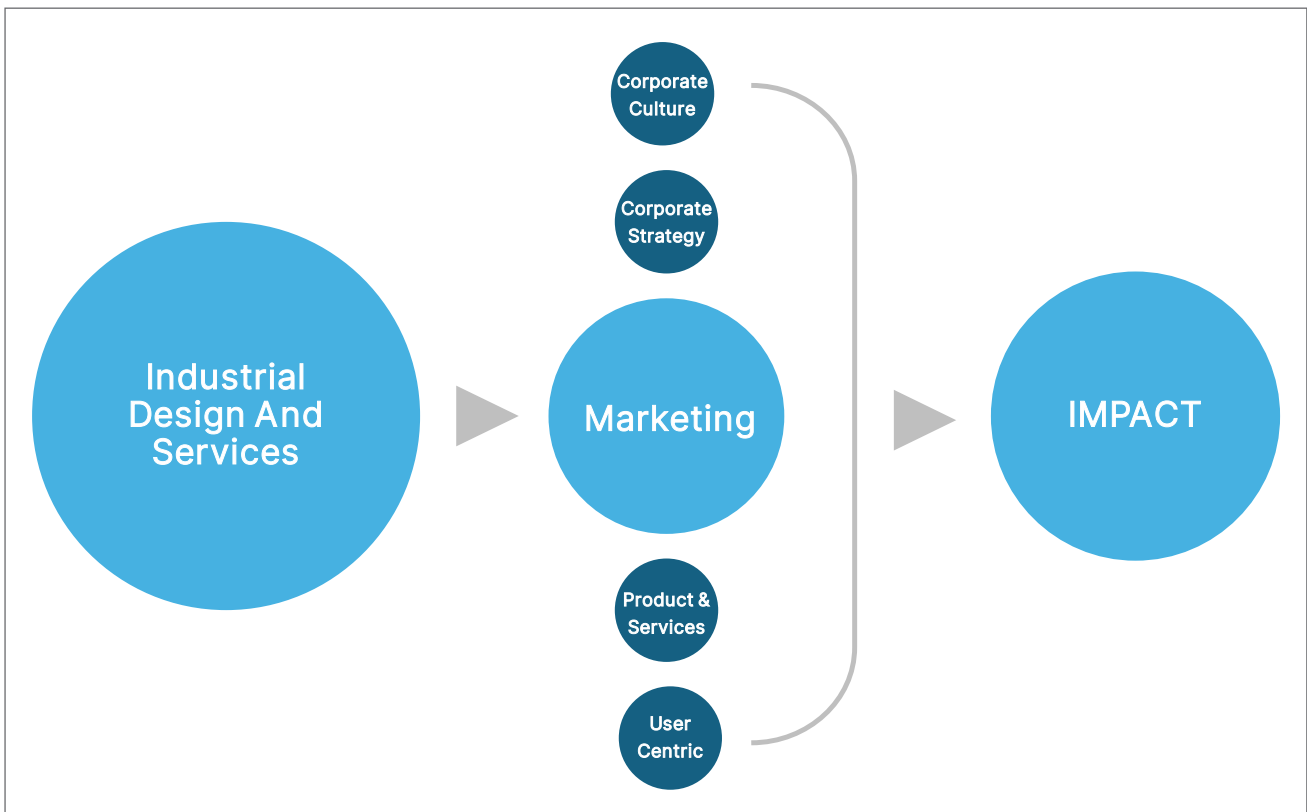


i. Design Exhibitions and Events

Organize exhibitions, trade shows, and design events to showcase Indian design talent across various industries, including fashion, product design, interior design, and graphic design. These events provide designers with opportunities to display their work to a wide audience of industry professionals, buyers, and the public.

ii. Online Platforms and Marketplaces

Establish online platforms and marketplaces dedicated to promoting Indian design products and services. These platforms can showcase a curated selection of Indian designs, connect designers with customers, and facilitate online sales and transactions.



iii. Design Competitions and Awards

Host design competitions and awards programs to recognize and celebrate excellence in Indian design. These competitions can attract participation from designers across the country and provide valuable recognition and exposure to winners and finalists.

Collaborative projects with international brands, institutions, and designers can help showcase Indian design talent and foster cross-cultural exchange and appreciation.

iv. Collaborations and Partnerships

Foster collaborations and partnerships between Indian designers, brands, and institutions to promote Indian design on a global scale.

v. Digital Marketing and Social Media

Utilize digital marketing channels and social media platforms to promote Indian design products, services, and events. Create engaging content, including images, videos, and stories, to showcase Indian designs and connect with target audiences locally and globally.

vi. Design Tours and Showcases

Organize design tours and showcases that highlight the best of Indian design in different cities and regions. These events can feature exhibitions, workshops, and talks by leading designers and experts, providing opportunities for networking and knowledge sharing.

vii. Government Support and Initiatives

Work with government agencies and organizations to support and promote Indian design through funding, grants, and policy communique initiatives. Advocate for policies and programs that support the growth and development of the Indian design industry and facilitate access to markets and resources for designers.

viii. Educational Outreach and Capacity Building

Invest in educational outreach and capacity-building programs to nurture and develop talent in the Indian design community. Provide

training, mentorship, and resources to aspiring designers, students, and professionals to help them hone their skills and succeed in the design industry.

ix. Cultural Exchanges and Residencies

Facilitate cultural exchanges and artist residencies that bring together Indian and international designers to collaborate, share ideas, and create new works. These initiatives can help showcase Indian design on the global stage and foster cross-cultural understanding and collaboration.

x. Sustainable and Ethical Practices

Promote Indian design products and brands that embrace sustainable and ethical practices, including eco-friendly materials, fair labour practices, and social responsibility initiatives. Highlighting the sustainability and ethical credentials of Indian designs can attract environmentally conscious consumers and enhance the reputation of Indian design internationally.



CREATIVE

4

FRAMEWORK FOR DESIGN EXCELLENCE

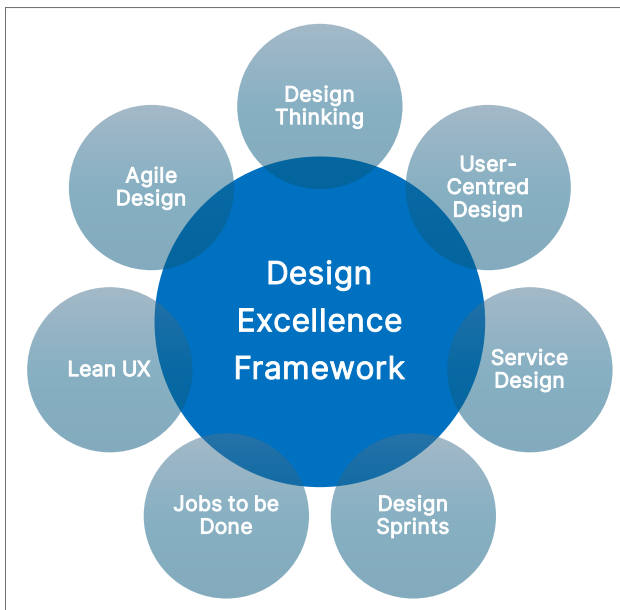
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A design framework is a structured approach or methodology that guides the design process, helping designers and teams to create effective solutions to problems. It provides a systematic way to organize and approach design challenges, enabling practitioners to develop innovative and user-centered solutions efficiently. Design frameworks typically consist of a set of principles, methods, tools, and best practices that designers can apply throughout the design process.”



