INDIA DESIGN REPORT

Table of Contents

Message

MESSAGE

I am happy to learn that the Confederation of Indian Industry (CII), as a part of their pioneering initiatives in Design in the country, is bringing out "The India Design Report"-a nationwide study on India Design Sector. I hope that this Report will enrich the information about Indian Design Industry and help to develop a deeper understanding of the design development and growth.

Though design has been a part of India's civilizational heritage which got reflected through our arts and crafts, the strategic importance of design for national and industrial competitiveness has been recognized only recently. Realizing the fact that designs can play a pivotal role in enhancing the competitiveness of both manufacturing and service industries, Government of India announced a National Design Policy in February, 2007 with the vision to have a "Design Enabled Indian Industry" which could impact both the national economy and the quality of life in a positive manner.

Keeping the spirits of the National Design Policy, the Government have begun to take some right steps towards creating a design movement in the country. The most significant step, after the announcement of the Policy, has been the establishment of Indian Design Council (IDC) in March 2009 chaired by Mr. Anand Mahindra.

In order to enhance the significance of design in manufacturing, engineering management and marketing, it is necessary for the designers, apex industry organizers and academic institutions to bring about awareness on the role of design and help to enhance the competitiveness of our industries.

I hope that this report will arouse the much needed consciousness and information about design which constitutes a very crucial element for enhancing the competitiveness of our industries.

ANAND SHARMA

Message

Confederation of Indian Industry (CII) has been espousing the cause of Design in India for the last 8 years or so. It has been doing so through its national committee on design and by organizing national design summit for the last 8 years along with National Institute of Design. Besides the summit, it has various initiatives going on around the year to promote design.

As its ongoing pursuit to establish design as a tool for national competitiveness, CII is bringing out the first India Design Report - a nationwide study on Indian Design Sector.

The report seeks to analyze the current state of design in different design disciplines. This report is being prepared to strengthen the capacity to develop a deeper understanding of the design economy and to help / guide effective policy and program development. This report will inform various stakeholders like industries, governments, and public about the strengths and activities of Indian design. The report presents statistics of Indian design, information about design governance, design ecology, applicability of design and some trends. The information presented in the report represents the most up-to-date analytical information about the Indian design industry gathered in one report.

With this publication, CII presents a report on the direction for design in India. The publication will pave way for Government's vision for its policy and for the initiatives that will be implemented in the time ahead. This report we hope will make it possible to initiate a dialogue between Indian design industry and the Government and corporate sector.

Vikram Kirloskar
Chairman – National Design Committee
Confederation of Indian Industry

Executive Summary

- Design activities in India are carried out by in-house designers employed by businesses. Another component is the consultancies / studios offering specialized design services i.e. the Design Industry. The report presented here focuses on the design industry.

- The design domains considered in this report are Architectural Design + Interior Design + Landscape Architecture + Furniture Design, Fashion + Textile + Jewellery + Leather Design, Graphic Design, Animation & New media design, Industrial + Automotive + Retail Design, Allied Areas (Toy + Set & Exhibition Design + Design Research) and Human Computer Interaction (HCI).

- We sent the survey forms for many companies from the design industry. Of the many survey forms, sent, we got 170 responses which contained the desired information in a usable and verifiable manner. Hence most the statistical results presented here are on the basis of these 170 responses.

- In addition to the survey we collected a lot of information through desk research.

- Design industry is characterized by small to medium sized firms. Many of them are one to five people operations. Of these many are founded recently.

- There are a few well organized design companies with higher employment rate. These firms offer multiple specialties and serve more or less as one-stop-shop for design needs.

- Majority of design activities is focused in 4 cities viz. Mumbai, Delhi, Bangalore and Pune. Design activities are urban in character.

- India is one the few countries to have formulated and adopted a National Design Policy. It recently constituted an India Design Council to implement the major provisions of National Design Policy.

- Design education has seen a spurt of growth in the last 5 years or so with many private institutions getting initiated. Till before 5 years, the design education landscape was characterized by Government supported institutions only, which were few in numbers for a country as large as India.

- Lately the Indian Design companies have been entering into collaboration with foreign design companies. This number is miniscule at present, but the trend is visible.

- Many foreign design companies are setting up offices in India on their own. There are a few already here, mainly in the area of branding and communication.
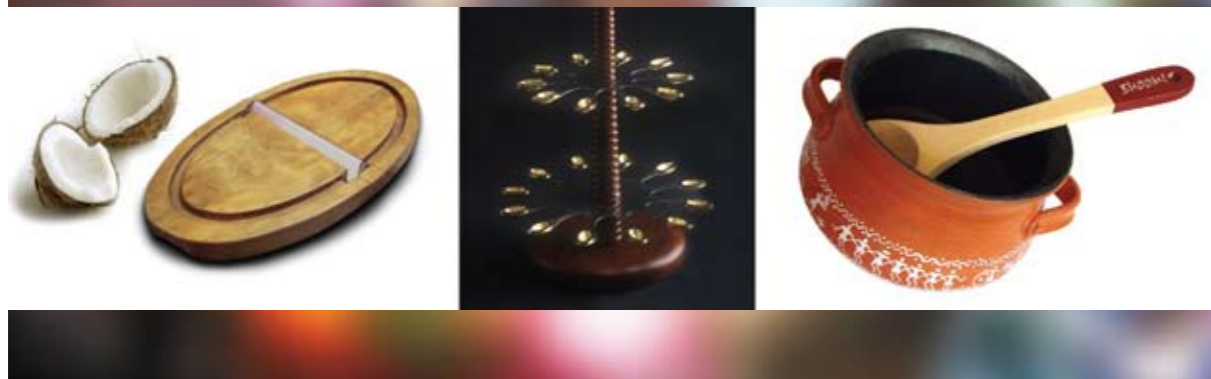
Design
in India

Introduction

We live in interesting times defined by exponential change. We have increasingly learned to adapt to this change, but are yet to fully learn to accept it. This has lead to massive economic and social upheavals during current times. In our quest for industrialization followed by knowledge and service commoditization, we nearly forgot society. People who are still impoverished, people with special needs, people with low incomes are still unserved, causing anxiety and extreme reactions. Design is a perfect response to bind people together and to elevate human life through harmonious synchronization of needs and solution. Design is something that makes business and social sense at the same time. In the present and forthcoming scheme of things design certainly has a very important role to play by helping companies and societies to accept and adapt to the changing climate and to capitalize on the change by turning it into an opportunity.

Design has evolved from being a vocation dealing with form and function to a new approach of developing business models. Design has also evolved over the past years from being a mere function of styling or aesthetics (where form and function are the focus) to design as a process (where design thinking is integrated into the development process). Today it has become a strategic element and an innovation leading process.

From modest beginning Indian Design Industry is on a maturity curve now. At this juncture it needs a strategic and long term direction to fortify the gains already made. Even though the design industry in India is very small at present, its economic impact is quite high as it helps major industry sectors by augmenting their business value and competitiveness.

Design can transform the way we do things, and result in new economic benefits and a better quality of life. The strategic nature of design helps solve problems in ways that are functionally and aesthetically pleasing and make economic sense. Design helps to improve quality and differentiation, offer world class products and services, improve business efficiencies, productivity and margins, increase revenues and achieve higher market share and accelerated growth.

This report presents the Indian Design Industry in its present form. The analyses and statistics are based on desk research, interviews and questionnaires. Due to the scarcity of well defined and regularly collected data about the Indian design industry, and also due to inadequate survey information this report does not give an entirely accurate picture of the industry. Information and data on design as an economic activity is not available. Also as it is the first such report, the historical perspective of growth of design industry is unavailable.

In spite of data inadequacies, the report attempts to present an accurate picture of the design industry, scope and activities of the industry and supporting structures using available information.

Design Industry Statistics

Industry Structure

The design industry lags behind other professional services domains in numerical terms when looked at in terms of turnover and number of employees. Architecture, Interior, Animation / New Media, Fashion Design are leading domains within the design industry. Other segments are far behind at present. However with the change in the economic scenario, design domains such as graphic design, industrial design, human computer interaction are growing at a fast clip.

The number of design companies is growing as also there is growth in existing companies. There is a good trend of designers opting to start their own setup. Hence most companies existing today are new. The existing companies are consolidating further by adding more services to their portfolio within diverse design disciplines.

India is a large market and at the same unique as well. There is no such thing called as a thumb rule which can describe Indian market or consumers. They vary in cultures, traditions, religions, customers, food, dressing, etc. At the same time the Indian consumer is becoming more demanding and is asserting himself / herself to get his / her aspirations satisfied.

Multinational corporations are focusing on India as a new market for trading their products / services. They understand that successes elsewhere may not necessarily translate in a similar way in India. They will need to understand the market, the sensibilities of the people and respond to them through their offerings. Global corporations will need to work with Indian designers to understand the local market.

To better understand the Indian consumer, to meet the needs and aspirations of this assertive, active, enlightened consumer, Indian businesses and multinational corporations will need to take assistance from Indian designers. This puts a spot light on the design industry as never before.

Designers in Various Design Disciplines

Table 1

Design Disciplines	Designers (in %)
Architectural Design[1]	89.83
Interior Design + Landscape Architecture + Furniture Design[2]	10.17

Table 2

Design Disciplines	Designers (in %)
Fashion + Textile + Jewellery + Leather Design[3]	9.75
Graphic Design	18.09
Animation + New Media Design	9.64
Industrial + Automotive + Retail Design	22.63
Allied (Toy + Set & Exhibition + Design Research)	10.94
Human Computer Interaction (HCI)[4]	29

([1,2,3,4] based on secondary data collected on 36337 designers in India)

(Remaining figures based on a sample size of 170 studios surveyed)

- Architectural Design, 89.83%
- Interior Design + Landscape Architecture + Furniture Design, 10.17%
- Fashion + Textile + Jewellery + Leather Design, 9.75%
- Graphic Design, 18.09%
- Animation & New media design, 9.64%
- Industrial + Automotive + Retail Design, 22.63%
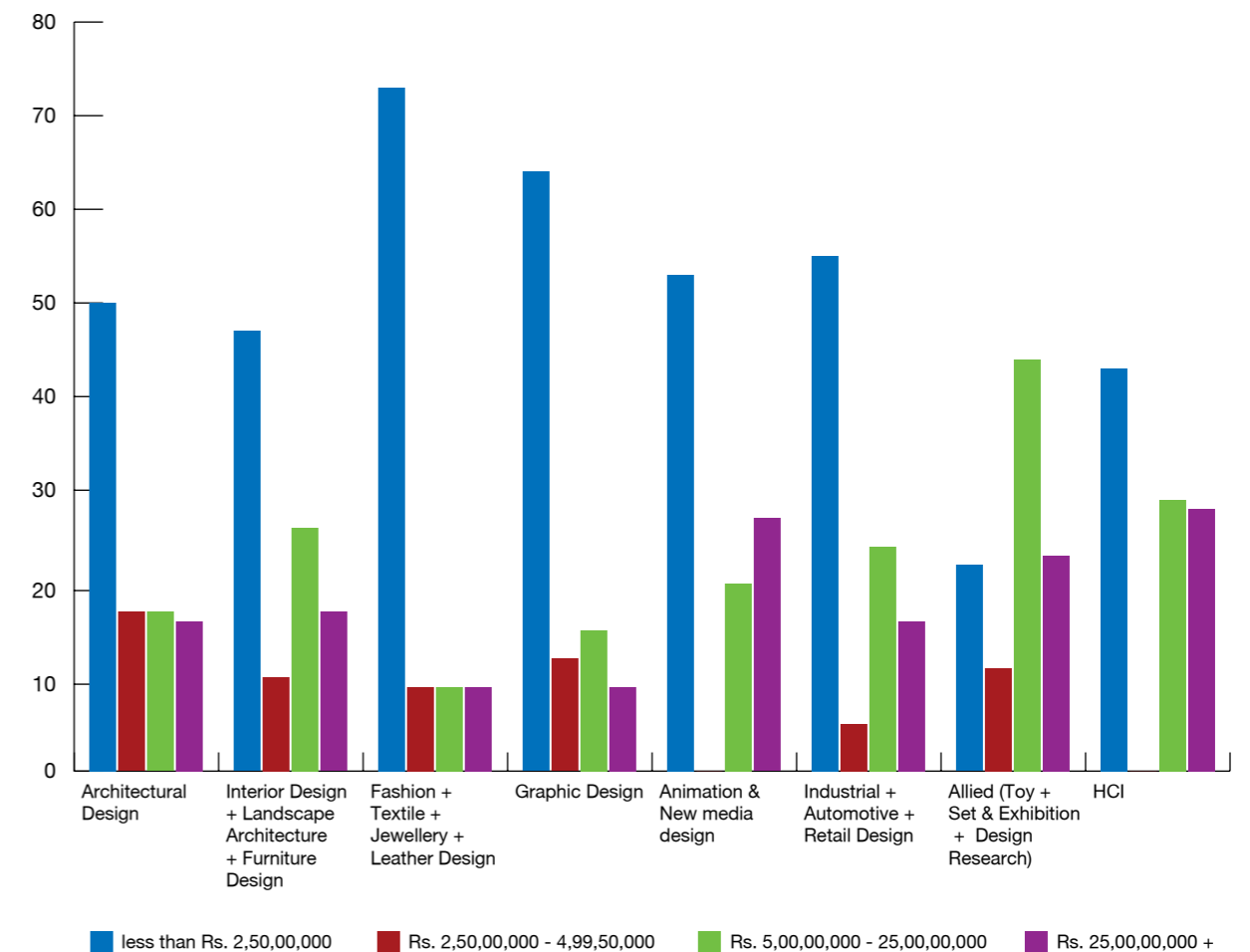- Allied (Toy + Set & Exhibition + Design Research), 10.94%
- HCI, 29%
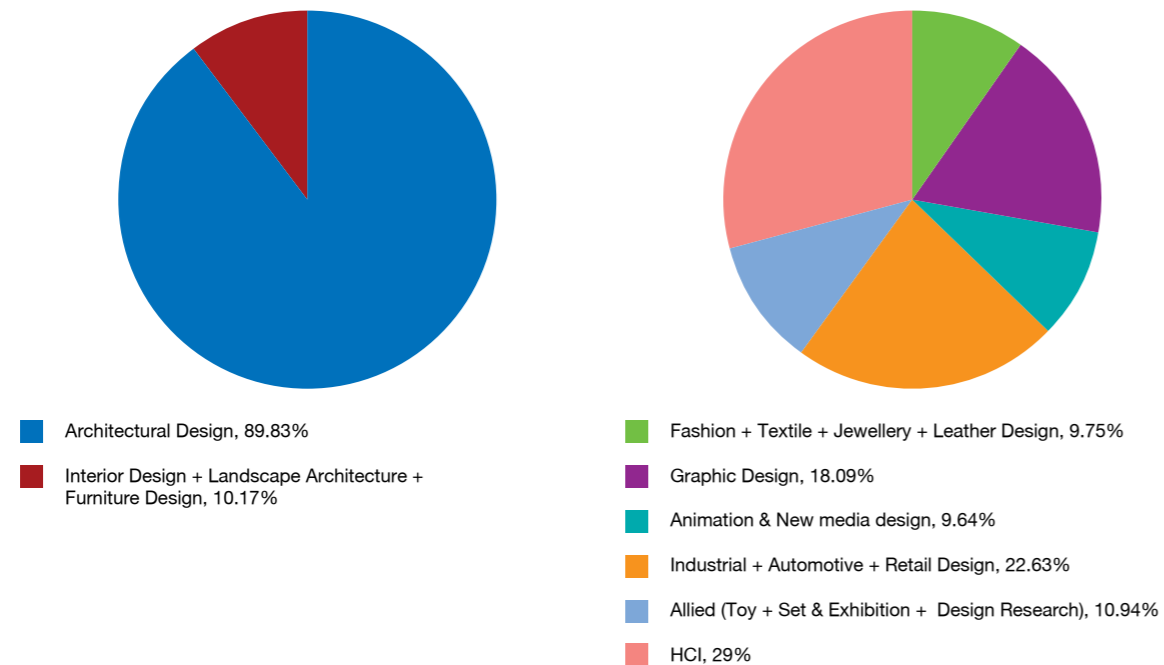
The table shows the maximum concentration of designer is in the area of architecture and interior design. The obvious reason is that architecture as a domain of study and practice has been well entrenched for a long time. Many from the architecture profession have migrated to interior design. The HCI numbers seem higher because of the migration of graphic and industrial designers to this domain. The other design domains are coming up fast and soon the numbers will increase considerably in these domains. It would happen faster for fashion design and animation as compared to others.

