

KEY ACTION POINTS

1. Imbibing design thinking

The Premise: Design Management as a Way of Thinking

- ❖ Hold awareness programmes on design thinking among various stakeholders.
- ❖ Make it mandatory to carry out studies on carbon footprint of every industrial Design covering its whole lifecycle.

2. Increasing country's design count

(1) Increasing Country's Design Count through Identifying Demands

- ❖ Develop design demand forecasts [say for coming five years] in industrial/ other sectors and create the required number of design institutions/courses.

(2) Increasing Country's Design Count through Reducing Regional Disparities

- ❖ Develop design clusters in the design-poor states to carry research on sector-specific design needs with links with design institutions/industry of other states.
- ❖ Hold promotional activities among design-poor states such as best innovation design award and theme-based competitions where new innovations get noticed.

(3) Reaching out to Unknown Designers

- ❖ Hold design exhibitions at national/state/district levels after a preliminary registration.
- ❖ Launch a design mentor system for not-so-well-to-do invisible designers.

3. Overcoming design human resource roadblock

(1) Expanding Human Resource Base

- ❖ Expand design education infrastructure.
- ❖ Build domestic and foreign collaborations of design institutions and industry so as to provide industrial training to faculty; and hold joint short courses on practical designs.

(2) Building Design Consciousness among Students

- ❖ Hold Design Olympiads at district, state and national levels every year.

4. Strengthening productive links of designers with industry and domestic and global markets

(1) Capacity-Building

- ❖ Develop a time-table for identifying design inputs for various government missions.
- ❖ Work out Design and Innovation Strategy-2035 and link it with the country's Science and Technology Plan-2035.

(2) Design Consultancies as R&D Institutions

- ❖ Regularise large design consultancies as R&D entities under the DSIR.

(3) Emphasis on the Indigenous

- ❖ Provide comprehensive support to existing crafts and agricultural sectors and start applying design elements in them to boost productivity

(4) Facilitate and Incentivise Designers

- ❖ Single window for easy loans, better technologies, guidance on developing and advertising brand and support for exports.
- ❖ Introduce a legislation to regulate minimum design fees and payments to design professionals at design ideation/final stage.

(5) Raising Awareness among Stakeholders

- ❖ Build awareness among design stakeholders about the enabling success factors that have led to the success of design sector in other countries.
- ❖ Create awareness among designers and industry to sensitise them on gaps in Indian designs and global standards.

5. Providing incubating support to startups

Holding Hands of Startups on an Innovation Path

- ❖ Prepare a manual for startups as how to get seed fund support, build and market designs, and obtain IPR/patenting services, branding and web/logo design.

6. Celebrating design through enhanced visibility

Celebrating Design through Exhibiting and Showcasing

- ❖ Hold national design exhibitions/International Design Triennials and celebrate events like design weeks/design month in various cities/towns.
- ❖ Build a single website where all designs (temporarily registered) should be displayed and the companies could directly buy from the same site.
- ❖ Introduce an award system for designers at national, state and district levels, on the lines of the awards bestowed on master crafts-persons and weavers.

7. Intellectual property rights issues

(1) Awareness Building and Support to Designers

- ❖ Create awareness among designers about the benefits of online registration in various parts of the country through zonal setups.
- ❖ Decentralise IPR system by setting up branch offices [to begin with at Rajkot, Noida, Bengaluru, Surat, Ludhiana, Ahmedabad, Jaipur, Pune and Thane].
- ❖ Make current on-line design registration platform available in regional languages.

(2) Ensuring Protection of Designs

- ❖ Modify rules to institute heavy penalties and punishments for design offenders
- ❖ Introduce a streamlined cancellation procedure.

8. Enhancing impact of government initiatives

- ❖ Launch a country-wide campaign to build awareness about I-Mark amongst students, academic institutions, government departments, trade bodies and consumers at large.