- i. **Design Thinking:** Design Thinking is a human-centered approach to innovation that involves empathizing with users, defining problem statements, ideating solutions, prototyping, and testing iteratively. It emphasizes understanding user needs and rapidly iterating through design solutions to arrive at effective outcomes.

ii. **User-Centered Design (UCD):** User-Centered Design focuses on designing products, services, and experiences based on the needs and preferences of end-users. It involves involving users throughout the design process, from research and concept development to usability testing and iteration.



iii. **Agile Design:** Agile Design applies Agile principles and methodologies to the design process, emphasizing collaboration, flexibility, and iterative development. It involves breaking down design projects into small, manageable tasks called sprints, with frequent feedback and adaptation.

iv. **Lean UX:** Lean UX is a design approach that emphasizes rapid experimentation and validated learning. It involves creating lightweight prototypes and conducting user tests early and often to gather feedback and validate design assumptions. Lean UX focuses on delivering value quickly and iteratively refining designs based on user insights.

v. **Service Design:** Service Design focuses on designing end-to-end service experiences that meet user needs and deliver value to stakeholders. It involves mapping customer journeys, identifying touchpoints, and designing service blueprints to align people, processes, and technology in delivering seamless service experiences.

vi. **Design Sprints:** Design Sprints are a time-boxed, structured approach to solving design challenges quickly. Developed by Google Ventures, Design Sprints involve a series of exercises, including problem framing, ideation, prototyping, and testing, conducted over a period of days to generate and validate solutions rapidly.

vii. **Jobs to be Done (JTBD):** Jobs to be Done is a framework for understanding customer needs and motivations by focusing on the “jobs” or tasks that customers are trying to accomplish. It involves identifying the functional, emotional, and social dimensions of customer needs and designing solutions that address them effectively.



5

SECTORAL RECOMMENDATIONS

5.1 AI Design

1. Extending the Design Process to incorporate AI



Recommendation: Propose a tech-enabled version of the Design process. One that leverages technologies to enhance user understanding, prototyping, and personalization. ”

Implementation Strategies:

- a. **National Design Wikipedia:** A platform that is managed by-designers for- designers. A platform where designers generate and curate relevant design content around design processes, methods, models and tools. Special focus on role of technologies, tools and techniques to improve design outcomes
- b. **AI Design Competitions:** Organize national and regional competitions to showcase the potential of AI in design, encouraging designers to experiment with and integrate AI tools into their workflow.
- c. **Public-Private Partnerships:** Foster collaborations between tech companies and design firms to develop and customize AI tools tailored to specific design needs.

2. Empower Designers with AI skills sets



Recommendation 2: To leverage AI, Designers need to understand the workings, strengths and limitations of AI. Giving them systemic exposure through short and medium form programs can pave a way forward to Future ready Designers.



Implementation Strategies:

- Formal Education:** Introduce AI into formal design education. These courses should be mandatory ensuring each student has the right exposure to the field
- Workshops and Seminars & Online platforms:** Organize frequent workshops and seminars led by AI experts to educate current design professionals on the latest AI tools and technologies. Create online courses and resources that offer flexible, on-demand learning opportunities for designers seeking to improve their AI skills.
- Expert participation in Public-Private Initiatives:** Create opportunities for Designers to participate in public initiatives. Designers with a deep understanding of tech can help bring the User experience of public utility services to a higher level.

3. Promote Design led Tech Entrepreneurship



Recommendation 3: It is a well-established fact that Designers have played a pivotal role in making many Technology-first products and organizations successful. It is imperative to remove this silo between tech and design and embrace entrepreneurship opportunities and support for designers of the future



Implementation Strategies:

- Centers of Excellence, Design & AI:** Establish Centers of Excellence focused on AI-enhanced design education and research at premier universities and institutions.
- Grants:** Allocate R&D Grants (not funding) for Design led Tech research initiatives.
- Incubation:** Channel financial as well as operational support to promote design in the tech industry. Designers will play an important role in simplifying technologies and amplifying the usefulness of a tech. Financially support Prototyping, MVP (minimum viable products) and early distribution.
- Innovation Labs:** Establish AI and design innovation labs where interdisciplinary teams of designers, engineers, and researchers can collaborate on cutting-edge projects.

- e. **Industry-Academia Collaboration:** Facilitate partnerships between universities, research institutions, and the design industry to drive the development of AI technologies that address real-world design challenges.

- c. **Funding and Grants:** Provide financial support through grants, subsidies, and venture capital funding to help designers and startups bring innovative products to market.

5.2 Product Design



1. Establish Innovation Hubs and Design Incubators



Recommendation 1: Create innovation hubs and design incubators to foster product design and development. ”

Implementation Strategies:

- a. **Regional Innovation Centers:** Set up regional innovation centers that provide state-of-the-art facilities, including prototyping labs, testing equipment, and collaborative workspaces.
- b. **Support Networks:** Offer mentorship programs, networking opportunities, and access to industry experts to guide designers through the product development process.

2. Promote User-Centric and Sustainable Design Practices



Recommendation 2: Encourage designers to adopt user-centric and sustainable design principles in product development. ”

Implementation Strategies:

- a. **Design Thinking Workshops:** Conduct workshops and training sessions on design thinking methodologies that focus on understanding user needs and creating user-friendly products.
- b. **Sustainability Guidelines:** Develop and disseminate guidelines on sustainable design practices, emphasizing the use of eco-friendly materials, energy-efficient manufacturing processes, and product lifecycle management.
- c. **Consumer Feedback Loops:** Establish mechanisms for collecting and integrating consumer feedback throughout the product design and development stages to ensure products meet user expectations and market demands.

3. Facilitate Industry-Academia Collaboration



Recommendation 3: Strengthen collaboration between industry and academic institutions to drive innovation and skill development in product design.

Implementation Strategies:

- Collaborative Projects:** Initiate joint projects between universities and industry partners where students and professionals can work together on real-world product design challenges.
- Internship and Exchange Programs:** Create internship and exchange programs that allow design students to gain hands-on experience in industrial settings and professionals to engage with academic research.
- Knowledge Transfer Initiatives:** Organize seminars, conferences, and symposiums that bring together academic researchers, industry experts, and designers to share knowledge, latest trends, and technological advancements in product design.

4. Enhance Export Competitiveness of Indian Products



Recommendation 4: Implement strategies to elevate the quality and global appeal of Indian-designed products to boost exports.

Implementation Strategies:

- Global Standards Compliance:** Encourage adherence to international quality standards and certifications to ensure Indian products meet global market requirements.
- Market Research and Analysis:** Conduct comprehensive market research to understand the preferences, trends, and regulatory requirements of target export markets.
- Branding and Marketing Support:** Develop branding and marketing programs that highlight the unique value propositions and cultural heritage of Indian products to attract international consumers.

5. Develop Specialized Training Programs for Export-Oriented Design



Recommendation 5: Create training programs tailored to equip designers and manufacturers with skills specific to designing for export markets.

Implementation Strategies:

- Export Design Curriculum:** Integrate export-specific modules into design education curricula, focusing on international design trends, standards, and market preferences.
- Professional Development Workshops:** Offer workshops and certification courses on advanced design techniques, global market insights, and export logistics.
- Language and Cultural Sensitivity Training:** Provide training on cultural nuances and language skills to help designers create products that resonate with diverse international audiences.

6. Leverage Technology for Global Reach and Innovation



Recommendation 6: Utilize advanced technologies to enhance product design capabilities and expand the global reach of Indian products.



Implementation Strategies:

- a. **Digital Design Tools:** Adopt cutting-edge digital design tools and software to streamline the design process and enable rapid prototyping and iteration.
- b. **E-commerce Platforms:** Promote the use of e-commerce platforms to showcase and sell Indian-designed products directly to international consumers, bypassing traditional export barriers.
- c. **Virtual Reality (VR) and Augmented Reality (AR):** Employ VR and AR technologies to create immersive product presentations and virtual showrooms, allowing global buyers to experience products virtually.

These recommendations aim to create a robust ecosystem for product design, encouraging innovation, sustainability, and collaboration to produce world-class products that meet global standards and consumer needs.

5.3 UI-UX Design



1. Promote User-Centric Design Practices



Recommendation 1: Encourage the adoption of user-centric design methodologies to ensure that digital products meet user needs and provide an exceptional user experience.