Design Industry by Turnover

Table 3

Design Area	Number of Companies (in%)*			
	less than Rs. 2,50,00,000	Rs. 2,50,00,000 - 4,99,50,000	Rs. 5,00,00,000 - 25,00,00,000	Rs. 25,00,00,000 +
Architectural Design	50	17	17	16
Interior Design + Landscape Architecture+ Furniture Design	47	10	26	17
Fashion + Textile + Jewellery + Leather Design	73	9	9	9
Graphic Design	64	12	15	9
Animation + New Media Design	53	0	20	27
Industrial + Automotive + Retail Design	55	5	24	16
Allied (Toy + Set & Exhibition + Design Research)	22	11	44	23
HCI	43	0	29	28

(*Based on a sample size of 170 studios surveyed)

- less than Rs. 2,50,00,000
- Rs. 2,50,00,000 - 4,99,50,000
- Rs. 5,00,00,000 - 25,00,00,000
- Rs. 25,00,00,000 +

Design Industry Distribution

Table 4

Design Areas	Number of Design Companies* (In %)
Architectural Design	6
Interior Design, Landscape Architecture & Furniture Design	13
Fashion Design, Textile Design, Jewellery Design & Leather Design	9
Graphic Design	20
Animation & New media design	10
Industrial Design, Automotive Design & Retail Design	25
Allied (Toy Design, Set & Exhibition design & Design Research)	11
Human Computer Interaction (HCI)	6

(*Based on a sample size of 170 studios surveyed)

Even though the domains of architecture, interior and landscape show a small number of design companies, the reality may not be so. Similarly industrial design and graphic design companies appear to be skew about 45% of the design companies, which is also not the case. The reason for this is, that the majority of survey respondents were from graphic and industrial design firms and more so from industrial design firms.

- Architectural Design, 6%
- Interior Design + Landscape Architecture + Furniture Design, 13%
- Fashion + Textile + Jewellery + Leather Design, 9%
- Graphic Design, 20%
- Animation & New media design, 10%
- Industrial + Automotive + Retail Design, 25%
- Allied (Toy + Set & Exhibition + Design Research), 11%
- HCI, 6%
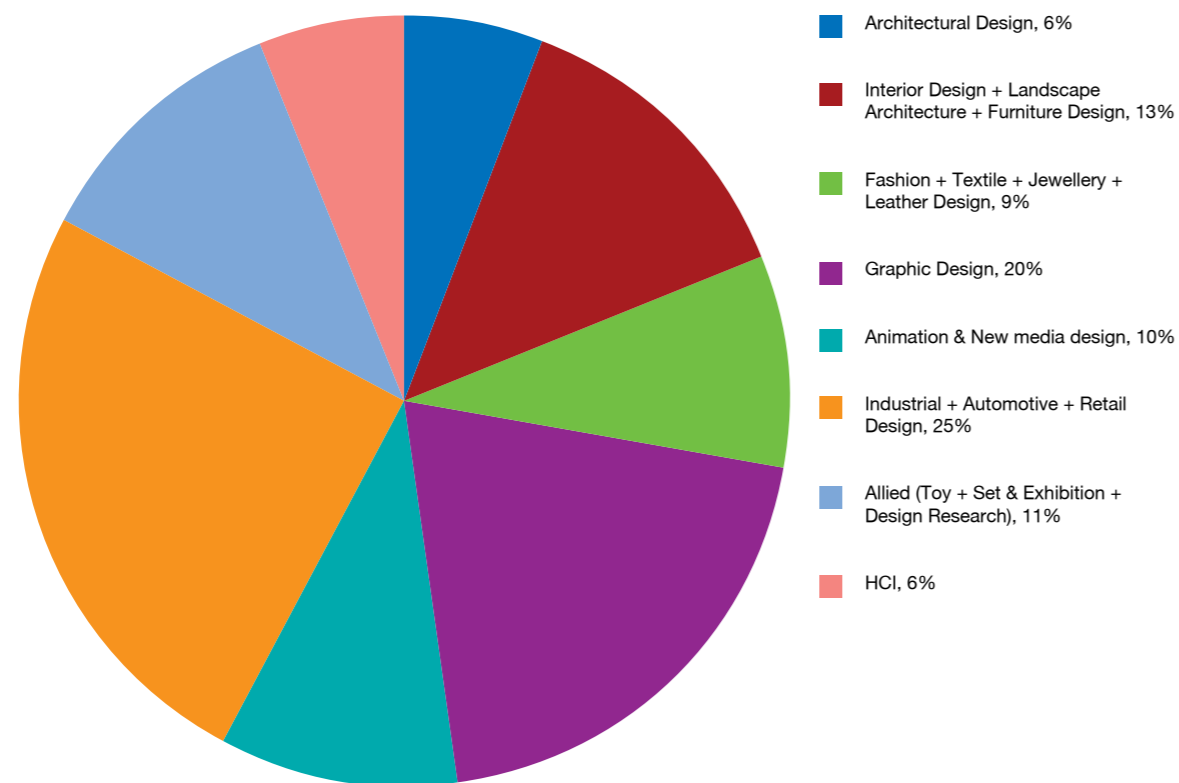
Geographical distribution of design industry

Table 5

Location	Design Studios (in %)*
Bangalore	24.12
Mumbai	22.35
Delhi	22.94
Pune	14.71
Ahmedabad	4.12
Chennai	2.35
Hyderabad	1.76
Coimbatore	1.18
Rajkot	1.18
Goa	1.18
Cochin	0.59
Nagpur	0.59
Pondicherry	0.59
Jamshedpur	0.59
Lucknow	0.59
Surat	0.59
Vijayawada	0.59

(*Based on a sample size of 170 studios surveyed)

Design Studios in %
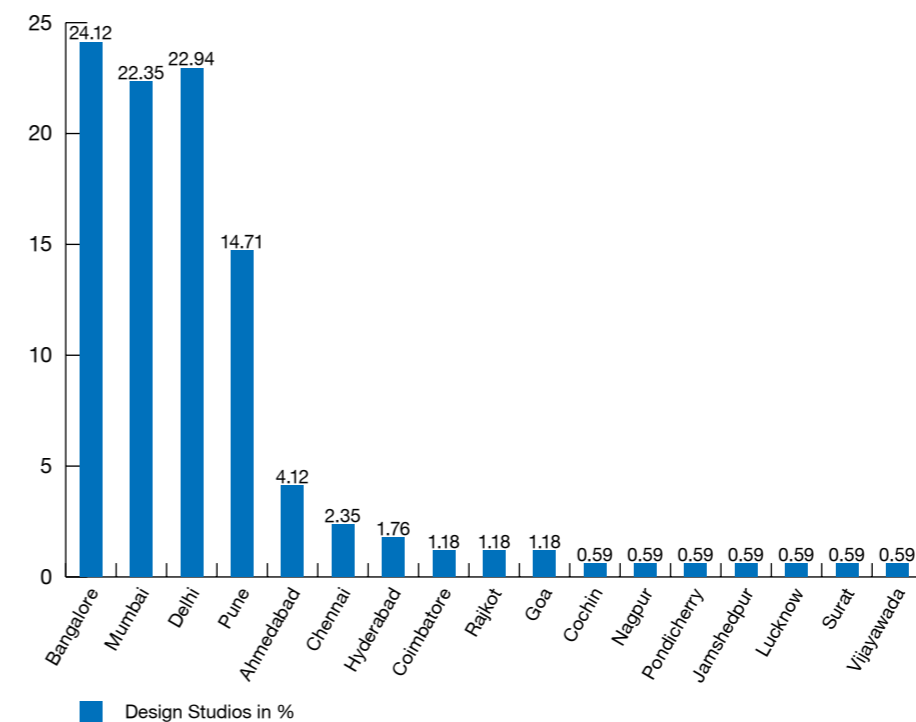
It can be seen according to table 4, that the major concentration of design companies is in four urban areas viz. Mumbai, Delhi, Bangalore and Pune. All these four cities are industrially active and are home to the majority of well known Indian companies.

The concentration of design companies in Bangalore and Pune is due to technology companies and older automobile firms. This is further corroborated in table 5 which shows that industrial design practice is more prevalent in these cities. Also these two cities offer a very good standard of living, good weather and an experimental, culturally active society. Both cities offer a complete ecosystem for design including design firms, design users, educational institutions and a positive environment.

Mumbai and Delhi are natural destinations for design companies purely for the reason that these two cities host the topmost Indian corporations from diverse segments. These two cities offer a well developed market for design services.
The presence of leading design education institutions in these cities is also another reason for concentration of design companies in these cities.

While the overall concentration of design companies is in the urban regions, the practice of architecture and interior design is spread across the country. Still large architecture and interior design firms are concentrated in urban areas.

City Wise Design Services

				Design Services Provided					
City	Architectural Design	Interior Design + Landscape Architecture+ Furniture Design	Fashion + Textile + Jewellery + Leather	Graphic Design	Animation + new media design	Industrial + Automotive + Retail Design	Allied (Toy + Set & Exhibition + Design Research)	HCI	Total No. of Studios*
Ahmedabad	14	57	29	43	29	71	43	14	7
Bangalore	7	20	15	41	15	49	20	12	41
Chennai	0	0	0	25	0	75	0	1	4
Cochin	100	100	0	0	0	0	0	0	1
Coimbatore	50	0	0	50	0	50	0	0	2
Delhi	7	32	25	64	29	54	32	4	28
Goa	0	50	50	50	0	50	50	50	2
Gurgaon	10	10	0	10	20	50	20	20	10
Hyderabad	0	0	0	0	0	67	33	33	3
Mumbai	16	21	29	42	24	45	16	11	38
Nagpur	100	0	0	0	0	0	0	0	1
Pondicherry	0	0	100	0	0	0	0	0	1
Pune	20	48	16	52	28	76	36	28	25
Jamshedpur	0	0	0	0	0	100	0	0	1
Lucknow	0	0	0	0	0	100	0	0	1
Rajkot	0	50	0	50	50	0	0	0	2
Surat	100	100	0	100	0	0	0	0	1
Vijayawada	100	100	0	0	0	0	0	0	1
Noida	0	0	0	0	0	100	0	0	1
Total									170

(*Based on a sample size of 170 studios surveyed)
(one firm can provide multiple services)

Employment Distribution of Designers

Many designers are employed in places other than the design industry. Many companies prefer to have in-house designers in addition to their sourcing of design services. Many companies totally rely on in-house design expertise.

With the changing character of the Indian industry, where it is producing more and more original products, the role of designers is also becoming more intensive. Till recently Indian industry, which was manufacturing focused, relied on designs from outside sources and would employ in-house designers to translate these designs as well as make some minor modifications.

There are no available figures of the exact split between designers working in the design industry vs in-house designers in other industries.

Table 7

Design Discipline	Independent (in%)	Employed (in%)	Unknown (in%)
Architectural Design[5]	46	54	0
Interior Design + Landscape Architecture + Furniture Design[6]	1	11	87
Fashion Design + Textile + Jewellery + Leather Design	10	35	55
Graphic Design	13	87	0
Animation + New Media Design	10	90	0
Industrial Design + Automotive & Retail Design	11	89	0
Allied (Toy Design + Set & Exhibition Design + Design Research)	12	88	0
Human Computer Interaction (HCI)	1	32	68

([5, 6] based on secondary data collected on 36337 designers in India)

(Remaining figures based on a sample size of 170 studios surveyed)
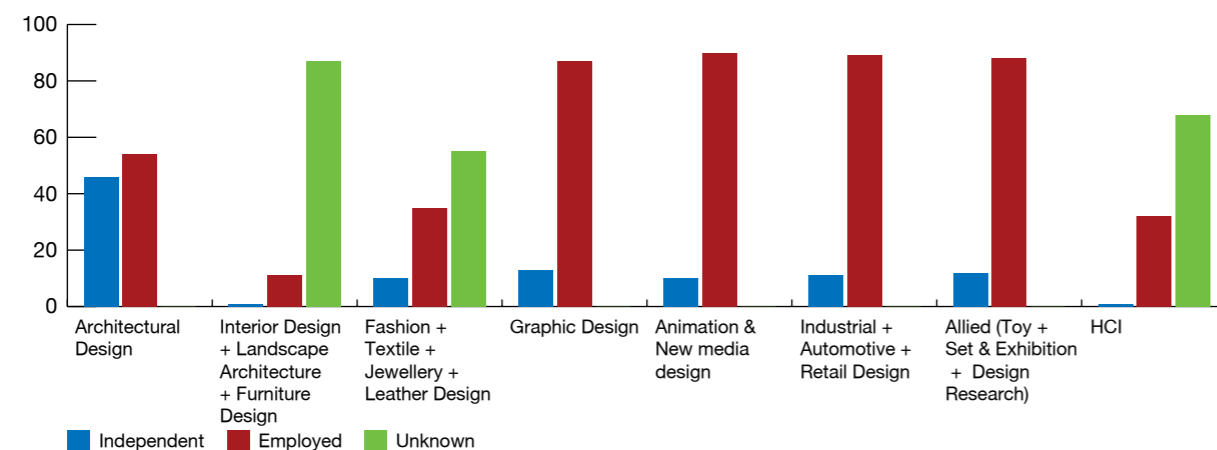
Design Users

The use of design (i.e either in-house design activities or the purchase of specialized design services) by Indian firms is spread across many sectors. FMCG companies, automobile, retail, IT/communication, fashion industries have a particularly large use of design. The typical buyers of design services include appliance manufacturers, machine tool manufacturers, automotive industry, furniture manufacturers, retail industry, hospitality industry, Telecom and IT industry, FMCG companies, banking and insurance companies, publishing companies, apparel and footwear companies, pharmaceutical industry etc. Domains such as education, NGOs, institutions, real estate, government, etc. sporadically use design services.

Overall design utility is viewed in a very limited perspective by Indian industry. Design is an underused activity in most Indian businesses. Design is often seen as an expense item reserved for large companies thus keeping small and medium sized companies out of the design users list.

Nonetheless design is evolving to become more strategic in nature. It means that businesses use design across the length of their development process as also they use design to find new areas of business. Companies use design in different ways. Some use it as strategic tool and some relegate it to be used at the end of the development process for styling purposes. A handful of Indian companies use design strategically.

Services Offered by Design Companies

Design Disciplines	Typical Services	*Table 8*

Architectural Design

- Supply of designs
- Site supervision
- Coordination with contractors and consultants
- Project planning
- Project estimation
- Project management services
- Infrastructure Development
- Structural engineering
- Design development
- Urban Design
- Environmental Design
- Cost analysis and estimates

Interior Design + Landscape Architecture + Furniture Design

- Set design
- Furniture and utility product design
- Home, office interior design
- Accessories and furnishings design
- Residential and commercial landscape designing and detailing
- Retail space design

Fashion + Textile + Jewellery + Leather Design

- Textile and fabric consulting
- Apparel designing
- Fashion consulting
- Jewellery designing
- Leather products and accessories design
- Trend research and reporting
- Corporate uniform design

Graphic Design

- Print design such as brochures, books, leaflets, flyers, posters etc.
- Packaging design
- Branding strategy
- Visual communication
- Product graphics
- POP graphics
- Website design
- E-catalog design
- Miscellaneous design such as menus, newsletters, signage etc.

Animation + New Media Design

- Character development
- Animation and effects
- Web design & application development
- Instruction design
- Films, short films
- Multimedia solutions

Industrial + Automotive + Retail Design

- Design research
- Design engineering
- Product definition
- Product design
- Product styling
- Product detailing
- Digital design visualization
- Technical surface development
- Operational engineering
- Solid and surface modeling
- Mockup building
- Functional prototyping
- Service design

Design Disciplines Allied (Toy + Set & Exhibition + Design Research)

- Toy design
- Set & exhibition design
- Design research
- Trend forecasting
- Consumer insight studies
- Competitive benchmarking

Human Computer Interaction

- User experience definition
- Ergonomics
- Human factors
- Interaction design
- Usability factors

Internationalization

A few Indian design companies are internationalizing their operations. They have been opening offices in other countries as also they are tying up with design companies from other countries. Some such tie-ups are listed below. As it is a new phenomenon the successes or failures of these tie-ups or their operational framework is not known. Some more tie-ups are in the offing, but not yet declared.