Implementation Strategies:

- a. **Design Thinking Workshops:** Conduct workshops and training sessions on design thinking and user-centric methodologies, focusing on empathy, user research, prototyping, and testing.
- b. **User Research and Testing:** Establish facilities and provide resources for conducting user research and usability testing, including access to user testing labs and tools for gathering user feedback.
- c. **Best Practices and Guidelines:** Develop and disseminate comprehensive guidelines and best practices for user-centric design, covering areas such as accessibility, usability, and interaction design.

2. Integrate AI and Data Analytics in UI-UX Design



Recommendation 2: Utilize AI and data analytics to enhance UI-UX design, enabling personalized and data-driven user experiences.

Implementation Strategies:

- AI Tools and Platforms:** Promote the use of AI-powered tools that assist in user behaviour analysis, personalization, and predictive analytics to inform design decisions and optimize user experiences.
- Training and Skill Development:** Offer training programs to equip UI-UX designers with skills in AI, machine learning, and data analytics, ensuring they can effectively leverage these technologies.
- Case Studies and Success Stories:** Share case studies and success stories of AI and data analytics in UI-UX design to demonstrate their benefits and inspire wider adoption within the design community.

3. Strengthen Collaboration and Knowledge Sharing



Recommendation 3: Foster collaboration and knowledge sharing among designers, developers, and stakeholders to drive innovation and best practices in UI-UX design.

Implementation Strategies:

- Design Communities and Networks:** Establish and support communities and networks where UI-UX designers can collaborate, share knowledge, and discuss emerging trends and challenges.
- Industry-Academia govt. Partnerships:** Encourage partnerships between educational institutions and industry to facilitate the exchange of knowledge and the development of cutting-edge UI-UX design practices.
- Conferences and Workshops:** Organize regular conferences, workshops, and meetups focused on UI-UX design, providing platforms for learning, networking, and showcasing innovative design solutions.

5.4 Textile Design



1. Promoting Sustainable Practices in Textile Design



Recommendation 1: Encourage and implement sustainable practices within the textile design industry to reduce environmental impact and promote eco-friendly innovation.

Implementation Strategies:

- a. **Eco-friendly Materials:** Advocate for the use of sustainable materials such as organic cotton, bamboo, recycled fibers, and biodegradable dyes in textile production.
- b. **Sustainable Production Processes:** Promote sustainable production processes that minimize waste, reduce water and energy consumption, and eliminate harmful chemicals. Support research and development in sustainable textile technologies.
- c. **Certification and Labeling:** Establish certification programs and eco-labels for sustainably produced textiles, helping consumers make informed choices and encouraging manufacturers to adopt green practices.

2. Integrating Technology and Innovation in Textile Design



Recommendation 2: Leverage cutting-edge technology and innovation to enhance textile design, improving functionality, aesthetics, and market competitiveness.

Implementation Strategies:

- a. **Smart Textiles:** Invest in the development and production of smart textiles that incorporate electronic components, such as sensors, conductive threads, and wearable technologies, to create innovative and functional textile products.

- b. **Digital Design Tools:** Encourage the adoption of digital design tools and software that enable designers to experiment with patterns, colors, and textures, and streamline the design-to-production process.
- c. **Collaboration with Tech Industries:** Foster collaborations between textile designers and technology firms to explore new possibilities in textile applications, such as health monitoring, energy harvesting, and interactive textiles.

3. Preserving and Innovating Traditional Textile Crafts



Recommendation 3: Preserve traditional textile crafts and techniques while fostering innovation to create contemporary designs that celebrate cultural heritage.

Implementation Strategies:

- a. **Crafts Preservation Programs:** Develop programs to document and preserve traditional textile techniques, supporting artisans and craftspeople in maintaining their heritage skills.
- b. **Modern Design Integration:** Encourage designers to integrate traditional techniques with modern design elements, creating unique products that appeal to contemporary markets while preserving cultural heritage.
- c. **Market Access and Promotion:** Assist traditional artisans in accessing wider markets through digital platforms, trade shows, and collaborations with modern designers, enhancing their economic sustainability and promoting cultural appreciation.

5.5 Strategic Design



1. Developing a National Design Identity



Recommendation 1: Establish a cohesive and recognizable national design identity that highlights the unique cultural, historical, and aesthetic values of India.



Implementation Strategies:

- Cultural Integration:** Promote the integration of traditional Indian motifs, patterns, and techniques with contemporary design practices to create products that reflect the nation's rich cultural heritage.
- National Design Campaign:** Launch a national campaign to raise awareness and promote the "Designed in India" brand, showcasing the excellence and diversity of Indian design on domestic and international platforms.
- Design Awards and Recognition:** Establish national design awards to recognize and celebrate outstanding contributions to the design field, encouraging designers to incorporate the national identity into their work.

2. Enhancing Industry-Academia Collaboration



Recommendation 2: Foster stronger collaborations between design academia and industry to drive innovation, research, and the practical application of design principles.



Implementation Strategies:

- Collaborative Projects:** Encourage joint projects and research initiatives between design institutions and industries, providing students with real-world experience and enabling companies to benefit from fresh perspectives and innovative ideas.
- Industry Internships:** Develop robust internship programs that place design students within industry settings, ensuring they gain practical experience and understand industry needs and trends.
- Knowledge Exchange Platforms:** Create platforms for regular interaction and knowledge exchange between academics, industry professionals, and students through conferences, workshops, and seminars.

3. Incorporating Strategic Design Thinking in Policy and Business



Recommendation 3: Integrate strategic design thinking into public policy and business strategies to enhance innovation, user-centric solutions, and competitive advantage.



- c. **Training and Sensitization:** Provide training programs and sensitization sessions for designers, planners, and service providers on the importance of universal design principles and the needs of different user groups.

3. Technology Integration for Smart Public Services



Recommendation 3: Leverage technology to enhance the efficiency, accessibility, and user experience of public services and facilities, creating smart and responsive urban environments. ”

Implementation Strategies:

- a. **Digital Service Platforms:** Develop integrated digital platforms for accessing and managing public services, such as online portals or mobile applications, to streamline processes and improve convenience for citizens.
- b. **IoT and Sensor Networks:** Deploy IoT devices and sensor networks in public spaces and facilities to gather real-time data on usage patterns, environmental conditions, and infrastructure performance, enabling proactive maintenance and optimization.
- c. **Smart Infrastructure Solutions:** Implement smart infrastructure solutions, such as intelligent lighting, waste management systems, and transportation networks, to enhance sustainability, safety, and efficiency in urban environments.

5.7 Women in Design: Encouragement and Enhancement



1. Enhancing Opportunities for Women in Emerging Design Fields



Recommendation 1: Promote women's active participation in emerging design sectors such as AI-driven design, sustainable materials, and digital product design. ”

Implementation Strategies:

- a. **Sector-Specific Skill Development:** Launch targeted training programs that equip women with advanced skills in high-growth areas like AI, sustainable design, and digital innovation.
- b. **Industry Partnerships:** Collaborate with leading design and technology firms to create pathways for women to enter and excel in emerging design fields through specialized training and career development programs.

- c. **Role Models and Mentorship:** Highlight successful women leaders and innovators in emerging design fields as role models and mentors to inspire and guide the next generation of female designers.

2. Addressing Gender Bias and Pay Disparities in the Design Workforce



Recommendation 2: Implement measures to tackle gender inequality in pay and advancement within the design industry.

Implementation Strategies:

- a. **Mandatory Pay Audits:** Enforce regular, transparent pay audits across design firms to address and rectify gender pay gaps.
- b. **Transparent Promotion Criteria:** Establish clear and transparent criteria for promotions to ensure equal advancement opportunities for women in design.

Bias Awareness Training: Introduce comprehensive training programs focused on recognizing and mitigating unconscious bias in design workplaces to foster an equitable environment.

3. Establishing Women-Led Design Consortia



Recommendation 3: Facilitate the formation of women-led design consortia to enhance collaboration and collective impact on large-scale projects.