- Elephant Strategy + Design entered into an alliance with npk Industrial Design, Netherlands and Design Continuum, USA.[7]
- Vyas Gianetti Creative signed six partnerships with Flex / The Innovation Lab (Product Design); Lava Graphic Studios (Editorial Design); Indeed (Marketing Sales & Strategy); Wally Olins' Saffron; DixonBaxi (Creative and Strategic consultancy); and Ryan + Deslauriers (Real Estate Branding).[8]
- Onio Design has partnered with Style Vision, France for Trend Research.[9]
- Brandscapes Worldwide Consultancy has tied up with Design Bridge, U.K based design consultancy firm.[10]

Foreign companies like Saffron Brand Consultants, Landor & Associates, Fitch, WD partners have already setup operations in India. These companies mainly represent the branding and communication domain. There is news of a few more coming to India from other design domains as well. As the Indian government is a signatory to the World Trade Organizations General Agreement on Trade in Services (GATS), foreign architects can practice in India.

Global Competitiveness

The Korean Institute of Design Promotion (KIDP) developed the first ever framework to evaluate the design competitiveness. The National Design Competitiveness Power (NDCP) 2008 revealed its first results for seventeen major countries. The report found that Italy topped the list while France and United States were ranked second and third. China, Singapore and India were ranked 13th, 15th and 17th respectively.[11]

The report used three sub-units to measure nation design competitiveness viz. public goods level (design policy), design industry level (design industry) and the people / consumers level (design culture). For each of these units they evaluated competitiveness in three aspects of performance, investment / environment and human resources. Key points to note from the study are :

- People in Taiwan, India and China are well aware of public design institutions.
- Italy, China and India are the main players in overseas design outsourcing (design export)
- China and India are thought to enjoy affordable pricing for design development.
- While design-related sales of European countries such as Germany and Italy are high, those of Asian countries such as India, Korea and China are notably low. This highlights a significant gap in the design industry between European and Asian countries.
- In France, India and Sweden, consumers favor a design style that is reflective of their unique cultural characteristics.
- Korean firms spent less money on design, along with Brazilian and Indian firms.
- Design-related investment is the lowest in India.
- The total expenditure by people on design is highest in Britain and the U.S., while those of Korea, China and India are low, indicating lack of public awareness of design.

Representative List of Design Companies

A representative list of some of the design education institutions is given here for ready referral only. The list is not exhaustive. Also mention of a particular institution in this list does not in any way imply that these institutions are the only or the best institutions for design.

Table 9

Consultancies	Design Areas	No. of Designers
Idiom Design and Consulting Ltd, Bangalore	Retail Design, Packaging ,Graphic Design, Branding, Product Design, Experience Design, Identity, etc	102
Incubis Consultants India, Delhi	Industrial Design, Architectural Services, Retail Design, New Media, Project Management, Operations Management, Quality Control, Urban Design	52
Elephant Strategy + Design, Pune	Corporate Identity, Packaging, Product Design, Environment/Space Design, Branding, Graphic Design	48
ReZonant Design, Bangalore	Advertising, Branding, Environment Graphics design, Multimedia, Web Design	32
Icarus Design Pvt Ltd, Bangalore	Branding, Industrial Design Services	26
DMA Branding, Mumbai	Branding Solutions, Corporate Branding, Marketing, Design & Packaging	25
Innovative Design Engineering Animation Pvt Ltd (IDEA), Ahmedabad	Industrial Design, Engineering, Animation, etc	25
Design Directions Pvt Ltd, Pune	Product Design, Graphic Design, User interface, Brand & Identity	19
Lemon Design Pvt Ltd, Pune and Delhi	Strategic Branding, Communication Design Services, Industrial Design, Interaction Design, Environment & Retail design, Motion Design	18
Desmania Design, Mumbai and Delhi	Product Design, Packaging Design, Visual Communication, Brand experience	16
DFC Design For Change, Bangalore	Retail design, Brand Identity, Strategy Consulting	16
Onio Design Pvt Ltd, Pune	Product Design, Design Research, Communication Design	15
Lokus Design, Pune	Architecture & interiors, Branding & Communication, Packaging Design, Product Design, Retail Design, Strategic Design	15
TSK Design, Bangalore	Graphic Design	9
Platypus Innovations, Pune and Delhi	Insight & Strategy, Product & Service Innovation, Strategic Branding, Innovation Capability, Innovation systems, Innovation Management	8
Sarvasva Design, Pune and Mumbai	Architecture Applications (Signage & Graphics, Cladding & structural systems, Street furniture, etc), Interior Architecture Applications (Set Design, Exhibition systems, retail & POS/POP modular display systems, Handicraft & Jewelry, etc)	8
Cluster One creative solutions Pvt Ltd, Pune	Industrial Design, Architeture, Landscape, Interior Design, Web Design	6
Freedom Tree Design, Mumbai	Color forecast, Theme Selling, Color Plan, Color Evaluation	6
Kena Design, Bangalore	Branding & Identity, Print & Publication, Interactive Design	5
Ticket Design Pvt Ltd, Pune	Consumer products design , Electronic products design, Medical products design, Kiosks and displays design, Transport design, Retail design	5
Aditi Deo Graphic Design & Calligraphy, Pune	Graphic Design	4
Designworks, Pune	Industrial Design, landscape design, Interior Design, Graphic Design	4

Company	Services	Count
D'Three, Ahmedabad	Interior Design, Graphic Design, Industrial Design	4
Ekibeki Inc, Mumbai	Graphic design, Jewellery Design, Industrial Design	4
Global Ideas, Mumbai	Graphic design, Industrial design, Urban Planning, Motion graphics, animation & new media	4
Lopez Design Pvt Ltd, Delhi	Communication design, Environment Design, Print New media (Website) design, Brand Identity design	4
SA Graphic, Rajkot	Graphic Design, Motion Graphics, Animation & New Media, Brand Development	4
3 Head Design	Graphic Design, Branding, Visual Communication Solutions, Retail, Interactive	4
Wisdom Tree, Pune	Graphic Design, Branding	4
Sesh Design, Delhi	Retail Graphics, Advertising, Seminar Covers	3
Tycka Design Private Limited, Bangalore	Innovation Services, Identity Design, Industrial Design, Workshops, Manufacturing	3
Brand Planet Elephant, Delhi	Brand Management Consultancy & Planning, Brand Communication Services, Strategic Design & Business Transformation Solutions	2
Design Membrane, Mumbai	Identity & Branding, Print, Illustration, Interactive, Packaging	2
Chiragh Kirpalani, Pune	Graphic Design Services	1
Dolka Innovations Pvt ltd, Gurgaon	Graphic Design, Motion Graphics, Animation & New Media, Brand Development, HCI	1
Amuse Design, Delhi	Architecture, Interior Design	3
Bang Design, Bangalore	Product, Identity, Insight, Interactive, Spaces	12
Centroid Creative Hubb, Chennai	Project management, Industrial Design, Engineering Design, Production Support	3
Emantras Product Design Dept, Chennai	Product Design, Design Research, Design Engineering	4
Flextronics Design India Limited, Bangalore	Electronics Systems design, Mechanical Engineering & tooling, PCB design, Components Solutions, Software Development & Integration	4
Futuring Design, Mumbai	Design Research, Industrial Design, Product Development, Prototyping & Model Making Batch Manufacturing	6
Mind's Eye Design Private Limited, Ahmedabad	Signage Design, Retail Design, Design Strategy, Exhibition Design, Product Design, Corporate Identity, Space Design, Furniture Design	3
Neubauplan Machine Design Studio, Pune	Mechanical instrument design, Prototype assembly, debugging and trials, Design of new products for machinery manufacturers	2
Purnansh Design, Pune	Product Development, Packaging Solutions, Environment Design	2
Studio Korjan, Ahmedabad	Product Design & Development	4
Think Design, Delhi and Hyderabad	User experience Design, Industrial Design, Research	15
Unika Enterprises, Mumbai	Interior Design, Landscape Architecture, Fashion, Textile, Jewellery, Lifestyle product Design, Motion graphics, animation & new media design, Brand Development, Industrial, Automotive, Retail Design	4
Uttejna Technologies, Bangalore	Product Design, Industrial Design & Product styling	4
Vivek Amberkar, Mumbai	Industrial Designer	1
W D Partners India Pvt Ltd, Mumbai	Design & Branding, Operations Engineering, Architecture, MEP Engineering, Structural Engineering, Development Services, Construction Administration	4

Inhouse design units

With the increasing focus on designed offerings, the role of inhouse design departments has evolved from being just a redesigning or adapting outfit to a department which plays an important role in the organizations overall strategy. The number of inhouse design departments is growing, signifying increasing importance of design.

The inhouse design departments are prevalent in companies dealing with products, automobiles, fashion and accessories, software and hardware, furniture design. From our survey maximum number of inhouse departments are in the industrial, automotive & retail design domain. This can be attributed to the huge involvement of design in every part of their processes. Following is the representative list of companies (discipline wise) having inhouse design units.

Table 10

Design Disciplines	Companies
Fashion + Textile + Jewellery + Leather Design	• Hi Design
Graphic Design	• Sodexho pass ho • Styling Studio, Ashok Leyland technical center • Tata Elxsi • Tata Interactive Systems
Animation + New Media Design	• Tata Elxsi
Industrial + Automotive + Retail Design	• Bajaj Auto • Bajaj Electricals • Flextronics • Forbes Marshal • Geometric • Intel • LG Electronics • Mahindra Composites • Maruti Suzuki • Philips India • SABIC Innovative Plastics (GE Plastics) • Styling Studio Ashok Leyland Technical Center • Tata Elxsi • Tata Motors • Usha Sriram • Whirlpool
Human Computer Interaction (HCI)	• Capgemini India • Genesis Usability • Geometric • Infosys • Mind Tree • Persistent Systems • Symantec

Multi nationals like LG Electronics, Whirlpool, Philips, General Motors, Renault, AMD, Google, GE, Microsoft, Nokia, Motorola, Yahoo & Oracle have all set up their own in house design units in India. The inhouse design departments of the MNC's cater to creation of India specific offerings with an aim to create a niche position in the Indian markets. At the same time they also cater to the needs of other markets utilizing the world-class expertise of Indian designers.

In case of retail design, with the increasing focus on visual merchandising & inhouse brands, large retailers are setting up their own inhouse design departments. The focus on having inhouse design departments can also be seen in case of garment & jewellery exporters. Information technology companies are also investing in design with a view to make their offerings more customer focused & easy to use.

Many young designers are also choosing to work in an inhouse department due to benefits, predictable hours, career paths, opportunity for structure & greater collaborations. Exposure to major international projects is also one of the attractions as these design departments not only do work for Indian operations but also for their parent companies.

Design Education

Number of Design Programs

Design Area	No of Programs			
	Post Graduate	Under Graduate	Diploma	Certificate
Architectural Design[12]	32	135	0	0
Interior Design + Landscape Architecture + Furniture Design[13]	8	22	0	0
Fashion + Textile + Jewellery + Leather Design	17	198	187	183
Graphic Design	5	30	2	0
Animation + New Media Design	3	1	347	372
Industrial + Automotive + Retail Design	11	12	1	1
Allied (Toy + Set & Exhibition + Design Research)	1	2	0	0
Human Computer Interaction (HCI)	5	1	1	0

([12,13] based on secondary data collected from COA & IIID)

(Remaining figures based on data collected from respective Institutions in each Design Area)
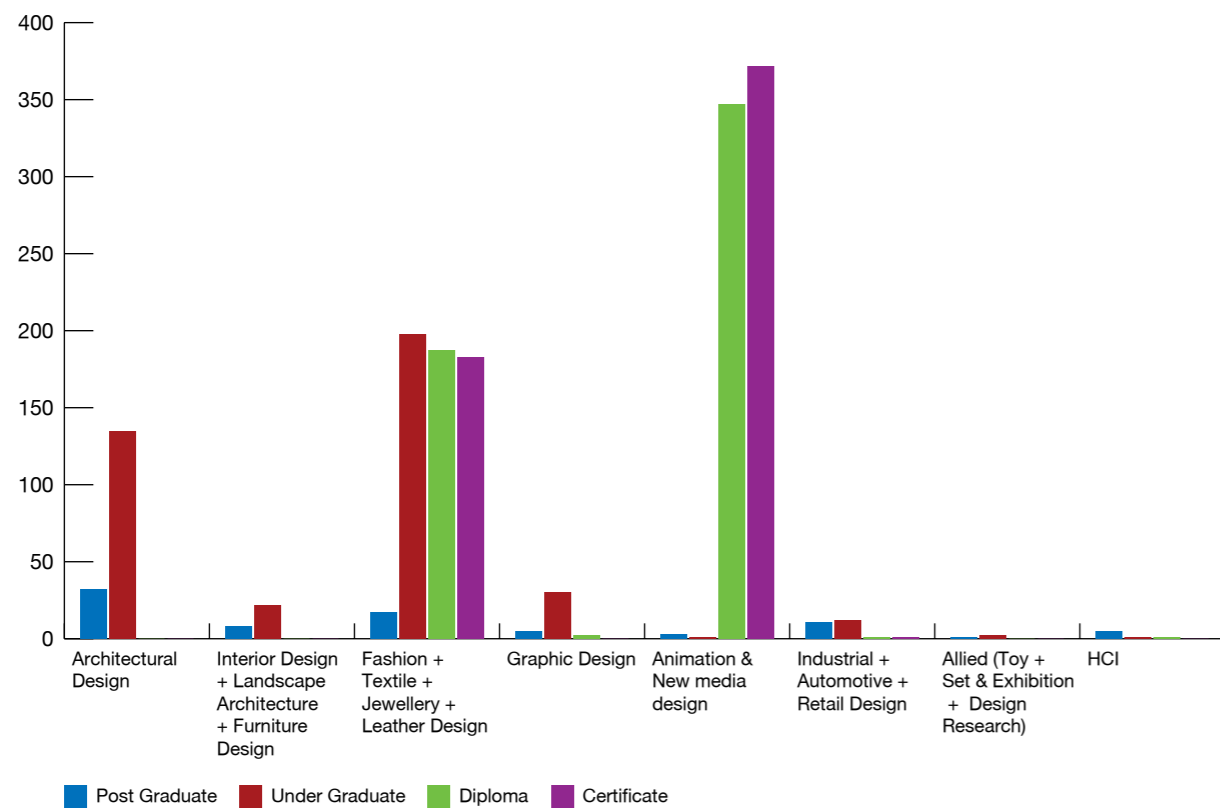
Student Enrollment

Design Area	Total Enrolment (in%)
Architectural Design[14]	17.35
Interior Design + Landscape Architecture + Furniture Design[15]	6.81
Fashion + Textile + Jewellery + Leather Design	30.11
Graphic Design	6.81
Animation + New Media Design	33.65
Industrial + Automotive + Retail Design	4.46
Allied (Toy + Set & Exhibition + Design Research)	0.36
Human Computer Interaction (HCI)	0.41

([14,15] based on secondary data collected from COA & IIID)