Implementation Strategies:

- a. **Consortium Formation:** Support the establishment of design consortia comprised of women-led firms and designers, focusing on collaborative projects in urban development, public infrastructure, and social innovation.
- b. **Networking and Knowledge Sharing:** Create platforms for women-led consortia to network, share knowledge, and collaborate on significant design challenges, amplifying their influence and effectiveness.
- c. **Public Recognition:** Promote the achievements and contributions of women-led consortia through public recognition and industry awards, highlighting their impact on national and global design initiatives.

5.8 Design for Healthcare



1. Patient-Centric Design Approach



Recommendation 1: Promote the adoption of patient-centric design principles to improve the quality of healthcare services and patient experiences.

Implementation Strategies:

- d. **User Journey Mapping:** Conduct user journey mapping exercises to understand the various touchpoints and interactions patients have with healthcare services, identifying areas for improvement.
- e. **Co-Creation Workshops:** Organize co-creation workshops involving patients, healthcare providers, and designers to brainstorm and ideate solutions that address patient needs and preferences.
- f. **Prototype Testing:** Develop prototypes of healthcare facilities, medical devices, and digital health solutions and test them with real patients to gather feedback and refine designs based on user insights.

2. Integration of Technology for Healthcare Design

Recommendation 2: Leverage emerging technologies such as telemedicine, wearable devices, and health tracking apps to enhance healthcare design and delivery. ”

Implementation Strategies:

- c. **Telemedicine Platforms:** Support the development and implementation of telemedicine platforms that enable remote consultations, diagnosis, and monitoring of patients, particularly in underserved areas.
- d. **Wearable Health Devices:** Encourage the design and adoption of wearable health devices that empower patients to monitor their health metrics and engage in preventive healthcare practices.

- e. **Healthcare Apps:** Facilitate the creation of user-friendly healthcare apps that provide personalized health information, appointment scheduling, medication reminders, and access to telehealth services.

3. Designing for Inclusive and Accessible Healthcare

Recommendation 3: Prioritize inclusivity and accessibility in healthcare design to ensure that all individuals, including those with different abilities and special needs, can access and benefit from healthcare services. ”

Implementation Strategies:

- d. **Universal Design Standards:** Develop and implement universal design standards for healthcare facilities, medical equipment, and digital health solutions to accommodate diverse user needs and abilities.
- e. **Accessible Communication:** Ensure that healthcare information, instructions, and communication materials are presented in formats that are easy to understand and accessible to individuals with visual, auditory, or cognitive impairments.
- f. **Collaboration with Accessibility Experts:** Partner with accessibility experts, disability advocates, and patient advocacy groups to incorporate accessibility considerations into the design process and identify areas for improvement.

5.9 Design for City and Infrastructure



1. Sustainable Urban Planning and Development



Recommendation 1: Integrate sustainable design principles into urban planning and infrastructure development to create resilient and environmentally friendly cities. ”

Implementation Strategies:

- a. **Green Building Standards:** Promote the adoption of green building standards and certifications (e.g., LEED, BREEAM) for new construction and renovation projects to reduce environmental impact.
- b. **Smart City Technologies:** Implement smart city technologies, such as IoT and AI, to optimize energy usage, manage waste, and improve transportation systems.
- c. **Public Green Spaces:** Design and develop public green spaces, such as parks and urban forests, to enhance urban biodiversity, improve air quality, and provide recreational areas for residents.

2. Inclusive and Accessible Infrastructure Design



Recommendation 2: Ensure that city infrastructure is designed to be inclusive and accessible to all residents, including those with disabilities and special needs. ”

Implementation Strategies:

- a. **Universal Design Principles:** Apply universal design principles to all public infrastructure projects, ensuring accessibility for people of all ages and abilities.
- b. **Public Transportation Accessibility:** Enhance the accessibility of public transportation systems by incorporating features such as low-floor buses, tactile paving, and audible signals for visually impaired individuals.
- c. **Community Engagement:** Involve diverse community groups in the planning and design process to understand and address their specific needs and preferences.

3. Efficient and Livable Urban Spaces



Recommendation 3: Design urban spaces that promote efficiency, livability, and a high quality of life for residents. ”

Implementation Strategies:

- Mixed-Use Developments:** Encourage the development of mixed-use areas that combine residential, commercial, and recreational spaces to reduce commute times and enhance community interaction.
- Pedestrian and Cyclist Infrastructure:** Develop safe and extensive networks of pedestrian pathways and cycling lanes to promote active transportation and reduce reliance on cars.
- Urban Aesthetics and Public Art:** Incorporate aesthetically pleasing elements and public art installations into urban spaces to enhance the visual appeal and cultural vibrancy of cities.

5.10 Design for MSMEs



1. Design Capacity Building for MSMEs



Recommendation 1: Provide training and support programs to enhance the design capabilities of MSMEs, enabling them to develop innovative products and services.



Implementation Strategies:

- Design Workshops and Training:** Organize workshops and training sessions on design thinking, product design, and branding tailored to the needs of MSMEs.
- Design Mentorship Programs:** Pair MSMEs with experienced designers or design firms who can provide guidance and support in implementing design-led strategies.
- Access to Design Resources:** Facilitate access to design tools, software, and resources through partnerships with design institutions, libraries, and online platforms.

2. Promotion of Design-Led Innovation



Recommendation 2: Encourage MSMEs to embrace design-led innovation to differentiate their products and services in the market.



Implementation Strategies:

- Design Innovation Grants:** Offer grants and funding opportunities to MSMEs for undertaking design-driven innovation projects, such as product redesign or development of new service offerings.
- Design Competitions and Awards:** Organize design competitions and awards programs to recognize and showcase innovative products and solutions developed by MSMEs.
- Design Collaboration Platforms:** Establish online platforms or networks where MSMEs can connect with designers, researchers, and other stakeholders to collaborate on innovation projects.

3. Access to Design Support Services



Recommendation 3: Facilitate access to design support services, such as design consultancy, prototyping facilities, and intellectual property rights assistance, to help MSMEs overcome design-related challenges. ”

Implementation Strategies:

- a. **Design Support Centers:** Establish design support centers or hubs in MSME clusters or industrial parks, providing on-site design assistance and resources.
- b. **Prototyping Grants:** Offer grants or subsidies to MSMEs for prototyping costs, allowing them to test and refine their product ideas before market launch.
- c. **IPR Advisory Services:** Provide guidance and assistance to MSMEs in protecting their design innovations through patents, trademarks, and copyrights.

5.10 Design for Sustainability Goals



1. Integration of Sustainable Design Principles



Recommendation 1: Promote the integration of sustainable design principles across all stages of the design process to minimize environmental impact and promote resource efficiency. ”

Implementation Strategies:

- a. **Lifecycle Assessment:** Incorporate life cycle assessment (LCA) methodologies into the design process to evaluate the environmental impact of products and services from production to disposal.
- b. **Material Selection:** Encourage the use of eco-friendly materials, such as recycled, renewable, or biodegradable materials, in product and building design to reduce carbon footprint and waste generation.
- c. **Energy-Efficient Design:** Design energy-efficient buildings, appliances, and infrastructure systems that optimize energy use and reduce greenhouse gas emissions.

2. Circular Design and Waste Reduction



Recommendation 2: Embrace circular design principles to minimize waste generation, promote resource recovery, and create closed-loop systems. ”

Implementation Strategies:

- a. **Design for Disassembly:** Design products and buildings with disassembly and recyclability in mind, making it easier to recover and reuse materials at the end of their life cycle.
- b. **Product Life Extension:** Design products that are durable, repairable, and upgradable to prolong their lifespan and reduce the need for premature disposal.
- c. **Waste Valorisation:** Explore innovative design solutions for repurposing waste materials into new products or materials, contributing to a circular economy and reducing landfill waste.

3. Community Engagement and Education



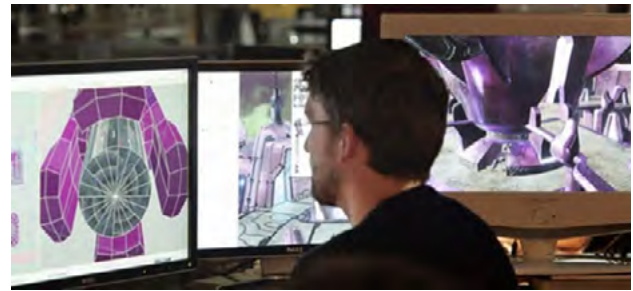
Recommendation 3: Foster community engagement and education initiatives to raise awareness about sustainability issues and empower individuals to adopt sustainable behaviours.

Implementation Strategies:

- a. **Community Workshops and Events:** Organize workshops, seminars, and community events on sustainable living, green building practices, and waste reduction strategies to educate and inspire local communities.
- b. **School Programs:** Integrate sustainability education into school curricula at all levels to instill environmental awareness and responsibility in future generations.

- c. **Public Awareness Campaigns:** Launch public awareness campaigns using multimedia platforms, social media, and public spaces to promote sustainable lifestyles and consumption patterns.

5.11 Design for Education



1. Integration of Design Thinking Across Disciplines



Recommendation 1: Integrate design thinking methodologies into educational curricula across various disciplines to foster creativity, innovation, and problem-solving skills.

Implementation Strategies:

- a. **Interdisciplinary Courses:** Develop interdisciplinary courses or modules that incorporate design thinking principles into fields such as engineering, business, healthcare, and social sciences.
- b. **Experiential Learning:** Emphasize hands-on, project-based learning experiences where students collaborate on real-world design challenges, applying design thinking methods to develop innovative solutions.

- c. **Faculty Training:** Provide professional development opportunities for faculty members to enhance their understanding of design thinking and pedagogical techniques for integrating it into their teaching practices.
- d. **Integration in Engineering and Architecture:** Encouraging the establishment of design departments in IITs, NITs, and prestigious private institutions.
- e. **Vocational and K-12 Design Training:** Introducing design education in vocational institutes and primary and secondary schools.

2. Strengthening Design Education Infrastructure



Recommendation 2: Invest in infrastructure and resources to support high-quality design education, including state-of-the-art facilities, technology, and faculty expertise.

Implementation Strategies:

- a. **Modernization of Facilities:** Upgrade design studios, workshops, and laboratories with advanced equipment and technologies to facilitate hands-on learning and experimentation.
- b. **Digital Design Tools:** Provide access to industry-standard software and digital tools for design prototyping, visualization, and simulation, enabling students to develop proficiency in digital design skills.

- c. **Industry Partnerships:** Establish partnerships with design firms, industry associations, and technology companies to provide students with internship opportunities, guest lectures, and real-world design projects.

3. Promotion of Design Diversity and Inclusivity



Recommendation 3: Promote diversity, equity, and inclusion in design education by fostering a supportive and inclusive learning environment that celebrates diverse perspectives and experiences.

Implementation Strategies:

- a. **Diverse Representation:** Ensure that design curricula, faculty, and guest speakers reflect diverse cultural, ethnic, and gender perspectives to provide students with a well-rounded and inclusive education.
- b. **Student Support Services:** Offer mentorship programs, counseling services, and affinity groups to support underrepresented student populations and create a sense of belonging within the design community.
- c. **Community Engagement:** Engage with local communities and stakeholders to address social issues and design challenges, empowering students to use design as a tool for positive social change and advocacy.

5.12 Design for Rural - Urban Development

1. Integrated Planning for Urban-Rural Linkages



Recommendation 1: Foster integrated planning approaches that strengthen linkages between urban and rural areas to promote balanced development and address disparities. ”

Implementation Strategies:

- Regional Development Plans:** Develop regional development plans that consider the interconnectedness of urban and rural areas, fostering collaboration and coordinated infrastructure investments.
- Transit-Oriented Development:** Promote transit-oriented development strategies that connect urban centers with surrounding rural areas, facilitating access to employment, education, and services for rural residents.
- Multi-Functional Land Use:** Encourage multi-functional land use planning that supports agricultural productivity, ecological conservation, and sustainable

urban expansion, promoting resilience and livability in both urban and rural settings.

2. Rural Design Innovation and Revitalization



Recommendation 2: Support design-led innovation and revitalization initiatives in rural communities to enhance quality of life, economic opportunities, and cultural vibrancy. ”



Implementation Strategies:

- Rural Design Centers:** Establish rural design centers or innovation hubs that provide design support, training, and resources to rural entrepreneurs, artisans, and community groups.
- Heritage Preservation:** Preserve and promote rural heritage and cultural assets through adaptive reuse, heritage tourism, and cultural exchange programs that celebrate local identity and heritage.
- Smart Village Initiatives:** Implement smart village initiatives that leverage technology and design innovation to improve access to education, healthcare, and economic opportunities in rural areas, empowering communities to thrive in the digital age.

3. Sustainable Infrastructure and Services Provision



Recommendation 3: Prioritize sustainable infrastructure and service provision in both urban and rural areas to ensure equitable access to essential services and promote environmental stewardship.

Implementation Strategies:

- a. **Green Infrastructure:** Invest in green infrastructure solutions such as renewable energy, green transportation, and eco-friendly water and waste management systems that enhance sustainability and resilience in urban and rural settings.
- b. **Community-Driven Development:** Adopt participatory approaches to infrastructure planning and service delivery, engaging local communities in decision-making processes to ensure that projects meet their needs and priorities.
- c. **Capacity Building:** Build local capacity for infrastructure maintenance, operation, and management through training programs, technology transfer, and community-based organizations, empowering residents to take ownership of their development initiatives.

5.13 Design for IP



1. Strengthening Intellectual Property Rights (IPR) Awareness and Education



Recommendation 1: Enhance awareness and education on design intellectual property rights among designers, businesses, and educational institutions.

Implementation Strategies:

- a. **IPR Workshops and Seminars:** Organize regular workshops and seminars focusing on the importance of design IPR, its benefits, and the processes for registering and protecting design patents and copyrights.
- b. **Incorporating IPR in Curriculum:** Integrate comprehensive modules on design IPR into the curriculum of design schools and universities to ensure that future designers understand the legal aspects of their work.
- c. **Public Awareness Campaigns:** Launch nationwide awareness campaigns using various media channels to educate the general public and small businesses about the significance of protecting their design innovations.

2. Simplifying Design IP Registration Processes



Recommendation 2: Streamline and simplify the processes for registering design intellectual property to make it more accessible for designers, particularly those from small and medium enterprises (SMEs). ”

Implementation Strategies:

- Online Registration Portals:** Develop user-friendly online portals for the submission and tracking of design IP applications, reducing bureaucratic hurdles and increasing efficiency.
- One-Stop Help Centers:** Establish help centers across the country where designers can receive guidance and support throughout the IP registration process, including legal advice and documentation assistance.
- Fast-Track Procedures:** Implement fast-track procedures for design IP registration to expedite the approval process for new and innovative designs.

3. Enhancing Legal Framework and Enforcement



Recommendation 3: Strengthen the legal framework and enforcement mechanisms to better protect design IP and deter infringement. ”

Implementation Strategies:

- Policy Reforms:** Advocate for policy reforms that provide stronger legal protections for design IP, including higher penalties for infringement and more robust enforcement mechanisms.
- Dedicated IP Courts:** Establish specialized IP courts or tribunals to handle design IP cases efficiently, ensuring quick resolution and reducing the backlog of cases.
- Collaboration with Law Enforcement:** Collaborate with law enforcement agencies to improve the monitoring and enforcement of design IP rights, including training programs to help them recognize and act against IP infringements.

5.14 Design for Agriculture



1. Design-Driven Agricultural Innovation



Recommendation 1: Foster innovation in agricultural practices through the application of design thinking and technology integration. ”

Implementation Strategies:

- a. **Smart Farming Solutions:** Implement smart farming solutions such as precision agriculture, IoT-based monitoring systems, and automated machinery to enhance productivity and resource efficiency.
- b. **Agri-Tech Incubators:** Establish agri-tech incubators that provide support for startups and entrepreneurs developing innovative agricultural technologies and products.
- c. **Collaborative Research and Development:** Promote collaborative R&D initiatives between design institutions, agricultural universities, and industry stakeholders to drive innovation and address sector-specific challenges.