(Remaining figures based on data collected from respective Institutions in each Design Area)
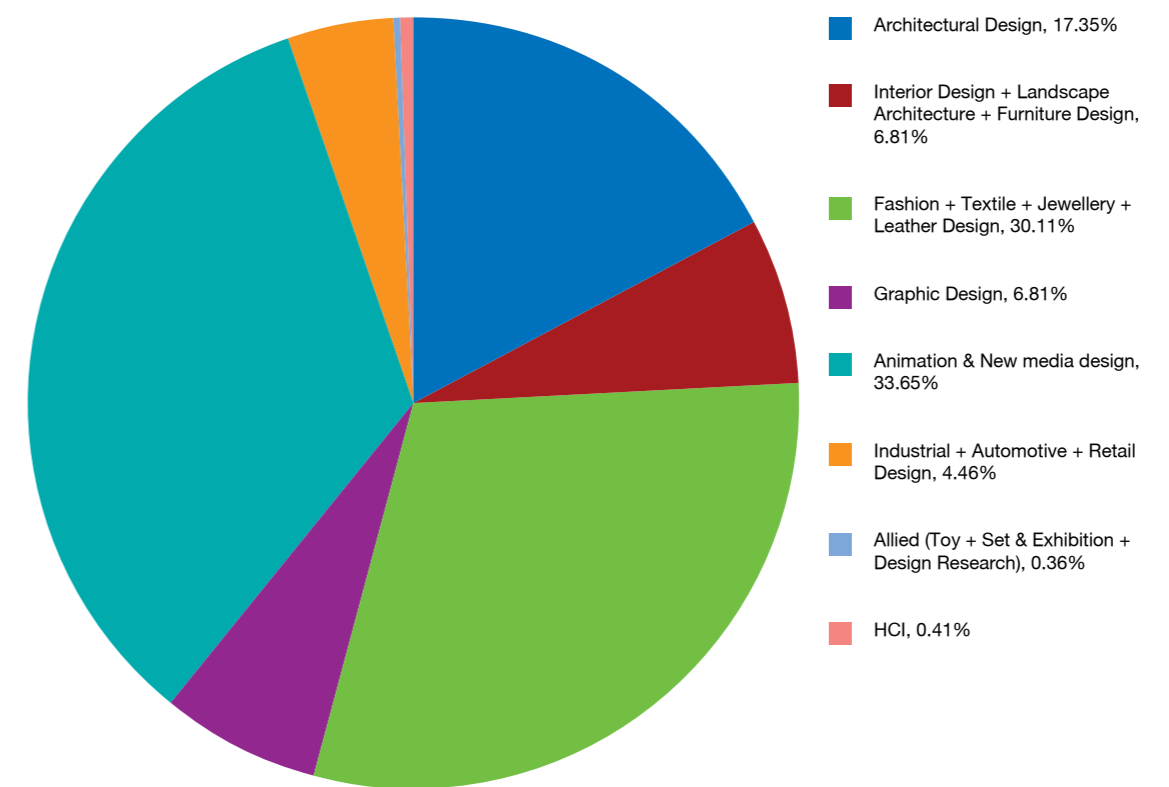
Fashion and Animation tops comparative student enrollment within design. Animation is growing at a very fast rate primarily for two reasons. The first reason is establishment of animation as a viable career option and second being the abundance availability of animation education in cities of all sizes. Similarly for Fashion Design it is the availability of instruction in this area in all geographies. Fashion and Animation has seen a tremendous growth in urban and semi urban areas where institutes are offering certificate and diploma courses ranging from 3 months duration to 2 years. Many of these institutes are franchises of major institutes. Fashion Design is offered as a 3 year Bachelors Degree program by many universities and is also offered as a 3 year diploma course post 10 years of school education.

Architecture education is governed by the Council of Architecture which is a statutory body and which licenses architects in India for practice as well as recognizes qualifications. Recently some universities have introduced interior design as a specialization within architecture programs. Many universities have initiated three year bachelors program in interior design, which tend to be more interior decoration than interior design. Apart from architecture there is no statutory governance of specific nature for other design disciplines. The recently constituted India Design Council has accreditation of design qualifications as one of its mandate. The precise regime of a accreditation is yet to come in force.

Within graphic design, there is a sizeable presence of program called "Applied Arts". Applied arts is a four year program post twelve years of school education and it is mandatory to have approval from All India Council for Technical Education to initiate this program besides university affiliation. Students completing applied arts programs are mainly employed within the advertising industry.

Certificate and Diploma programs in the classic graphic design, industrial design and other design disciplines are offered by a handful of institutions. This number is growing with every passing year. As of date the traditional universities within India don't have approved programs approved. The University of Pune is the first university to approve these programs as Bachelors degrees. Recently Delhi university decided to establish a three-year undergraduate program in design leading to postgraduate and research programs in the twin streams of design and design studies. Delhi university will have a faculty of design and a school of design offering BA, MA and eventually a PhD programme in design.

In addition to the designers qualified through the number of design programs, there is also a good number of professionals working or operating as designers who are not formally trained. This is mainly so in the field of graphic design, where for example fine arts students have acquired some graphic design skills and are working as graphic designers. HCI is another field where due to lack of qualified people within the specific domain of HCI, people with other qualifications are discharging HCI duties.

The Indian design education system offer diverse programs choices at all levels such as certificate, diploma, under graduate and post graduate programs. However most of the post graduate programs are essentially after-graduate programs. This means that at the post graduate level instead of offering instruction that is advanced in nature as compared to under graduate level, instruction offered is similar in content to under graduate programs. The eligibility for admission to these post graduate programs is "any graduation". Hence the post graduate program does not build on the knowledge acquired by the student during under graduate studies. Rather it starts with fundamentals of design and cover the under graduate program content in two years. Barring a few exceptions such as the Industrial Design Centre of IIT, Bombay and the Centre for Environmental Planning and Technology (CEPT), Ahmedabad there are virtually no PhD programs in the field of design.

Design Educators

A representative list of some of the design education institutions is given here for ready referral only. The list is not exhaustive. Also, mention of a particular institution in this list does not in any way imply that these institutions are the only or the best institutions for design.

Design Disciplines	Institutions	Table 13
Architectural Design	• Centre for Environmental Planning and Technology (CEPT) • JJ School of Architecture • School of Planning & Architecture	
Interior Design + Landscape Architecture + Furniture Design	• Anna University-Chennai • Centre for Environmental Planning and Technology (CEPT) • Design Institute of India • National Institute of Design (NID) • Srishti School of Art, Design & Technology • University of Pune	
Fashion + Textile + Jewellery + Leather Design	• International Institute of Fashion Technology (IIFT) • Inter National Institute of Fashion Design (INIFD) • National Institute of Design • National Institute of Fashion Technology (NIFT) • Pearl Academy of Fashion • Srishti School of Art, Design & Technology	
Graphic Design	• Apeejay Institute of Design • Department of Design-IIT Guwahati • Design Institute of India • DJ Academy of Design • IILM Institute for Higher Education • Industrial Design Centre- IIT Bombay • Loyola College- Department of Visual Communication • MIT Institute of Design • National Institute of Design, • Raffles Design International • Srishti School of Art, Design & Technology • Symbiosis Institute of Design	

Animation + New Media Design	• Arena Multimedia • Design Institute of India • DSK International Institute of Design • Industrial Design Centre- IIT Bombay • Maya Academy of Advanced Cinematics (MAAC) • National Institute of Design, • Srishti School of Art, Design & Technology • ToonSkool
Industrial + Automotive + Retail Design	• Centre for Product Design and Manufacturing, IISC, Bangalore • Department of Design-IIT Guwahati • Design Programme- IIT Kanpur • DJ Academy of Design • DSK International Institute of Design • Industrial Design Centre -IIT Bombay • Instrument Design & Development Centre- IIT Delhi • IILM Institute for Higher Education • IIITDM, Jabalpur • MS Ramaiah School of Advanced Studies • MIT Institute of Design • National Institute of Design • Nettur Technical Training Foundation • Raffles Design International • School of Planning & Architecture • Symbiosis Institute of Design
Allied (Toy + Set & Exhibition + Design Research)	• Design Institute of India • National Institute of Design
Human Computer Interaction (HCI)	• Department of Design-IIT Guwahati • Industrial Design Centre -IIT Bombay • National Institute of Design

Sectoral Highlights

Animation & New Media Design

Market / Industry

Animation

- Animation is an art that merges text, images, graphics, audio and video to create virtual magic.
- Animation industry in India is estimated to be at USD460 million in 2008.[16]
- The market has been defined as animation entertainment (USD120 million), animation education (USD53 million) and custom content development (USD187 million) and multimedia/web design (USD 100million).[17]
- India has about 200 animation, 40 VFX and 35 game development studios.[18]
- According to our survey Pune, Delhi and Mumbai leads in terms of having maximum number of studios offering this service followed by Bangalore.
- From our survey out of the total number of designers working in the country, this discipline accounts for around 1%.
- In terms of education, diploma courses are offered at around 347 centers of various institutes, certificate programs are offered at around 372 centers of various institutes, under graduate course are offered at one center & Post Graduate course is offered at three centers.
- Some institutions offering animation training also franchise training centers. Some have more than 40 franchisees across India.
- Graduates of these programs find rewarding careers as animators, character designers, story-board artists, creative directors, producers, consultants and designers in broadcast television channels and multimedia agencies.

New Media

- New Media comprising of Internet and Mobile, continues to be the fastest growing medium in the country albeit a small contributor to the overall advertisement expenditure.[19]
- In 2008 this medium grew by 74% to Rs.680 cr.[20]
- Earlier marketers used digital medium for awareness and lead generation but now it is increasingly becoming a part of media plans and widely used by top category advertisers.[21]
- Financial services and consumer durables businesses use this medium to generate leads. FMCG use it to create consumer engagement, while travel uses it to drive online sales.[22]
- The mobile phone as an information dissemination medium is gaining popularity due to high level of measurability and one-to-one consumer engagement.[23]
- Social networking sites like Orkut and Facebook continue to be a hub of youth activity.[24]
- Communities and blogs continue to be popular especially amongst the youth. The use of such communities, blogs and messaging was highlighted by their ability to mobilize support and aid during incidents such as the 2008 Mumbai terrorist attack.[25]
- Various Institutions around the country have also started courses on new media, teaching students knowledge of all aspects of production and business, including legal issues such as intellectual property rights.
- Courses in this domain teach digital image making, visual thinking, systems design, interface design, cognitive psychology and cultural theory, research methods, web design, e-commerce etc.
- Graduates from these programs can look forward to rewarding careers as multimedia producers, web designers, game designers etc.

Current Activities

Animation

- With the success of animation movies like Hanuman, Hanuman Returns & Bal Ganesh, Indian animation Industry is witnessing new projects and partnerships.
- In 2008 couple of Indian animation studios signed contracts with international animation & game studios like Motion Pixel Corporation, Lions Gate, Electronic Arts, etc.[26]
- Total of 85 domestic animation movies that have been announced and 28 are in different stages of production.[27]
- Animation companies have also started focusing on building original IP, which they can leverage in terms of merchandising and tv broadcast revenues.[28]
- Key challenges being faced by Industry Include low availability of skilled manpower, piracy and lack of IP protection rights.[29]
- The Industry is also faced with lack of resources, investment & adequate government support.[30]

New Media

- New media is witnessing higher usage due to increasing internet user base, increased broadband penetration, increased mobile subscription, measurability and better ROI for advertisers.

Future

Animation

- It is expected that the production budget for animated movie will increase from USD 2million- USD 2.5million to USD 5 million-USD 7.5million. The average realizations for a good animation movie will increase to USD7.5million - USD12.5 million.[31]
- It is being estimated that the Industry is set to grow at a CAGR of 27% to reach USD1163 million by 2012.[32]
- The education segment is projected to have the maximum growth rate of about 40% per annum.[33]
- Due to cost advantage, adequate skill sets and domestic market growth, international studios are setting up captive centers in India.
- New courses in this field are expected to be launched. There will be a rise in the post diploma courses for specialization. Standalone management courses in animation will also be launched.
- In near future it is expected that the rights of animation will be retained by the developer instead of the tv channel. The developer thus will be able to exploit alternate revenue streams such as merchandising and sale on digital platforms.
- Animation will also be used in digital advertising. Increasing use of animated content will be witnessed in advertisements on internet and mobile.

New Media

- The growth is expected to be driven by search engine marketing, mobile advertising and content.
- With the Introduction of 3G, the new media space is expected to witness large amount of activity in terms of communication design and strategy.

Architecture + Interior Design + Landscape Architecture + Furniture Design

The Indian real estate industry in Dec 2008 was estimated to be US$ 48 billion with a CAGR of 30 per cent.[34] Growing population, rising income levels, urbanization and the rapid growth of the IT sector are the key drivers for the Indian real estate sector. Currently as the economy is facing a slump due to global downturn, the real estate sector is facing difficulties. However, in the next 2-3 years most of the larger players are anticipated to expand aggressively across the country. With this slump considered momentary, Indian real estate industry is likely to witness huge growth again. With increase in growth, demand for allied services like architecture, interior design & landscape architecture is likely to increase.

Architectural Design

Market

- Architecture is a highly competitive and multi-disciplinary profession, involving a variety of tasks.
- As a field, it covers myriad disciplines, including spatial design, aesthetics, project management and material management.
- There are many Institutions in the country offering undergraduate & post graduate courses in Architecture.
- From our survey, out of the total number of designers working in the country, this discipline accounts for the most with 81.25%.
- Majority of the architects belong to the age group of 20-35 & hold B.Arch as their degree of qualification.[35]
- Mumbai leads in terms of having maximum number of architects followed by Pune and Delhi.
- In terms of placements, maximum numbers of architects are placed in the private sector followed by being self employed & in public sectors.

Current Activities

- In terms of outsourcing, architectural services are gaining traction with scope including design development, detailed architectural plans, construction documentation, as-built drawings, shop drawings, and visualization (3D views & walk-through).
- Architectural outsourcing service in India has the potential to grow to $12 billion in the next four to six years, from its current level of $3.5 billion.[36]
- Annual requirement projections of architects' stands over 10,000 which is expected to rise further but the training facilities available are still short.[37]

Future

- One key aspect of architecture, which is coming up and expected to play an increasing role in architectural design is environmental friendly buildings and structures. Green buildings will soon be a feature and a part of people lives.
- It is expected that India can garner 25 per cent-30 per cent of the world wide green homes market, which is expected to see about USD$15 billion investments by 2012.[38]

Interior Design

- Interior design is a multi-faceted profession wherein creative and technical solutions are applied within a structure to achieve a built interior environment.
- Interior decoration and designing in India are getting popular with a lot of people opting for the services of trained interior designers for their houses / offices, etc.
- Reason can also be attributed to the changing definitions of homes and modern residential houses, which now symbolize more with the personalities of their owners.
- Interior design is also gaining popularity among workplaces and is being considered as a science helping to reduce stress and fatigue thereby increasing productivity.
- The services provided by interior decorators and designer cover a wide range of areas and include Interior decoration services, furniture and furnishings, facilities design, mechanical designing, residential interior architecture, etc.
- Keeping in mind the demand & separate need from architecture courses, various Institutions like University of Pune and Anna University (Chennai) have announced specialized courses in Interior design as B.Arch (Interior design).

Urban Design and Landscape Design

- Landscape architects consider how a place to be used and understand what kind of natural ingredients from grass to stone to falling water will serve best.
- The scope of the profession includes site planning, housing estate development, environmental restoration, town or urban planning, urban design, parks, landscape urbanism and recreation planning.
- The work also includes conducting Environmental Impact Assessment (EIA) studies for a region (analyzing impact of development on natural resources in a region and taking steps to mitigate damage) and also assessing urban growth, need for open spaces, and developing suitable strategies to enhance the green cover of cities.
- The Industry is at a nascent stage in India, but with each year there seem to be new opportunities pouring in.
- To become a landscape architect, one needs to do an undergraduate course in architecture, followed by a two-year master's program in landscape architecture.
- Application-oriented knowledge of plant systems and processes, plants and design, landscape engineering, eco-system analysis and field ecology is imperative as is knowledge of design history and culture.
- The demand for landscape architects is not just limited to architectural firms. One can find job with builders, government authorities like DDA, NDMC, and CPWD apart from working with architects.

Furniture Design

- Furniture designers create the designs that people use as furnishings in residential and commercial properties throughout the world.
- Furniture design is a blend of multiple disciplines & is much like fashion design, as the materials, textiles, metals, etc. used to make a piece of furniture can be comparable to materials used to make a piece of clothing. Furniture design also is much like architecture in that the furniture must prove stable and safe.
- Furniture designers either work for large manufacturing industries or in batch production companies. Many set up their own design and batch production studios, undertaking custom- designed furniture. Others contribute to interior design teams, working on projects for the service sector, besides corporate organizations.
- Furniture design programs teaches an integrated approach to furniture as a part of living, work spaces and habitat and challenges and defines the boundaries of such objects in systems context.
- The Furniture design programs provide students an opportunity to challenge and redefine the boundaries of furniture, as much as to develop its traditions. The programs ensure that students are able to perform at all levels of production of furniture in various materials, mass production industries, to the small scale and craft sectors.