2. Sustainable Agricultural Practices



Recommendation 2: Promote sustainable agricultural practices that minimize environmental impact and ensure long-term viability of farming.

Implementation Strategies:

- a. **Eco-Friendly Inputs:** Encourage the use of eco-friendly agricultural inputs such as organic fertilizers, bio-pesticides, and drought-resistant seed varieties.
- b. **Soil and Water Conservation:** Implement design solutions for soil and water conservation, including contour plowing, rainwater harvesting, and efficient irrigation systems like drip and sprinkler irrigation.

- c. **Agroforestry and Permaculture:** Promote agroforestry and permaculture practices that integrate trees and crops to improve biodiversity, enhance soil health, and increase farm resilience.

3. Enhanced Market Access and Value Addition



Recommendation 3: Improve market access and add value to agricultural products through strategic design interventions.

Implementation Strategies:

- a. **Branding and Packaging Design:** Develop branding and packaging solutions that enhance the marketability of agricultural products, focusing on quality, safety, and aesthetic appeal.
- b. **Farm-to-Table Initiatives:** Support farm-to-table initiatives that connect farmers directly with consumers, reducing intermediaries and ensuring better returns for producers.
- c. **Agricultural Cooperatives:** Strengthen agricultural cooperatives to enable collective marketing, bulk purchasing of inputs, and shared access to processing facilities, thereby adding value, and improving bargaining power for small-scale farmers.

5.15 Design for Social & Circular Economy



1. Promoting Circular Design Principles



Recommendation 1: Encourage the adoption of circular design principles to minimize waste and maximize resource efficiency across industries. ”

Implementation Strategies:

- Product Lifecycle Design:** Integrate circular economy principles into product design, focusing on durability, reparability, and recyclability. Encourage the development of products that have longer lifespans and can be easily disassembled for repair or recycling.
- Material Innovation:** Support research and development of sustainable materials and promote the use of recycled or biodegradable materials in product manufacturing.
- Circular Business Models:** Foster the development of circular business models such as product-as-a-service, where companies retain ownership of products and provide maintenance, upgrades, and recycling services.

2. Community-Based Circular Economy Initiatives



Recommendation 2: Empower communities to engage in circular economy practices through local initiatives and grassroots movements. ”

Implementation Strategies:

- Local Repair Cafes and Workshops:** Establish local repair cafes and community workshops where residents can learn to repair and repurpose items, reducing waste and fostering a culture of reuse.
- Resource Sharing Platforms:** Develop platforms for sharing resources within communities, such as tool libraries, clothing swaps, and community composting programs.
- Educational Programs:** Implement educational programs in schools and community centers to raise awareness about the benefits of the circular economy and teach practical skills related to recycling, upcycling, and sustainable living.

3. Policy and Regulatory Support for Circular Economy



Recommendation 3: Develop and enforce policies and regulations that support the transition to a circular economy. ”

Implementation Strategies:

- a. **Extended Producer Responsibility (EPR):** Implement EPR policies that hold producers accountable for the entire lifecycle of their products, including take-back schemes, recycling obligations, and end-of-life management.
- b. **Incentives for Circular Practices:** Provide financial incentives, such as tax breaks or grants, for businesses and startups that

adopt circular economy practices and innovate in sustainable product design and waste management.

- c. **Public-Private Partnerships:** Encourage public-private partnerships to invest in infrastructure and technologies that facilitate circular economy practices, such as advanced recycling facilities and systems for tracking and managing materials throughout their lifecycle.

5.16 Design for Chartered Society of Design



1. Establishing Professional Standards and Accreditation



Recommendation 1: Develop and enforce professional standards and accreditation processes to ensure high-quality and ethical practices among design professionals. ”

Implementation Strategies:

- a. **Accreditation Programs:** Implement rigorous accreditation programs for design education institutions and professional designers, ensuring adherence to international standards of excellence.
- b. **Code of Ethics:** Develop a comprehensive code of ethics and conduct for designers, addressing issues such as intellectual property rights, sustainability, and client-designer relationships.
- c. **Continuous Professional Development:** Require ongoing education and professional development for designers to maintain their accreditation, keeping them updated on the latest industry trends, technologies, and best practices.

2. Advocacy and Representation



Recommendation 2: Act as a representative body for the design profession, advocating for the interests of designers and promoting the value of design in policymaking and industry. ”

Implementation Strategies:

- a. **Policy Engagement:** Engage with government bodies, industry associations, and other stakeholders to advocate for policies that support the design profession and recognize the economic and social contributions of design.
- b. **Public Awareness Campaigns:** Launch public awareness campaigns to highlight the importance of design in everyday life and its impact on innovation, sustainability, and cultural heritage.
- c. **Industry Partnerships:** Foster partnerships with industries and businesses to create opportunities for designers, promote design-led innovation, and integrate design thinking into business strategies.

3. Support for Emerging Designers



Recommendation 3: Provide support and resources for emerging designers to help them establish their careers and contribute to the growth of the design industry. ”

Implementation Strategies:

- a. **Mentorship Programs:** Establish mentorship programs pairing emerging designers with experienced professionals who can provide guidance, advice, and networking opportunities.
- b. **Funding and Grants:** Create funding programs and grants to support young designers in developing their projects, starting their own studios, or pursuing further education and research.
- c. **Showcase Opportunities:** Organize exhibitions, competitions, and showcases to provide emerging designers with platforms to display their work, gain recognition, and connect with potential clients and collaborators.

6

EMPOWERING ARTISANS: TOOLS AND PRACTICES FOR SKILL ENHANCEMENT AND SHOWCASE

“

To upskill local artisans and showcase their work effectively, it's essential to provide them with access to design tools, training, and resources that enable them to enhance their skills, develop their craft, and reach wider audiences. Here are some design tools and practices that can help upskill local artisans and showcase their work:

”



- i. **Skill Enhancement Workshops:** Organize skill enhancement workshops led by experienced artisans or designers to teach traditional handicraft techniques, such as weaving, pottery, embroidery, and wood carving. These workshops should focus on refining existing skills, introducing new techniques, and improving craftsmanship.
- ii. **Design Thinking Sessions:** Conduct design thinking sessions to help artisans understand customer needs, identify

market trends, and develop innovative products. Encourage artisans to brainstorm ideas, create prototypes, and iterate designs based on user feedback, fostering a culture of creativity and innovation.

- iii. **Training in Design Software:** Provide training in design software tools such as Adobe Illustrator, CorelDRAW, or SketchUp to enable artisans to digitize their designs, create digital patterns, and develop marketing materials. This empowers artisans to incorporate digital design elements into their traditional handicrafts and expand their market reach.
- iv. **Collaborations with Designers:** Facilitate collaborations between local artisans and designers to co-create contemporary handicrafts that blend traditional techniques with modern aesthetics. Designers can provide guidance on product development, branding, and marketing strategies, while artisans contribute their expertise in craftsmanship and cultural heritage.
- v. **Access to Marketplaces and E-commerce Platforms:** Help artisans set up online stores on e-commerce platforms such as Etsy, Amazon Handmade, or Shopify to showcase and sell their products to a global audience. Provide training on product photography, listing optimization, and digital marketing techniques to maximize online visibility and sales.
- vi. **Exposure to International Markets:** Organize trade fairs, exhibitions, and craft expos to showcase local handicrafts to international buyers and collectors. Facilitate participation in international craft fairs and cultural exchanges to promote cross-cultural understanding and appreciation of traditional crafts.
- vii. **Quality Control and Standardization:** Implement quality control measures to ensure consistency and excellence in craftsmanship across all products. Provide training on quality standards, materials sourcing, and production processes to maintain high-quality standards and meet customer expectations.
- viii. **Storytelling and Branding:** Help artisans develop compelling brand narratives that highlight the cultural significance, heritage, and craftsmanship behind their products. Encourage artisans to share their stories through product descriptions, packaging, and promotional materials to create emotional connections with customers.
- ix. **Sustainable Practices:** Promote sustainable practices and environmental stewardship among artisans by emphasizing the use of eco-friendly materials, waste reduction, and resource conservation. Educate artisans on sustainable production techniques and certifications to appeal to environmentally conscious consumers.
- x. **Community Engagement and Empowerment:** Foster a sense of community and collaboration among local artisans by organizing networking events, peer learning sessions, and community initiatives. Create opportunities for artisans to share knowledge, support each other, and collectively address challenges facing the handicraft industry.
- xi. **Encourage the Children of Crafts to take a formal Design Education:** Encouraging the children of crafts to pursue formal design education is paramount for preserving traditional craftsmanship while fostering innovation and creativity. By providing access to design education, children can build upon their inherited skills and cultural heritage, gaining the necessary knowledge and techniques to adapt and evolve their craft in contemporary contexts. This initiative not only empowers individuals from craft communities to explore new avenues of expression and economic opportunities but also contributes to the preservation and revitalization of India's rich artisanal traditions for future generations to cherish and celebrate.



7

PROMOTING INDIA DESIGN CAPABILITIES GLOBALLY

Objective:

To showcase and elevate Indian design excellence on the global stage, fostering international collaborations, partnerships, and opportunities.

Strategies:

1. Design Exhibitions and Shows:

- a. Organize and participate in international design exhibitions, trade shows, and expos to showcase Indian design talent and capabilities.
- b. Curate exhibitions highlighting the diversity, creativity, and innovation of Indian design across various sectors.

2. Design Promotion Campaigns:

- a. Launch targeted marketing and promotional campaigns to raise awareness about Indian design capabilities in key international markets.

- b. Utilize digital platforms, social media, and influencers to amplify the reach and impact of design promotion efforts.

3. Designer Exchange Programs:

- a. Facilitate exchange programs and residencies for Indian designers to collaborate with their counterparts in other countries.
- b. Host international designers in India to share expertise, foster cross-cultural dialogue, and promote knowledge exchange.

4. Industry Partnerships and Collaborations:

- a. Forge strategic partnerships and collaborations with international design firms, agencies, and organizations to leverage complementary strengths and expertise.
- b. Jointly undertake design projects, research initiatives, and innovation programs to address global challenges and opportunities.

5. International Design Competitions and Awards:

- a. Encourage Indian designers to participate in prestigious international design competitions and awards.
- b. Provide support and recognition for Indian designers achieving excellence on the global stage, showcasing their achievements to inspire others.

6. Design Diplomacy and Representation:

- a. Engage in design diplomacy efforts to promote Indian design as a soft power tool on diplomatic missions and international platforms.
- b. Represent Indian design interests in global forums, conferences, and events, advocating for recognition and collaboration opportunities.

7. Design Education and Training Programs:

- a. Collaborate with international design schools, institutions, and academies to offer exchange programs, joint courses, and workshops.
- b. Facilitate international internships and placements for Indian design students and professionals to gain exposure to global design practices.

8. Trade Missions and Delegations:

- a. Organize trade missions and delegations comprising Indian designers, industry representatives, and policymakers to key global design hubs.

- b. Explore opportunities for business networking, market expansion, and international collaboration through trade missions and delegations.

9. Support for Design Export Promotion:

- a. Provide financial and logistical support to Indian design firms and exporters participating in international trade fairs, exhibitions, and buyer-seller meets.
- b. Facilitate access to export promotion schemes, incentives, and market intelligence to enhance competitiveness in global markets.

10. Digital Platforms and Showcases:

- a. Establish online platforms and showcases dedicated to promoting Indian design talent and achievements globally.
- b. Leverage digital technologies and virtual exhibitions to reach international audiences and stakeholders.

Outcomes:

- a. Increased visibility and recognition of Indian design excellence on the global stage.
- b. Enhanced international collaborations, partnerships, and business opportunities for Indian designers and design firms.
- c. Strengthened India's position as a hub for design innovation, creativity, and cultural exchange worldwide.

8

FINANCIAL STRATEGIES FOR DESIGN INNOVATION

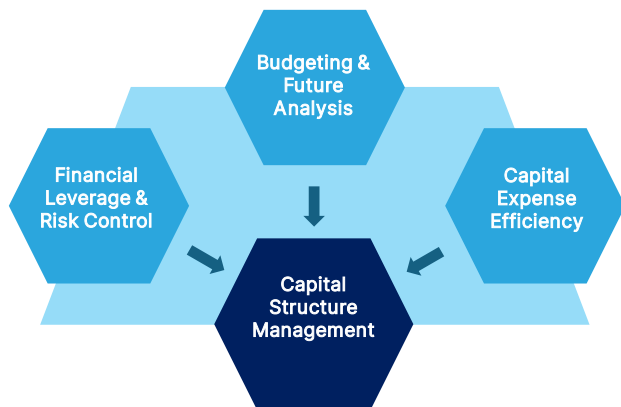
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Financing and funding mechanisms play a crucial role in supporting design initiatives, enabling the development of innovative products, services, and solutions. Here are some financing and funding mechanisms tailored for design initiatives: ”

- i. **Public Funding Programs:** Funding programs specifically targeted at design and innovation, such as innovation grants, research and development tax incentives, and small business funding schemes. These programs aim to stimulate economic growth, foster innovation, and support the design industry.
- ii. **Venture Capital and Angel Investors:** Venture capital firms and angel investors may provide funding to design startups and early-stage companies with high growth potential. These investors typically seek innovative ideas, scalable business models, and strong teams with a track record of success.
- iii. **Crowdfunding Platforms:** Crowdfunding platforms such as Kickstarter, Indiegogo, and GoFundMe allow designers to raise funds directly from individuals and supporters. Designers can launch crowdfunding campaigns to finance product development, production, and marketing, leveraging the power of community support and pre-sales.
- iv. **Bank Loans and Lines of Credit:** Designers and design firms may secure financing through traditional bank loans, lines of credit, or business loans. Banks and financial institutions offer various financing options tailored to the needs of small businesses, startups, and entrepreneurs in the design industry.

v. Corporate Sponsorship and Partnerships:

Corporations and businesses may provide sponsorship and funding for design initiatives through corporate social responsibility (CSR) programs, sponsorship agreements, and strategic partnerships. Designers can collaborate with corporate sponsors to access funding, resources, and marketing support for their projects.



vi. Incubators and Accelerators: Design-focused incubators and accelerators provide funding, mentorship, and resources to startups and early-stage companies in the design industry.

These programs offer a supportive ecosystem for designers to develop their ideas, validate their business models, and access investment opportunities.

vii. Industry Grants and Competitions:

Industry associations, design organizations, and companies may offer grants, awards, and competitions to support design innovation and talent development. These programs provide funding, recognition, and networking opportunities for designers and design firms.

viii. Private Foundations and Trusts: Private foundations and charitable trusts may offer grants and funding support for design projects that align with their philanthropic goals and priorities. Designers can research and apply for funding from relevant foundations and trusts that support design-related causes.

ix. International Funding Opportunities:

Designers may explore international funding opportunities, such as grants, scholarships, and fellowship programs offered by international organizations, cultural institutions, and bilateral aid agencies. These programs provide funding for design projects, research, and capacity-building initiatives on a global scale.

9

LIST OF ENGAGEMENTS FOR THE DESIGNER COMMUNITY: NATIONWIDE DEVELOPMENT PURPOSES

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Facilitating engagement within the designer's community nationwide requires a multifaceted approach that fosters collaboration, knowledge sharing, and networking opportunities. Here's a list of engagements to leverage and facilitate the designer's community nationwide: ”

i. Design Conferences and Summits:

Organize national-level design conferences and summits that bring together designers, industry professionals, educators, and policymakers to discuss emerging trends, best practices, and challenges in the design industry. These events provide opportunities for networking, learning, and collaboration on a large scale.

ii. Regional Design Meetups and Workshops:

Host regional design meetups, workshops, and seminars in different cities and regions to facilitate networking and knowledge exchange among local designers. These

events can focus on specific design disciplines, technologies, or industry sectors, catering to the diverse interests and needs of designers across the country.

iii. Online Design Communities and Forums:

Create online design communities and forums where designers can connect, share ideas, seek feedback, and collaborate on projects. Platforms such as LinkedIn Groups, Slack channels, and online forums provide virtual spaces for designers to engage with peers, ask questions, and participate in discussions on design-related topics.