Graphic Design

Market

- Graphic design is the process of visual communication which combines words, images and ideas to present the information to the audience. A graphic designer is a specialist in solving the problems associated with visual communication.
- The potential of graphic design covers areas ranging from social communication to corporate communication and branding.
- Some of the multi-dimensional aspects of graphic design cover typography and type design, photography, illustration, graphic interface design, packaging, print design, corporate identity, branding and information and communication systems like signage.
- Communication across industries is changing rapidly. Creating a personal and visual vocabulary through form, proportion, image and word has become an integral part of communication.
- According to our survey, Delhi leads in terms of having maximum number of firms offering graphic design services followed by Bangalore and Pune.
- From our survey, out of the total number of designers working in the country, this discipline accounts for 1.72%.

Current Activities

- In vibrant economy like India, with many international and local players vying for consumer attention, good graphic design can make a world of difference in capturing buyer imagination.
- Growth witnessed in media industry and with new brands being launched, today many people are opting for graphic design as a career.

Future

- The Indian graphic and communication design industry is on the rise. There is an increasing need for graphic communication in the modern day commercial activities. With the growth in services like printing, advertising, book publishing, film, fmcg, consumer durables, etc, the graphic and communication design industry is expected to grow.
- With growth expected in this field, there is also a huge manpower requirement. According to rough estimates, the estimated manpower required stands at around ten thousand industrial and communication designers per annum as against current availability of only three thousand designers.[39]

Industrial Design +
Automotive & Retail Design

Industrial Design

Market

- Industrial Design (ID) is the professional service of creating and developing concepts and specifications that optimize the function, value and appearance of products and systems for the mutual benefit of both user and manufacturer.
- The industrial design sector in India is approx. worth USD 40 million (not including outsourced engineering design services), is growing at 10 per cent annually and employs less than 5,000 people.[40]
- India's share of the global industrial design pie is still less than a per cent.[41]
- From our survey, there are around 82 firms providing industrial design services in the country.
- According to our survey Bangalore leads in terms of having maximum number of studios providing industrial design services, automotive and retail services followed by Pune and Mumbai.
- From our survey out of the total number of designers working in the country, this discipline accounts for 2.17% (including automotive and retail design).
- As a career, industrial design is becoming a promising new professional career option for people with a flair for innovation of products and product systems. A number of technical institutions have commenced design programs in industrial design to train new generations of aspiring students interested in specializing in industrial design/ product design.

Current Activities

- The surge in demand for Industrial design stems from the huge growth in economy, spending power, new introductions and the pace at which products are becoming obsolete.
- The demand has also increased due to the expansion of design studios catering to offshore outsourcing.
- A number of companies which earlier provided support to Indian design and manufacturing companies have now moved on to engineering design outsourcing, particularly for the global automobile and consumer durables sectors.
- The role of Indian design studios is changing from providing execution work (of designs conceptualized in the US or UK) to providing intellectual inputs. Many international companies are approaching Indian design studios for their intellectual inputs for products to be designed specially for asian region.
- Indian industrial design houses have also moved up the design value chain and are providing design consulting and forecasting services.
- Some of the challenges faced by the companies providing industrial design services include shortage of adequate manpower and lack of resources to scale up.

Future

- The role played by industrial design companies will further evolve and move from executing strategy to shaping of strategy thereby paving a path for disruptive innovation.
- On the technology front, with the emerging virtual product design technology companies could leap frog to the final stages by simulating most of the product development and manufacturing processes in the virtual environment.

Automotive Design

- Automotive design is the consideration of aesthetics during the product development of an automobile. It encompasses almost every aspect of a vehicle's design that is readily visible to the customer - from the seats and steering wheel through to the door trims and the dashboard.
- Although primarily concerned with the appearance of a vehicle, it is also governed by various factors including security, safety and engineering.
- With sales of passenger vehicles rising to 1.83 million vehicles in 2008-2009 as against 1.77 million in 2007-2008 despite economic downturn, the prospects for a career in auto design are extremely bright.[42]
- With global car makers looking at India for innovative automobile products, the scope for indigenously designed vehicles is also growing. Some of the global car makers have setup captive design facilities in India.
- From our survey out of the total number of designers working in the country, this discipline accounts for 2.17% (including industrial and retail design).
- However, the industry is still nascent and the available manpower "needs exposure and experience besides needing qualified manpower.

Retail Design

- Retail design is a creative and commercial discipline that combines several different areas of expertise together in the design and construction of retail space.
- Retail design is primarily a specialized practice of architecture and interior design & encompasses coming together of various knowledge domains from architecture, design, spatial design to branding, merchandising, management, retail.
- With Indian retail industry currently valued at US$ 511 billion (2008) & expected to reach at US$ 833 billion by 2013, there will be a growing need of retail designers who have a complete understanding of the relevant technologies, techniques and retail processes, using these to create a truly holistic and coherent retail experience for the consumers that is not only delightful but also profitable.[43]
- Several institutes in the country have started offering courses in retail design teaching students retail history and development, retail environment and trends in the design of retail spaces including props ambience creation and visual merchandising. These courses also include study of management subjects like marketing, merchandising and buyer behavior and strategic issues.
- From our survey out of the total number of designers working in the country, this discipline accounts for 2.17% (including Industrial and automotive design).
- According to our survey Bangalore leads in terms of having maximum number of studios providing industrial design services, automotive and retail services followed by Pune and Mumbai.
- Apart from providing solutions to large retail chains, retail design companies are also providing services to small stores by providing assistance in lighting, identity creation,planning the store, customer circulation visual merchandising etc.

Allied (Toy Design + Set & Exhibition Design + Design Research)

Toy Design

- The Indian toy industry is over US$ 200 million and offers a host of products that include fun games, electronic toys, stuffed toys, educational games, toy cars etc.[44]
- The Industry is predominantly confined to the small scale industries sector and is spread all over the country meeting the local needs of different cultural parts of India.
- India manufactures toys from diverse raw materials like, plastic, wood, rubber, metal, textiles etc.
- The main organized centers for toy manufacturing are in Delhi and Mumbai.
- The strong points of Indian toy industry are skilled workforce, diverse range, focus on innovation and creativity, and emphasis on learning and education.
- Fueled by the vast domestic market, the industry has now turned its attention to global markets and is fast gearing up to meet international demands.
- As a profession, toy designers create safe, high quality, high value products. They brainstorm and get ideas for developing a new toy. They make sketches and drawings to describe the toy in detail. A model is made of toy with the help of a 3D representation. Then it is tested with the final consumer — the child. Brainstorming, designing and developing innovative concepts demand the creativity of a designer.
- Institutions offering courses in toy design encompass elements from industrial design, animation, graphic design, human psychology, interaction, sociology and management domains.
- These courses include play theory, cognitive ergonomics, color and composition, material/ media technology, study of forms, aesthetics, and design management etc.

Set & Exhibition Design

- An exhibition design is a profession of creating furnishings, fixtures and display stands for events such as large public exhibitions, conferences, trade shows and temporary displays for business, museums, libraries and galleries.
- Exhibition designers may come from many different backgrounds such as industrial/ product design, architecture, interior design or graphic design.
- However there is a large requirement upon the following skill which includes conceptual design, computer aided design (CAD) and 3D visualization, knowledge of safety, regulations, applicable standards and model making skills.
- Exhibition work is done for trade fairs or public exhibitions which bring together many different exhibitors for a short time.

Design Research

- Specialized services in design research are a growing domain.
- Companies engaged in graphic and industrial design are branching out in this domain.
- Some companies focused on design research are also being setup.
- These firms either offer design research services to clients or use design research as a part of their processes.

Human Computer Interaction (HCI)

- HCI is the art and science of making computer applications more usable for humans.
- HCI has been influenced by several overlapping traditional disciplines – computer science, cognitive psychology, behavioral science, anthropology and ethnography, communication design, product design, ergonomics, human factors, writing and rhetoric, library sciences and business process re-engineering.
- HCI is a small field in India. HCI research is even more nascent.
- For the past few years, some mainstream information technology (IT) companies in India are hiring designers for HCI activities. Other IT companies are also warming up to HCI and have started to hire designers.
- HCI designers can perform many activities like research, analysis, design and testing depending on company, project requirements, schedule and cost.
- They interact with product management or clients/ marketing/ sales to understand requirements. Then talk with development team to understand the building blocks of technology and then they create user interaction screens. They validate these user interfaces with actual users by way of usability testing.
- According to our survey Pune leads in terms of having maximum number of firms offering HCI services followed by Mumbai and Gurgaon.
- From our survey, out of the total number of designers working in the country, this discipline accounts for 2.77%.[45]
- According to our survey, there are around 22 firms providing HCI services.
- It is estimated that there is a need for 60,000 usability professionals but there are only about 1,000 in India.[46]
- While the field of usability has existed for decades, the profession has greatly matured in the last 10-15 years. The long-term prognosis for the industry is also great: there are constant opportunities in almost every industry since new products and technology comes out all the time.
- One can expect to find job titles such as usability engineer, designer, analyst, or a specialist.

Fashion Design + Textile + Jewellery + Leather Design

Indian Fashion Industry

- The current size of Indian fashion industry stands at around US$ 58 million (2008), is largely unorganized & accounts for barely 0.3 per cent of the international industry's net worth.[47]
- However, the industry is one of the fastest changing and most dynamic industries in the world today. With Indian consumer becoming more fashion conscious, it is the gigantic Indian fashion consuming public that will continue to set the growth trends for its fashion industry.
- The Industry is expected to more than double & reach US$ 150 million by 2012.[48]
- The Industry is expected to create additional employment opportunities for over 50,000 skilled professionals like fashion designer, merchandiser etc by 2012.[49]
- Major disciplines of the industry include —fashion design, textile design, leather design, accessory and jewellery design.
- From our survey, out of the total number of designers working in the country, this discipline accounts for nearly 1%.
- According to our survey more than 3000 students are being enrolled into these courses.
- One of the institution has more than 100 centers across India as franchised centres. There are others also offering training franchises in these disciplines.
- Some of the challenges being faced by the Industry include dearth of literature on Indian fashion and textiles, industry is still mostly unorganized, less number of designers developing signature styles which is essential to develop brand.

Fashion Design

- Fashion design is an applied art dedicated to clothing and lifestyle accessories created within the cultural and social influences of a specific time.
- Fashion designers need to combine their creativity with managerial skills to sustain in the industry.
- A trained fashion designer can work in areas like designer wear production, planning and concept management, fashion marketing, design production management, fashion media, quality control, fashion accessory design and promotion of brands.

Textile Design

- Textile design comprises both surface design and structural design and textile designers usually handle embroidery designs, print, weave and texture.
- The courses focus on elementary ergonomics, textile fibers, color, composition, and basic textile design for weaving and printing. They also teach dyeing techniques, printing methods, sewing techniques, and construction of fabrics and surface design. These programs helps one understand all the intricacies of production, in order to find innovative solutions.
- Textile designers work in garment manufacturing companies, fashion designing agencies, textile manufacturers, retail world, export houses or work as freelancers.

Jewellery Design

- India is the largest gems and jewellery market in the world. The jewelry industry is rapidly booming. With new styles in constant demand, jewellery design is becoming a challenging and lucrative profession.
- A jewellery designer possess knowledge about diverse kinds of stones, color schemes in jewellery, design themes, presentation and framing, designing individual jewellery pieces, men's jewellery, costume jewellery, jewellery costing, etc.
- The job requires constant study of trends in order to infuse fashion statement into the piece that suits different occasion.
- Jewellery designers prepare sketches - by hand or on the computer - to conceptualize the design. After consulting with the customer or the manufacturing team, designer creates detail drawings, a structural model, computer simulations, or a full-scale prototype. Designs are created on regular or floral patterns and then generate forms by connecting different structures together. The range of raw materials is exhaustive - from economical and easily available stuff like paper, wood, terracotta, jute, to highly priced crystals!
- Jewellery designers work in jewellery designing house, export house, fashion house or work freelance.

Leather Design

- Leather design caters to the requirements of the leather industry both in terms of goods and apparel.
- Besides design skills, a leather designer must possess knowledge and understanding of leather & leather products, Manufacturing, fashion and trend forecasting and marketing skills.
- Designers normally work with footwear companies as technical designers and stylist designers.
- While technical designers train themselves in pattern making, cutting, designing, stylist designers are responsible for updating the product in fashion and style.

Design
Ecology

Professional Design Associations

India Design Association (IDA)

At a recently concluded meeting of CII's National Committee on Design it was decided to form a pan-India association catering to design industry in India. The proposed association is an extrapolation of the existing National Committee on Design. The association will be an inclusive body representing all the stakeholders of Indian design industry. The association will represent all the design disciplines as known today.

The major objectives of the association are to further the cause of design as a profession and business, promote world-class, good Indian Design within and outside of India, to act as the reference point for the Government of India and other related bodies, to work closely with the India Design Council as an advisory body, create design awareness, set up design centers, to link up with national and international bodies to help promote the better understanding of design and to become a voice of the design Indian industry at government policy level and international arena.

Association of Indian Design Industry (AIDI)

The Association of Indian Design Industry, also known by its acronym AIDI is a professional not-for-profit body for designers and design organizations in India. AIDI is a national body of designers which represent all interest groups concerned with design. As the association grows in strength, it hopes to be the platform that enables the implementation of the many design visions of this country. AIDI was originally an acronym for Association of Industrial Designers of India, and was started to be a representative body of industrial designers in India. At that time other design disciplines had representation in other bodies. In 2007, AIDI felt that it had a greater role to play in the implementation of the National Design Policy, and that was only possible if it was more inclusive of all other disciplines of Design in India. The name was changed to Association of Indian Design Industry to reflect its new role and Charter. In December 2007, it organized a gathering of designers in Bangalore, to create an action plan for implementation of the National Design Policy.

India Design Association (InDeAs)

InDeAs is an association for addressing the interests of the design community in India. InDeAs is a pan-India networking, showcasing and events platform for India's design community (drawn from across the spectrum). The association promotes and creates awareness about the design profession in the country. InDeAs has presently a membership of 318 with commitments of 8 corporate memberships.

Pune Design Foundation (PDF)

The 'Pune Design Foundation' (PDF) is an association of design professionals & thinkers, determined to create an awareness of design in the masses, to promote the talent of Pune designers and also to make Pune as the design destination in India. Pune Design Foundation successfully organizes its weeklong trademark event, the 'Pune Design Festival'. PDF is diverse and inclusive base of professional designers. In order to develop a strong profession, a great deal of effort is afforded to integrating design provision, design use and design education. PDF is funded purely from fees generated by its members. The charter of the foundation makes it inclusive of all stakeholders within design sector. The objectives of PDF is to further the cause of design as a profession and business, to promote Pune as a preferred destination for design in India and abroad, to promote research and other scientific work in connection with design / design research & development and to encourage practical co-operation and harmonious relations among designers, other artists, contractors, vendors, the supplying traders, distributors and manufacturers. The members of Pune Design Foundation comprise design houses, institutes and corporate bodies that span various fields under the broader umbrella of 'Design'.

IIA - Indian Institute of Architects

http://www.iia-india.org/

The Indian Institute of Architects (IIA) is the national body of architects in the country. Started in 1917, the institute today has more than 15000 members. The Institute plays a major role in promoting the profession of architecture by organizing and uniting in fellowship the architects of India to promote aesthetic, scientific and practical efficiency of the profession both in practice and in education. IIA is represented on various national and international committees connected with architecture, art and the building industry and is also actively associated with International Union of Architects (UIA), Commonwealth Association of Architects (CAA) and South Asian Association for Regional Co-operation of Architects (SAARCH).

COA- Council of Architecture

http://www.coa.gov.in

The Council of Architecture (COA) has been constituted by the Government of India under the provisions of the Architects Act, 1972, enacted by the Parliament of India, which came into force on 1st September, 1972. The Act provides for registration of Architects, standards of education, recognized qualifications and standards of practice to be complied with by the practicing architects. The Council of Architecture is charged with the responsibility to regulate the education and practice of profession throughout India besides maintaining the register of architects. For this purpose Council of Architecture has framed Regulations as provided for in the Architects Act, with the approval of Government of India. Any person desirous of carrying on the profession of 'Architect' must have registered himself with Council of Architecture. The registration also entitles a person to use the title and style of Architect. The standards of architectural education being imparted by institutions (constituent colleges/departments of universities, deemed universities, affiliated colleges/schools, IITs, NITs and autonomous institutions) are also governed by Council of Architecture.

The COA oversees the maintenance of the standards periodically by way of conducting inspections through committees of experts. The COA is required to keep the central government informed of the standards being maintained by the institutions and is empowered to make recommendations to the government of India with regard to recognition and de-recognition of a qualification.

IIID - Indian Institute of Interior Designer

http://www.iiid.org

The Indian Institute of Interior Designers was founded in 1972 to establish good professional and trade practices and ethics among its members, highlight and enhance the image of the interior design profession and exchange know –how with similar organizations in other countries. Today it comprises of over three thousand members spread around the country having eleven chapters and four centers. The IIID is a full member of the International Federation of Interior Architects (IFI) / Interior Designers and the Asia Pacific Space Designers Association (APSDA) and an associate of the Japan Design Foundation (JDF).

ISOLA- Indian Society of Landscape Architects

http://www.indianlandscape.net/

Indian Society of Landscape Architects (ISOLA) is a professional body of Landscape Architects, established in 2003, to promote professional service in the art and science of Landscape Architecture/ Landscape Design as a whole, to conserve natural resources /environment/ landscape, and promote environmental concerns to the community. The Society has about 300 members from different states of the Country and some across the world. ISOLA is a member of the International Federation of Landscape Architects.

ISE - Indian Society of Ergonomics

http://www.ise.org.in/

The Indian Society of Ergonomics was established in 1983 and is the only professional body representing ergonomics / human factors professionals in India. It is affiliated to the International Ergonomics Association (IEA) and nominates members to its committees. So far, three international conferences have been organized by the Indian Society of Ergonomics with full proceedings published. Members of the Indian Society of Ergonomics belong to a wide variety of fields, including physiology, psychology, home science, industrial design, product design, occupational health, industrial safety, and engineering, reflecting the multi-disciplinary nature of the subject.

ASIFA, India

http://asifa.net/

ASIFA was founded in 1960 in Annecy (France) by the most famous animation artists of that time (like Norman McLaren & many others). It promotes opportunities for professionals in animation to share information and network globally through its publications and public communications. It is concerned with sustaining and preserving the rights of animators and the art of animation by promoting, educating, cooperating, and assisting others. It promotes progress toward peace and mutual understanding through the unified interest of the art of animation with workshops, gatherings, and worldwide projects. Today the association has more than 30 chapters all over the world. ASIFA India is a non-profit organization operational in India since 9 years. It has been actively working towards the cause of knowledge sharing, promoting animation within India & building a strong sense of community.

Design for All Institute of India

http://www.designforall.in

Design for All Institute of India located in Delhi is a self financed, non-profit voluntary organization which seeks corporate and public partnership in order to carry forward its very ambitious agenda of pro-actively building bridges of social inclusion between the design community and all other groups whose activities can be positively influenced by a coherent application of design methodology. Design for All means creating products, services and systems to cater to the widest possible range of users' requirements. The institute publishes a monthly newsletter which is circulated electronically free of cost.

Urban Design Research Institute

http://www.udri.org

The Urban Design Research Institute is a forum that supports interaction among architects, urban designers and professionals from such related fields as urban economics, sociology, planning, conservation and history. As a public charitable trust established in 1984, UDRI aims to enrich the understanding of the urban environment and works towards its improvement. UDRI's objectives have been to generate awareness, on various issues concerning the city such as urban transportation, housing, infrastructure, governance, environmental issues, urban conservation among multiple stakeholders citizens, researchers, the media, policy makers and implementation agencies, to give content to public discussion on major issues concerning the urban fabric of Mumbai and to expose urban design and planning to other mediums, to raise the standard of architectural dialogue, enhance the role of designers and planners, to constantly develop effective tools for advocacy and in organizing urban communities and to develop proposals and make recommendations for these issues at hand and take up these initiatives with the state government and other agencies to ensure fruition of these concerns.

Partners for Urban Knowledge, Action and Research (PUKAR)

http://www.pukar.org.in

PUKAR is an innovative and experimental initiative that aims to contribute to a global debate about urbanization and globalization. PUKAR takes Mumbai as its conceptual base and laboratory for cross-disciplinary research projects. PUKAR organizes seminars, workshops, talks and film screenings in english, marathi and occasionally other Mumbai languages, and focuses specifically on producing a new space for critical engagement. Its goal is to generate new urban knowledge by encouraging maximum participation of Mumbai's citizens in this process. PUKAR has an innovative transnational structure that allows PUKAR to tap into transnational circuit of scholarship and activism in creative ways and to bring respective concerns of Mumbai to these global circulations.

National Institute for Advanced Studies in Architecture (NIASA)

http://www.niasa.org

NIASA was instituted in July 2005, as the first institute of architecture initiated jointly by the Council of Architecture (COA) and the Centre for Development Studies & Activities (CDSA). It is a national level institute of excellence that facilitates advanced research in the various fields of architecture, to teachers of architecture, professionals and individuals / students. NIASA presently operates from the picturesque campus of CDSA, on the outskirts of Pune.

NIASA is set to grow in function and stature as per the growing demands of studies in architecture. At present, it operates functions in four different ways viz. PhD Program in architecture, Teacher's Training Program (TTP, Continuing Education Program (CEP) and architecture publishing cell. It also conducts National Aptitude Test in Architecture (NATA) which is a national level online test with drawing exam, necessary for admission to 5 year B.Arch. Courses at all unaided colleges in India.

Vastu Shilp Foundation for Studies and Research in Environmental Design

http://www.vastushilpa.org

Vastu Shilp Foundation is a research organization which acts as a link between academics and profession, to evolve contextually relevant norms and standards. There areas of emphasis are: habitat design, sustainable development, appropriate technologies and heritage conservation. Activities include documentation & theoretical research, applied research & demonstration and dissemination through training & publications.

Others

There are some traces about the existence of Society of Industrial Designers of India (SIDI) and Designers Guild of India (GDI). However not much information about them could become available.

Design Promotion Agencies

Fashion & Design Promotion Council (FDPC)

http://www.fdpc.in

FDPC is an initiative of the Ministry of Textiles & is dedicated towards building a common platform for leading Indian designers, nodal agencies and leaders of the industry. The vision of FDPC is to provide a platform for the comprehensive and all-inclusive development of the fashion industry in India & to create a sustainable marketing program that will build the Indian fashion industry into a globally relevant force. The services that FDPC delivers includes consultancy services, research & development, technical assistance, trend forecasting and analysis, acts as a resource centre, holds skill enhancement workshops and seminars, IT services & domestic and international marketing initiatives.

Fashion Design Council of India (FDCI)

http://www.fdci.org

For over 10 years the Fashion Design Council of India has tirelessly worked with all the key stakeholders of the fashion industry towards a shared vision of promoting Indian fashion design globally and encouraging development in keeping with the dynamic market forces. Not only does FDCI provide the industry members with opportunities to showcase their talent, it provides strategic insights, coherent guidance and support for these members to explore these opportunities to the best of their potential. FDCI recognizes the potential of Indian fashion designers and through its 4 platforms, Wills Lifestyle India Fashion Week, Autumn Winter and Spring Summer showcases, the HDIL India Couture Week and the soon-to-be-launched

India Men's Fashion Week. It engages, directly or indirectly, with people from all walks of life - from kaarigars in small villages to super models, celebrities and pan-global audiences. FDCI's strengths lie with its 200+ members and its corporate partners, who have all provided unstinting support in all of FDCI's endeavors, having perceived the true value-add that India's apex fashion council brings to the Indian fashion industry. FDCI creates an interface between its members and related government bodies, retailers and manufacturers thereby making the supply chain a smoother process. The council conceptualizes market trends and coordinates with manufacturers and retailers for the development of the industry. FDCI aims at educating its members on all facets of this growing industry through workshops and seminars on design and market related issues, merchandising etc. FDCI is making earnest endeavors so that Indian fashion labels become as chic as other global brands.

Crafts Council of India (CCI)

http://www.craftscouncilofindia.org

The Crafts Council of India (CCI) is a voluntary organization, working in the craft sector, for the welfare of crafts persons and the development of handicrafts. CCI was established in 1976 by Smt. Kamala Devi Chattopadhyay and is headquartered in Chennai. CCI is the apex body with a network of 10 affiliated state councils and is affiliated to the World Crafts Council which is the only non - governmental international organization working in the craft sector. The Crafts Council of India strives to fulfill the needs of crafts persons, protecting craft traditions and providing a bridge between India's craft heritage and the challenges of a contemporary milieu. CCI works through research and documentation, skill and technology up gradation and product development and marketing providing avenues which lead to a continuing sustainable livelihood for craftspeople.

The Animation Society of India (TASI)

http://www.tasionline.org

The Animation Society of India (TASI) has been formed with a view to increase awareness of the medium of animation in India. It aims to educate the emerging generation and the public at large and at the same time provide a platform for exchange of creative and technical information within the existing art and animation fraternity in India. The Society is formally registered as a non-profit organization. The Society's vision is to provide a platform for promoting exchange of creative and technical information in the Indian art and animation industry with a view to strengthening existing talent and also encouraging growth by educating and guiding prospective artists in India. Since its inception in 2001, distinguished speakers from across the world have graced the TASI platform to meet and interact with animation enthusiasts. The Society conducts lecture demonstrations, interactive workshops, seminars, awareness programs throughout the year. It also hosts the biggest annual animation festival in the subcontinent -Anifest India.

Central Leather Research Institute (CLRI)

http://www.clri.org

CLRI is the world's largest leather research institute. CLRI is a central hub in Indian leather sector with direct roles in education, research, training, testing, designing, forecasting, planning, social empowerment and leading in science and technology relating to leather.

State-of-art facilities in CLRI support innovation in leather processing, creative designing of leather products viz. leather garment, leather goods, footwear and development of novel environmental technologies for leather sector.

USID Foundation

http://www.usidfoundation.org

USID Foundation (formerly HCI Hyderabad) is initiated exclusively for educational and scientific purposes to promote understanding among the stakeholders in IT as well as in other industry about the science behind Human Computer Interaction and Usability, its need and benefits to the organization. The objective is also to create a platform for the usability and HCI enthusiast to learn, collaborate, and share their experiences which will enhance their knowledge about human computer interaction and usability science, design, skills, development, and the resources. The foundation intends to provide an effective means of communication between persons having an interest in human computer interaction and usability & to promote collaboration and build effective cooperation with other similar professional organizations within India and internationally. The foundation also organizes its annual usability event 'USID' which involve professionals and educationist related to the field of HCI and usability.

Usability Matters.Org

http://www.usabilitymatters.org

Usability Matters.Org (UMO) is a non-profit forum founded by a group of Usability enthusiasts from Hyderabad. It works towards design awareness and exchange of design sensibilities through interaction between designers and design sensitive consumers and is dedicated to discuss, improve and promote the work of the usability and interaction design community in India. It organizes events to raise awareness and discusses various issues that relate to HCI, usability, interaction design and graphic design community of India. Some of the UMO initiatives are world usability day event, bad design contest, and international usability cartoon contest.

Design E-Groups

DesignIndia

http://in.groups.yahoo.com/group/
designindia/

DesignIndia is one of the premier e-groups of Designers from India comprising Designers, Design students, Design entrepreneurs, Design faculty, etc. DesignIndia is an Interaction platform for the hottest topics in design. DesignIndia started in 2002 by Sudhir Sharma has over 1800 members today.

Hciidc (HCI Professionals Group)

http://tech.groups.yahoo.com/group/hciidc/

Hciidc is a group related to human-computer interaction design. The group is a platform to discuss interaction design, usability, information architecture and related fields. It is primarily a group of professionals from India. It also has students as its members and also attracts professionals from abroad.

UsabilityMatters (Usability Professionals Group)

http://tech.groups.yahoo.com/group/
usabilitymatters/

Usability Matters is a group of designers and design sensitive users from India & is focused on usability. It discusses issues, events and developments related to usability of everyday things, bad designs, human computer interaction (HCI) and user experience design (UX).

AnimationProfessionals

http://groups.yahoo.com/group/
animationprofessionals/

Animation Professionals is an e-group of professionals from animation industry. The group is platform to discuss computer graphics happenings in India, 2D/3D animation, visual effects for film & broadcast, along with projects & jobs in the animation industry.

Design Facilities

National Design Business Incubator

http://www.ndbiindia.org

NDBI is an initiative of the National Institute of Design (NID), Ahmedabad, set up with the support of Department of Science and Technology, Govt. of India, New Delhi. The mandate of NDBI is to nurture a culture of entrepreneurship in the creative minds of young designers, so that their ideas metamorphose into newer and niftier products or services capable of being marketed and sold. The outcome is creation of a new class of entrepreneurs, the Designpreneurs. The initiative is a part of a commitment by NID to build on India's design strengths aimed at translating the dream of "made in India, designed for the world" a reality. First and the only one design-led business incubator in the country, NDBI not only support designers to turn their ideas and concepts into successful competitive businesses but also provide an environment where they can develop the essential business management skills and systems that enable them to grow.

National Centre for Design & Product Development

http://ncdpd.com

Set Up in 1999 under society's act by Development Commissioner (Handicrafts) Ministry of Textiles, Govt. of India. the Centre is involved in activities such as market driven design services with the help of international / national designers, technology support for quality / mass production, quality control and merchandising services, sustainable supply chain management system, design training to the artisans / manufacturers / exporters, skill development programs, implementing of schemes and projects of Development Commissioner (Handicrafts) for setting up of design centers, design workshops, awareness programs / seminars, etc. The centre's vision is to provide design inputs to handicraft exporting community about trends & forecast periodically, to create & reinforce the uniqueness of Indian designs, to update the sector about the changing global scenario with reference to technical advancement, to support product development and upgrade quality & to cater to the needs of changing taste & design concepts of international buyers.

Trade and Industry associations with design focus

Confederation of Indian Industry (CII)

http://www.cii.in/

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes. CII is a non-government, not-for-profit, industry led and industry managed organization, playing a proactive role in India's development process. Founded over 114 years ago, it is India's premier business association, with a direct membership of over 7800 organizations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 companies from around 385 national and regional sectoral associations.

To enhance the focus of CII in the area of Design, a National Committee on Design was constituted. CII National Committee on Design is the reference point in India on Design and works closely with the stakeholders for strategizing and implementing all the Design initiatives in the country. The objectives of national committee on design are as follows:

- Sensitization and capability building for Indian industry to use design as an important business strategy through awareness and promotional programs.
- Facilitating the design services requirement and other related needs of the members through national and international networking with Design houses and design institutes.

- Interacting with Government on implementation of recently released Design Policy for India.
- Promoting the design services of Indian Designers in India and overseas and also working towards organizing the Indian design fraternity.
- Capability building of the Indian designers through exposure of International Design expertise.
- To facilitate knowledge flow by working with international organizations/ bi-lateral/multi-lateral cooperation mechanism.[50]

Federation of Indian Chambers of Commerce and Industry (FICCI)

http://www.ficci.com

Founded in 1927, Federation of Indian Chambers of Commerce & Industry (FICCI) is the oldest apex business organization of Indian business. FICCI works to empower Indian businesses, in the changing times, to shore up their competitiveness and enhance their global reach. With a nationwide membership of over 1500 corporates and associations with over 500 chambers of commerce and business associations, FICCI espouses the shared vision of Indian businesses and speaks directly and indirectly for over 2,50,000 business units. FICCI maintains the lead as the proactive business solution provider through research, interactions at the highest political level and global networking. It organizes "FICCI Design Conclave" a two day conference involving design fraternity. It organizes "FICCI Frames" a convention on business of entertainment. Every year FICCI with Price Waterhouse Coopers release India's most definitive report on the Indian Media and Entertainment Industry at FRAMES.