- iv. **Design Hackathons and Designathons:** Organize design hackathons and designathons that challenge designers to solve real-world problems within a limited timeframe. These events encourage creativity, collaboration, and rapid prototyping, fostering innovation and showcasing the talent and skills of designers nationwide.
- v. **Design Competitions and Awards:** Host design competitions and awards programs that recognize and celebrate excellence in design across various disciplines and categories. These competitions provide opportunities for designers to showcase their work, gain recognition, and connect with industry leaders and potential collaborators.
- vi. **Design Mentorship Programs:** Establish mentorship programs that pair experienced designers with emerging talent to provide guidance, support, and career advice. Mentorship programs help designers develop their skills, navigate career challenges, and build professional networks within the design community.
- vii. **Design Education and Skill Development Initiatives:** Collaborate with educational institutions, design schools, and training centres to develop and offer design education and skill development programs. These initiatives provide aspiring designers with access to quality training, resources, and mentorship to pursue careers in design.
- viii. **Design Exhibitions and Showcases:** Curate design exhibitions, showcases, and galleries that feature the work of local designers and design firms. These events provide opportunities for designers to exhibit their work, connect with potential clients and collaborators, and gain exposure to a wider audience.
- ix. **Industry Partnerships and Collaborations:** Forge partnerships and collaborations with industry associations, businesses, and government agencies to support the design community and promote design-led innovation. Collaborative initiatives can include research projects, training programs, and advocacy efforts to advance the interests of designers nationwide.
- x. **Design Policy Advocacy and Engagement:** Advocate for policies and initiatives that support the design industry and foster a conducive environment for designers to thrive. Engage with policymakers, industry stakeholders, and the broader community to raise awareness about the value of design and its impact on economic, social, and cultural development.
- xi. **Design Museum and Resource centre:** The Design Museum and Resource Center serve as collaborative hubs for the design community. Through exhibitions, workshops, and a wealth of resources, they facilitate engagement and partnerships among designers, educators, and industry professionals, fostering innovation and advancement in design.

EVALUATING THE IMPACT OF INDIA DESIGN POLICY COMMUNIQUE

Introduction

The India Design Policy Communique is a strategic initiative aimed at harnessing the power of design to foster innovation, drive economic growth, and address critical societal challenges. This chapter provides an in-depth evaluation of the policy's impact on designers and industries in India, examining how it influences economic development, sustainability, education, cultural preservation, and overall quality of life.

Overall Impact on Designers and Industries:

1. Economic Growth and Global Leadership

The India Design Policy Communique is designed to elevate India's position as a leader in the global design industry. By fostering a culture of innovation and excellence, the policy communique supports the growth of the

design sector, which in turn drives economic development. Indian designers and design firms are encouraged to pursue cutting-edge projects and explore new market opportunities, enhancing their competitiveness globally. The policy communique also creates an environment conducive to attracting foreign investment and forging international partnerships, further strengthening India's economic standing in the global design arena.

2. Sustainable Development

Sustainability is a cornerstone of the India Design Policy Communique. The policy communique encourages the integration of sustainable practices across all design disciplines, from product design to urban planning. By promoting eco-friendly materials, energy-efficient processes, and circular economy principles, the policy communique addresses pressing environmental challenges. This focus on sustainability not only helps mitigate ecological impacts but also positions Indian design as a

leader in creating solutions that align with global sustainability goals. The adoption of sustainable design practices contributes to long-term environmental stewardship and supports India's commitment to addressing climate change.

3. Educational Advancement and Job Creation

A major component of the policy communicate is its impact on design education and job creation. The policy communicate supports the enhancement of design education through updated curricula, advanced training programs, and industry partnerships. These improvements ensure that the next generation of designers is equipped with the skills needed to excel in a rapidly evolving industry. The policy communicate also stimulates job creation by expanding opportunities within the design sector and related industries. As educational programs produce skilled professionals, the demand for design services and expertise grows, creating new employment opportunities and fostering economic growth.

4. Enhanced Quality of Life

The policy communicate's initiatives have a direct and positive impact on quality of life across various domains. In healthcare, for example, design innovations are improving patient care and system efficiency. In urban development, strategic design contributes to more livable and functional city environments. By addressing specific needs through thoughtful design solutions, the policy communicate enhances daily experiences and well-being for individuals and communities. The emphasis on user-centered design ensures that solutions are practical, accessible, and responsive to real-world challenges.

5. Revitalization of Traditional and Creative Industries

The policy communicate plays a crucial role in revitalizing India's traditional and creative industries, including handicrafts, textiles, and

other cultural practices. By integrating modern design principles with traditional craftsmanship, the policy communicate helps preserve cultural heritage while expanding market opportunities. This revitalization supports local artisans and craftspeople, enhances their economic prospects, and promotes cultural diversity. The policy communicate's support for these industries helps maintain India's rich cultural legacy while fostering innovation and economic development.

6. Strengthened Infrastructure and Urban Development

Infrastructure and urban development are key focus areas under the policy communicate. By promoting strategic design solutions, the policy communicate aims to improve the quality and functionality of public infrastructure. This includes enhancing transportation systems, public spaces, and utilities. The emphasis on sustainable and resilient design practices ensures that infrastructure projects contribute to long-term urban development goals. Improved infrastructure supports economic growth, enhances livability, and prepares cities for future challenges.

7. Increased Export Competitiveness

The policy communicate enhances the global competitiveness of Indian design products and services. By supporting innovation, quality, and branding, the policy communicate helps Indian designs stand out in international markets. Increased export competitiveness not only boosts India's trade balance but also promotes the country's design capabilities on the global stage. The policy communicate's focus on global market integration opens new opportunities for Indian design firms and helps them achieve greater success abroad.

8. Cultural Preservation

Cultural preservation is a vital aspect of the National Design Policy 2024. The policy communicate supports design initiatives that

respect and celebrate India's diverse cultural heritage. By incorporating traditional design elements and practices into modern projects, the communicate helps preserve cultural identities and promotes cultural tourism. This approach ensures that India's rich cultural legacy is maintained and appreciated, while also contributing to the country's creative economy.

9. Collaboration and Partnerships

The policy communicate fosters collaboration and partnerships within the design community and with external stakeholders. By encouraging

interdisciplinary approaches and joint ventures, the policy communicate creates opportunities for shared learning, innovation, and investment. Strategic partnerships with international organizations, businesses, and educational institutions enhance the design ecosystem and support the policy communicate's objectives. Collaboration drives collective progress and ensures that design initiatives have a broader impact.

CONCLUSION

The India Design Policy Communique has a profound and far-reaching impact on designers and industries in India. Through its emphasis on economic growth, sustainability, education, and cultural preservation, the policy communique advances the design sector and contributes to broader societal and economic objectives. By fostering innovation, enhancing quality of life, and supporting traditional industries, the policy communique not only strengthens India's position in the global design landscape but also drives positive change across various sectors. The comprehensive approach of the policy communique ensures that design plays a pivotal role in shaping a more prosperous, sustainable, and culturally enriched future for 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 organization, with around 9,000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 365,000 enterprises from 294 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.

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 2024-25, CII has identified "Globally Competitive India: Partnerships for Sustainable and Inclusive Growth" as its Theme, prioritizing 5 key pillars. During the year, it would align its initiatives and activities to facilitate strategic actions for driving India's global competitiveness and growth through a robust and resilient Indian industry.

With 70 offices, including 12 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 about 300 counterpart organizations in almost 100 countries, CII serves as a reference point for Indian industry and the international business community.

Confederation of Indian Industry

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