National Association of Software and Services Companies (NASSCOM)

http://www.nasscom.org

NASSCOM is the premier trade body and the chamber of commerce of the IT-BPO industries in India. NASSCOM is a global trade body with more than 1200 members, which include both Indian and multinational companies that have a presence in India. NASSCOM's member and associate member companies are broadly in the business of software development, software services, software products, consulting services, BPO services, e-commerce & web services, engineering services off-shoring and animation and gaming. NASSCOM's membership base constitutes over 95% of the industry revenues in India and employs over 2.24 million professionals.

NASSCOM has been taking keen interest in promoting the animation industry in India. NASSCOM in association with Government of Andhra Pradesh has been organizing its annual 'NASSCOM Animation & Gaming India ' international conference. This special two day international conference has been specifically structured to chart out a vision, set up aspirations and identify strategic imperatives to address global opportunities for animation & gaming industry in India.

Special Initiatives

Color Next

Asian Paints ColourNext is the world's first India-specific color forecast. It has, over the last 6 years, developed & fine tuned a proprietary research process to study the Indian design and décor space, identify emerging directions and develop design themes & color palettes around them. Spread over 6 months and spanning India, this process involves interactions with a cross section of society, from direct consumers, to designers, to opinion leaders. A wide variety of research methodologies like visual scans, documentation of visual spaces, in-depth interviews, focused group discussions and creative workshops are used during the research.[51]

Elephantversity

Elephantversity Institute of Innovation is India's first institute of innovation. It has been initiated by Elephant Strategy + Design with a vision of making innovation an integral part of "Business Culture" by educating future generation of innovators. Elephantversity has created and delivers appropriate tool kits for people embarking on an innovation strategy. Innovation at Elephantversity is informed by Design Process and Design Thinking.[52]

Rajiv Gandhi Institute of Creativity

The Union Ministry of Science and Technology has mooted a proposal to setup an institute to foster creativity in science and technology. It will be the first of its kind pioneering institution, which will revolutionize the way India thinks. The institute is proposed to be setup on the lines of similar institutions like National Innovation Foundation, National Institute of Design, Society for Research and Initiatives for Sustainable Technologies and Institutions, etc. The institute, to be christened Rajiv Gandhi Institute of Creativity, will foster creativity by imparting education, nurturing cutting-edge research, driven by industry and societal requirements. It will also render professional services besides building relationships with prominent institutions and organizations across the world.

Design Governance

Design Policy

National Design Policy

Realizing the increasing importance of design in economic, industrial and societal development and in improving quality of products and services, the Government of India initiated a consultative process with industry, designers and other stakeholders to develop the broad contours of a National Design Policy. The vision behind initiating a 'National Design Policy' is to have a "design enabled Indian industry" which could impact both the national economy and the quality of life in a positive manner.

The Union cabinet approved the National Design Policy in February, 2007 with the aim to globally position and brand Indian designs and making "designed in India" a by-word for quality and utility. The policy envisages:

- Preparation of a platform for creative design development, design promotion and partnerships across many sectors, states, and regions for integrating design with traditional and technological resources;
- Presentation of Indian designs and innovations on the international arena through strategic integration and cooperation with international design organizations;
- Global positioning and branding of Indian designs and making "Designed in India" a by-word for quality and utility in conjunction with "Made in India" and "Served from India';
- Promotion of Indian design through a well defined and managed regulatory, promotional and institutional framework;
- Raising Indian design education to global standards of excellence;
- Creation of original Indian designs in products and services drawing upon India's rich craft traditions and cultural heritage;
- Making India a major hub for exports and outsourcing of designs;
- Creative process for achieving a design-enabled innovation economy;
- Enhancing the overall tangible and intangible quality parameters of products and services through design;
- Creation of awareness among manufacturers and service providers, particularly SMEs and cottage industries, about the competitive advantage of original designs;

- Attracting investments, including foreign direct investments, in design services and design related R & D; and
- Involving Industry and professional designers in the collaborative development of the design profession;[53]

National Design Policy has undergone the following journey:[54]
- December 2004 – Government intent for Design Policy
- 2005 – Stakeholders Meetings At Mumbai, New Delhi, Bangalore & Calcutta
- 5th CII-NID Design Summit: Design Policy Focus
- 2006 – National Design Policy Draft Preparation
- 8th Feb 2007 – Announcement of National Design Policy
- 2'nd March 2009 India Design Council constituted
- First meeting of India Design Council held on June 18, 2009

The Policy will look at a wide range of issues from the demand as well as supply side. It will look into design education, design use, setting of design standard, etc.

The policy seeks to create a brand image for Indian designs through the constitution of `India Design Mark'. India Design Mark will specify certain criteria for designs such as aesthetic appeal, originality, centricity, innovativeness, ergonomic features, safety and eco-friendliness. It will facilitate creation and protection of intellectual property in the area of designs.

The policy efforts will be directed towards making India a major hub for exports and outsourcing of designs. The vision is to make India an Asian hub of design in the coming years and to make design industry worth one percent of GDP.

The policy envisions declaring the National Institute of Design (NID) a global centre for excellence. It plans to setup four more National Institutes of Design in different regions of the country including one in the north-east states. It will seek support from the state governments for the allocation of land for the purpose. The process of setting up a NID campus in Bhopal is already initiated and it would come up soon.

The policy will encourage establishment of department of design in all Indian Institute of Technology (IIT), the National Institute of Technology (NIT) and private sector colleges. Plans are afoot to accord the status of "Deemed to be University" or "University" to National Institutes of Design so that they can award Bachelors in Design and Masters in Design degrees instead of the diplomas awarded at present where the plan is to start under graduate design programs.

The policy will create a Chartered Society for Designers on the lines of the Bar Council to govern the registration of design professionals and the various matters relating to standard-setting in the profession.

The national design policy will help to effectively define government's role in the promotion of design industry. What is now most important is that policy should be followed by its implementation. The constitution of India Design Council will now pave way for its effective implementation.

Intellectual Property Rights

Intellectual property right is a legal concept that confers rights to owners and creators of the work, for their intellectual creativity. Such rights can be granted for areas related to literature, music, invention etc, which are used in the business practices. In general, the intellectual property law offers exclusionary rights to the creator or inventor against any misappropriation or use of work without his/her prior knowledge. Intellectual property law establishes equilibrium by granting rights for limited duration of time. Every nation has framed their intellectual property laws. But on international level it is governed by the World Intellectual Property Organization (WIPO). The WIPO convention lays down following list of the activities or work which are covered by the intellectual property rights –

• Industrial designs
• Scientific discoveries
• Protection against unfair competition
• Literary, artistic and scientific works
• Inventions in all fields of human endeavor
• Performances of performing artists, phonograms and broadcasts
• Trademarks, service marks and commercial names and designations
• All other rights resulting from intellectual activity in the industrial, scientific, literary or artistic fields.

India has defined the establishment of statutory, administrative and judicial framework for protecting the intellectual property rights in the Indian Territory, where they connote with the copyright, patent, trademark, industrial designs or with other parts.

Tuning with the changing industrial world, the intellectual property rights have continued to strengthen its position in the India. In 1999, the government has passed the important legislation in relation to the protection of intellectual property rights on the terms of the worldwide practices and in accordance to the India's obligations under the Trade Related Aspects of Intellectual Property Rights. It consists of –

• The Patents (Amendment) Act, 1999 which was passed on 10th March, 1999 after amending the Patents Act of 1970 facilitates to establish the mail box system for filing patents and accords with the exclusive marketing rights for the time period of 5 years.

- The Patents (Second Amendment) Bill, 1999 was further amended to make it compliant with the TRIPS.
- The Trade Marks Bill, 1999 replaced the Trade and Merchandise Marks Act, 1958.
- The Copyright (Amendment) Act, was passed in 1999.
- The sui generis legislation was approved by both houses of the Indian parliament in 1999 and was named as the Geographical Indications of Goods (Registration & Protection) Bill, 1999.
- The Industrial Designs Bill, 1999 replaced the Designs Act, 1911.

Along with the above legislative measures, the Indian government has introduced several changes for streamlining and bolstering the intellectual property administration system in the nation. Several projects concerning to the modernizing of the patent information services and trademark registry have been undergone with the help of the World Intellectual Property Organization/ United Nations Development Program.[55]

Industrial Design Rights

Industrial design rights are defined as the part of the intellectual property rights which confers the rights of exclusivity to the visual designs of objects which are generally not popular utilitarian. It safeguards the appearance, style, design of the industrial object such as spare parts, textiles, furniture. As these designs consist of the aesthetic features therefore they do not provide any protection to the technical features of the article.
In present scenario, the Designs Act, 2000 and the Designs Rules, 2001 are governing the India's design law.

The industrial design registration grants the proprietor the exclusionary rights of selling, importing and applying it to any product. India has adopted the 'first to file' system, which means that the right holder should file the application on the earliest point of time to rule out the possibility of any other person claiming for the rights of the intended designs.

According to the designs law in India, the proprietor can file for the design application only if they have their business center in India otherwise they are required to file the application through the attorney/agent who will in turns design search, prepare file and finally done the prosecution of the application. The Controller of Designs is the competent authority for this purpose.

Indian Design Act 2000

The Indian Design Act, 1911 has been replaced by the Design Act, 2000 with some important changes being made.

"Design" has now been defined as only the features of shape, configuration, pattern, ornament or composition of lines or colors applied to any article whether in two dimensional or 3D or in both forms. The Design should be new and original and has not been disclosed to the public in India or any other country.

The essential requirement for the registration of design under the Designs Act, 2000 is that the design should be new or original, not previously published or used in any country before the date of application for registration. The novelty may reside in the application of a known shape or pattern to new subject matter. The design should relate to features of shape, configuration, pattern or ornamentation applied or applicable to an article. Thus, designs of industrial plans, layouts and installations are not registrable under the Act.

Application for Design registration can be made in any class by the proprietor of the design. Registration is granted only in one class. The proprietor of the design shall have copyright in the design during 10 years from the date of registration. This period can be extended by 5 years if application is made before the expiry of 10 years. There is also a provision for restoration of a lapsed Design provided an application is made one year from the date on which the Design ceased to have effect.

The Register of Designs is a document maintained by the Patent Office, Kolkata as a statutory requirement. It contains the design number, date of filing and reciprocity date (if any), name and address of proprietor and such other matters as would affect the validity of proprietorship of the design and it is open for public inspection on payment of prescribed fee and extract from register may also be obtained on request with the prescribed fee.

India became member of WTO and Paris Convention and has also signed the Patent Cooperation Treaty (PCT). As a result, any of the members can now claim priority rights in respect of Designs.[56]

Design Awards

1. Business World-NID Design Excellence Awards – In 2003, Business world Magazine & National Institute of Design (NID), Ahmedabad, joined hands to institute the annual "Business World-NID Design Excellence Awards". The awards are meant to recognize, encourage and promote excellence in consumer product design – a key aspect which makes the product more desirable to the end consumer, boosts sales and plays a vital role in fuelling the growth of Indian Economy. These awards are a forum that brings together the design community and upholds the cause of design thereby creating a national consciousness for the quality of work being done in India. The awards includes 16 categories like Urban Town Planning, Product design, Furniture design, Transportation and automobile design, Packaging design, Graphic design, etc[57]

2. Institute of Indian Interior Designers-Godrej Innovations – IIID-Godrej Innovations is a national level annual competition for the design of a product or a piece of furniture which can be mass produced. The winners of the competition enter into an agreement for the production of the design with suitable royalty.

3. Jindal Stainless "The Stainless Innovation Awards"- To recognize and reward individual artists, architects and interior designers for excellence in the use of stainless steel, Jindal Stainless instituted the 'Stainless Innovation Awards' in 2004. The awards are given in categories like innovation in application of stainless steel in building and architecture, creative ideas of application of stainless steel in Interior Design & excellence in usage of stainless steel in product design.[58]

4. Plasticon Awards: Instituted by Plast India Foundation (National body of plastic manufactures in the country), Plasticon Awards was set up with the objective to encourage and recognize innovation and growth in all facets of Indian Plastic Industry and to honor significant contribution made by Indian business enterprises, institutions, NGOs and individuals who have excelled in their endeavor. The award is presented in Platinum, Gold & Silver Categories.

5. Kyoorius Verdict: Kyoorius Verdict is India's first Design & Print Awards to honor outstanding design & print communication works that sets benchmarks of quality and excellence. Kyoorius Verdict: Design Excellence honors outstanding communication design while Kyoorius Verdict: Print Excellence celebrates excellence in the craft of printing in India, and recognizes the special efforts of printers by honoring their best work. Design Excellence is open to designers, agencies, design firms and printers of Indian origin.

6. Marie Claire Fashion Awards: Celebrating the second anniversary of Marie Claire's launch in India, the Outlook Group announced the first edition of Indian fashion awards, 'Made in India 2008'. Based on the international 'Prix d' Excellence' de la mode awards for international fashion designers given by the French Marie Claire, these are the first ever such awards to be instituted by a fashion magazine in India. Marie Claire's first edition of fashion awards was a culmination of various events and editorial features that highlighted the cause and effects of Indian fashion.[59]

7. The Golden Cursor Excellence in Animation Awards: The Golden Cursor Animation Awards' is an initiative honoring the best work in Indian Animation that has enthralled the world. The Golden Cursor Animation Awards is an association between Arena Animation, global leader in hi-end animation training, in association with Cell18, one of Asia's largest production houses & creative arm of Network 18. Some of the categories under which the awards are given include Best Animated Feature Film, Best New Animation Style, Best Animated PSA (Public Service Announcement), Best Animated Short Film, Best Animated TVC, Best Animation Sequence in a Film, etc.

8. 24fps Animation Awards 2008: The 24fps Animation Awards 2008 was instituted and organized by Maya Academy of Advanced Cinematics in 2003. Since then the 24fps animation awards has grown to become a premier event celebrating animation talent and high quality computer generated content from India and abroad. An initiative to bring forth fresh animation talent on the same platform as experts and stalwarts from the industry, the objective is to identify, showcase and reward creativity from all corners of India and beyond.

9. ARCASIA Awards: The Indian Institute of Architects gives awards every year in the categories like IIA Baburao Mhatre Gold Medal, IIA Madhav Achwal Gold Medal, JIIA Awards, IIA Kitply Awards, IIA Snowcem Award & IIA Dharmasthala Manjunatheswara Award for contribution made in the field of architecture. In addition to above, awards such as Best Chapter Award, Best Centre Award & Best Worker Award are also given every year for promotion, motivation and greater participation by the Chapter / Centre. IIA also gives IIA - Surfa Coates - Piloo Mody Surfa Coats Awards for the best Project Work during the 4th year of student.

10. K. C. Mahindra Award for Excellence in Automotive Design: Instituted in 2003 to foster creativity and innovation in automotive design among budding designers and engineers, the K. C. Mahindra Award for Excellence in Automotive Design is given to budding talent in the field of automotive design. Each edition of the awards is based around a theme and in the past had included themes like Rural Transport Solution, Safety, etc.

11. Art & Spectrum Foundation Architectural Awards: Sponsored by Asia's leading architectural journal, Architecture Plus Design, and the Spectrum Foundation, these awards are given to the best entries in categories, such as institutional buildings, group housing, individual houses, innovative interiors and others. Over the years more than two hundred architects have served as jury members to select the winners, which receive trophies and prizes at an annual ceremony. The most prestigious architectural award in India is the foundation's Golden Architect Award for Life Time Achievement. Every year each juror votes for their nominee for the Golden Architect Award. The five architects who have the maximum votes from all of these annual jury nominations are then taken as the nominees and an international committee reviews their work, electing the Golden Architect.

12. J.K. Cement's Architect of the Year Awards: In 1990, JKSL Cement Division instituted Architect of the Year award. The awards are given in categories like Architect of the Year, Commendation Awards & Young Architects Awards.

13. TASI Viewers' Choice Awards: TASI Viewers' Choice Awards are organized by The Animation Society of India. The awards are given in the categories like Student films, Independent films, Commissioned films & films made by Teachers/ Trainers.

14. Interior & Architecture Design Awards: IAD AWARDS 2008 was put together by association of Sun Designs & Interiors and Sun Event Management Pvt. Ltd. The first annual awards instituted for recognizing novel and laudable work in the field of architecture & interiors in India. The event serves as a Platform for budding talent to interact firsthand with the stalwarts of interior & architecture domain. IAD AWARDS 2008 gave an opportunity to everyone related to the Architecture & Interiors Industry to meet and speak and show their products benefits to all who matter.[60]

15. NDTV Car & Bike Awards: Started in 2006, NDTV Car & Bike awards have grown not only in strength but also in recognition. The awards acknowledge excellence showcased by Automobile Manufacturers. It has a category for Automotive Design.

16. VM&RD Retail Design Awards: The much-coveted VM&RD Retail Design Awards has been crafted to bestow the best minds in retail design with the highest accolades. The Awards brings in the spotlight design firms, architects and retail brands in India that have created new benchmarks in retail design and visual merchandising.

17. Young Design Entrepreneur Award: The International Young Design Entrepreneur award is being presented for the fifth time in 2009. It is awarded in partnership with 100% Design, London's international trade fair for furniture and interiors. In 2009 the following 10 countries are participating in the IYDE awards: China, India, Indonesia, Malaysia, Slovakia, Slovenia, South Africa, Taiwan and Turkey. The award champions and celebrates the importance of creative entrepreneurs working in the field of design. The award is unique in rewarding entrepreneurial ability.[61]

18. Institute of Indian Interior Designers-MK awards: To promote and acknowledge excellence in Interior Design, Institute of Indian Interior Designers (IIID) and MK group introduced IIID-MK Awards. IIID promotes and acknowledges excellence in interior design by conducting this annual competition for completed works at a national level. Held at different cities and venues each year, the awards nite is a much talked about and featured event of the Institute.

19. The ELLE DECOR International Design Awards: Instituted in November 2002, the awards lay emphasis on aesthetics, life style, decorative products and home needs. The seventh Elle Decor international design awards were held in New Delhi, December 2008. The aim was to identify and honor indigenous talent in home decor products at the national level, and to provide an international stage for this creativity. The event is organized by "The Ogaan Design Guild, Mumbai".

20. Packaging Excellence Awards –The INDIASTAR, national awards is recognition of excellence in packaging development for functional design and aesthetics. Organized by the indian institute of packaging, Mumbai, the awards are distributed during India packaging exhibition.[62]

21. The Gem & Jewellery Export Promotion Council (GJEPC) - The annual awards are an initiative by GJEPC to honor the exporters. The awards are given on parameters like export performance, value additions, employment generation, expenditure on R&D, etc. In addition to exporters, the council also felicitates importers from different corners of the world. The annual awards scheme, which honors the outstanding performers in each category, had proved to be an important incentive to the players of the industry.

Design Events

1. CII-NID Design Summit: Since 2001, an annual flagship event CII-NID Design Summit is being organized where all the stakeholders from the design community interact to assess the current scenario, future trends and promotion of design in the Indian industry. The event is one of the premier events of design which attracts attendees from Industry & design houses within India and abroad.

2. Pune Design Festival: The 'Pune Design Festival' is an annual event organized by the Pune Design Foundation in order to promote 'good design'. The festival provides a platform for designers from India and abroad to talk and discuss relevant issues pertaining to design. The festival is also a great opportunity for Pune designers to showcase their talents and for the citizens of Pune to appreciate design. The festival aims to establish Pune as a nodal point of design activity in India.

3. SIAM Styling & Design Conclave: Since three years, Society of Indian Automobile Manufacturers (SIAM) has been organizing the styling & design conclave. The event is focused on automobile styling & designing. The event will now become an annual event and every alternate year would be held outside Delhi.

4. Kyoorious Design Yatra: Kyoorius Designyatra 2008 is an initiative to provide a communication platform for the design and creative fraternity in India. The event features a design conference with presentations by prominent international practitioners in the fields of design, web, branding and marketing along with workshops and panel discussions. The conference content celebrates design excellence, provides insights into the future of design while simultaneously reinforcing the sense of community among India's creative's.[63]

5. USID: USID is an annual event organized by USID foundation. The event entertains professionals and educationist related to the field of HCI and usability. Usability & HCI experts are invited to speak and present their experience in the form of presentations, case studies, tutorials etc. The conference is open to public for participation as audience. The event also invites papers and tutorials from the public on various topics.

6. Wills Lifestyle Fashion Week: 13 seasons old, Wills Lifestyle Fashion Week attracts designers and talent teams from all over the country. Supported by Fashion Design Council of India, the event attracts agents, buyers & experts from overseas as well.

7. Lakme India Fashion Week: Lakmé Fashion Week (LFW) is a jointly organized by Lakme and IMG Fashion. LFW has been conceived and created with a vision to "Redefine the future of fashion and Integrate India into the global fashion world". The event is organized twice every year.

8. FICCI Design Conclave: FICCI - Design Conclave is a two day conference. The aim of Design Conclave is to provide adequate support and incentive for promoting design as priority sector, to create globally competitive industries through design, to prepare future generations of creative specialists and business leaders, influence the society through design education & awareness, encourage creativity in small & medium enterprises, create national network of design centers to foster business & education institutes & to protect & enhance the overall culture of public infrastructure planning & design.[64]

9. FICCI Frames: FICCI Frames is Asia's largest convention on the business of entertainment. In the past years, Frames had been strongly supported by the Government of India and other agencies and associations. It has seen country-specific business delegations, research reports on entertainment industry, financing options and legal framework. The sessions look at various legs of the media and entertainment industry including Animation. During the past years, it has brought numerous international speakers and companies to frames with the aim of infusing global best practices into this sector. During frames, BAF (Best Animated Frames) awards are given out, only one of its kind in India recognizing talent in animation.[65]

10. International Design Workshop on 'Sustainability' for Students (3-5th Nov 2009)- International Design Workshop on 'Sustainability' is a three day workshop which was held in November at IDC-IIT Bombay. The workshop was meant to address and solve sustainability related problems. Students worked with international and national leaders on the subject of sustainability during the workshop.

11. Imagine Cup by Microsoft- The Imagine Cup encouraged young people to apply their imagination, their passion and their creativity to technology innovations that can make a difference in the world today. In its seventh year, the Imagine Cup has become a truly global competition focused on finding solutions to real world issues. The contest spans a year, beginning with local, regional and online contests whose winners go on to attend the global finals held in a different location every year. The intensity of the work brings students together, and motivates the competitors to give it their all. Recent Competition started on August 29, 2008 and ended in July 2009.

12. Stamp Design Children's Competition by WWF India – In 2008, India completed 25 years of scientific activity in Antarctica. World Wide Fund held a stamp designing competition with the theme India in Antarctica 25 years for junior children (grades 5-8).

13. Competition & Workshops at India Design Festival- Various workshops were organized during the India Design Festival. The workshops focused on furniture design, automotive design, Design Innovation for MSME's, product design strategy, integrated platform strategies, trends & design strategy for India. Along with the workshops, design competition for school students was also organized.

14. Boycott Bad-Design Contest: Usability Matters website holds a competition for identifying bad designs. Termed as Boycott Bad Design Contest, the objective of this competition is to identify most badly designed product/ system/ service that people use in our day-to-day lives, get annoyed with and eventually ignore.

15. Anifest- Anifest India is India's biggest annual international animation festival Initiated in 2005 & organized and promoted by TASI (The Animation Society of India), India's largest non-profit animation society, Anifest India brings together some of the world's best Animation directors, technicians and a galaxy of international animation stalwarts. Artists from Pixar, Dreamworks Animation, Electronic Arts, ILM, Sony ImageWorks, all have presented their work at the event. Now in its 5th year, ANIFEST India has grown from strength to strength purely by word-of-mouth publicity simply because the event is designed to help community building through knowledge-sharing. Anifest India continues to receive financial and logistical support from the biggest names in the international animation community including studios, training institutes, professionals and hardware & software vendors.[66]

Media

Design Disciplines	Some Media Publications	Table 14
Architectural Design	• Inside Outside(Business India Group), • Architect + Design (Media Transasia India Limited), • Indian Architect & Builder (Jasubhai Media)	
Interior Design + Landscape Architecture + Furniture Design	• Better Interiors (Infomedia 18) • Design & Interiors (Media Transasia India Limited) • Elle Décor (Ogaan Publications Pvt. Ltd)	
Fashion + Textile + Jewellery + Leather Design	• Vogue India (Conde Nast) • Elle (Ogaan Publications Pvt. Ltd) • Images Business of fashion (Images group) • IJDM Jewellery Design Magazine • Solitaire International (Gem & Jewellery export promotion council) • Images Shoes & accessories (Images group)	
Graphic Design	• Sign & Graphics (S Media Graphics) • Digisign Digest (S Media Group) • Print Publishing (S Media Group) • Kyoorius Design Magazine (Kyoorius Exchange)	
Animation & New media design	• Animation Today (Sankranti Creations) • Animation Xpress (Online Journal of Indiatelevision.com)	
Industrial + Automotive + Retail Design	• Overdrive India (Infomedia 18) • Business Standard Motoring (Business Standard) • Visual Merchandising & Retail Design (VJ Media Works)	

Conclusion

Challenges, Opportunities and Actions:

Indian design is maturing with every passing day. This brings out both challenges and opportunities. Indian design has every potential to be amongst the international elite. In some cases it already is at par with its international counter parts. The pace of change in the field of design makes it difficult to predict the future. However what one can surely do is to imagine the future, which continues to happen with every passing day.

While a lot is happening, a lot needs to be done. It cannot be construed that the ongoing initiatives or suggestions made in this report will establish India's eminence in Design or establish importance of design in India. Proactive actions and participation will be needed from everyone involved, all stakeholders.

Government

The need of the hour is for Government to provide a positive environment for design to sustain, grow and percolate in various facets of national fabric such as business, society, public services, etc. Government needs to recognize design as a key driver of national competitiveness. It needs to promulgate a national strategy to promote and leverage design excellence.

Government needs to infuse and integrate design in core areas of governance such as urban development, trade development, education and many more such areas. It is through the use of design that Government will be able to connect to people in more meaningful ways and ensure that crores of rupees spent on public good are judiciously spent. The interface of design will help bridge the gap between government and its people thus ensuring trust, accountability and effectiveness.

Government impetus is needed for design on the lines that information technology (IT) received a few years back. Government at that time boosted information technology from both sides i.e. it supported the use of information technology by people, industry and government.

It created, and supported programs for education and information dissemination of IT. It worked to eradicate the myths of IT. It also supported the information technology industry as business and made fertile ground for IT business to grow. It provided sops to IT industry, provided assistance for the businesses. The results are in front of all of us. Similar attention is needed for design in the current times. As IT, design also has the potential to enrich people's life. Design has the potential to provide momentum to Indian export and to increase the competitiveness of small, medium and large Indian businesses.

Design is already high on the national agenda for many countries. Governments around the world have recognized the importance of design to national competitiveness. Evidence shows that many countries are using design as a tool for economic and social development.

At the same time, there is equal responsibility on the shoulders of the industry, the society and above all the design fraternity.

Design

Design is now branching out of its core roots to newer applications and utilities. Areas such as interaction design, service design, transformation design, instruction design are establishing new paradigms. New tools and methodologies are being developed. From being an intuitive discipline design is growing into becoming a discipline replete with tools and frameworks. There is a growing focus on systematic and methodical incorporation of user experience in design, which entails the involvement of competencies in marketing research, consumer behavior, technology, anthropology and psychology in the design processes. It is important for Indian design industry to embrace these new developments and add the new design branches in the range of services being offered by them. Also it is important for the industry to develop, India specific frameworks for understanding the Indian consumer in a better way.

Growth within design industry is vital as it would not only create new jobs within the design industry, it will then be able to serve Indian businesses in a better way. Design industry today suffers from unavailability of quality and qualified designers. The number of designers coming out of academic institutions is growing steadily. At the same time the demand for design services is also rising.

The variety of design services required by the Indian businesses is growing. This presents an opportunity for the design industry to utilize this potential in a better way.

Indian design industry is characterized by one to five people companies. Many of them are new. It is seen that dues to smallness and newness the capabilities of these companies are limited. It is not to say that they are incapable. They are good in a given set of skills. However they are not able to integrate of competencies such as social sciences, engineering, business skills in their design processes effectively. They lack the ability to carry out projects involving different design disciplines. The small companies need to grow and new companies need to sustain while developing new capabilities and addressing unmet needs of Indian businesses.

Indian design industry is mainly situated in urban areas and that too in a few select locations. This creates disconnect between design industry and businesses located in tier 2 and tier 3 cities. There is sizeable number of businesses located in tier 2 and tier 3 cities who find it difficult to engage with design companies and also are not able to appreciate the utility of design. Efforts are needed to connect to these businesses in meaningful ways so that not only they are informed about the possibilities that design can offer but also for them to engage with design industry. New design companies could think of locating themselves in these cities which offer lower establishment costs and untapped opportunities.

There is certainly a language problem between design industry and business. It is imperative for design industry to speak in the language that business understands. There is a certain lack of design management skills within design industry. It creates roadblocks for smaller companies to grow further. Design industry also is short of management side thinking. Efforts are needed to provide design management and management side thinking to design companies for them to grow further and also to better align with business world.

Indian designers must start focusing on designing for India. They need to display sensitivity to real needs of people and also sensitize clients accordingly. They need to walk the talk. Focus on real needs of Indian people will also bring in opportunities for design not only from Indian businesses but also from multinational corporations keen on doing business in India. They need to work with MSMEs to a greater extent and help them become more competitive.

Another potential area is working with government to help it deliver public services. While working with MSME's and government is not easy as there understanding of design is limited, the onus is also on design companies to sensitize them about the possibilities and to create proofs of concept.

There are many international design companies setting up offices in India. Some are already there and some are testing waters. Enlargement of the industry is welcome. At the same time, it becomes crucial for Indian designers to become internationally competitive and to acquire competencies that corporates value. To become world class the industry has to be internationally focused and take up an internationalization process. A few design companies have already inked collaborations / cooperation agreements with foreign design companies. More such cooperation is needed. Indian design should look forward to exporting its skills to other economies not on the basis of cost arbitrage, but on the basis of value arbitrage.

Based on the Indian design capabilities, and the emerging scenario, there is good case for India's design potential to be exploited internationally. The small size structure of majority of Indian design companies is an impediment as they lack proficiency in dealing with international customers, and are mostly unaware of international trade. Help and facilitation for businesses wanting to internationalize is essential. Similarly promotion of Indian design internationally is needed to be done. Brand of Indian design has to be taken to foreign shores and India is to be established as a design nation.

Business

Design is a fundamental building block of innovation, a critical enabler of competitive industries and vital to building livable, sustainable and cohesive communities. Innovation and design aren't simply about new products or technology. They're also about how to improve products in everyday use, leading to reduced costs, increased usability and new business opportunities.

Research has proven that businesses that use design innovate more often, more effectively and compete less on price. Companies that integrate design at the highest strategic levels are more successful than those that do not. Yet only a very few organizations use design at this level. One of the reasons may be they just don't know how.

Design as a methodology imbues the full spectrum of innovation activities. Design Innovation is powered by a thorough understanding, through direct observation, of what people want and need in their lives and what they like or dislike about the way particular products are made, packaged, marketed, sold and supported.

Design is an important source of user-centered innovation and competitiveness for businesses - but one that is insufficiently used, in particular by MSMEs. For many companies facing global competition and severe price pressure, design is a necessary means of differentiation. Moreover, the potential of design as part of the solution to business challenges is underestimated.

Indian industry is mainly characterized by Small and Medium Enterprises. It is an established fact that innovation occurs in all industries, including the dominant mid / low tech and service industries in our economy. There is extensive evidence that MSME's rely very little on R&D for innovation. Small companies have always relied on cost innovation as investments in research have been outside their capacities. Using design is a perfect mode of innovation for MSME's.

The biggest barrier in businesses embracing design for innovation is the lack of information. Businesses are not aware of the potential offered by design disciplines. They do not know how to ask for these services, which services to ask for and whom to approach for it. It calls for a strong information dissemination system.

The importance of strategic use of design has to be imbibed in the industry in all sectors. Various information channels should be utilized to get this information across followed by proactive interfacing by the design industry.

It is high time that Indian businesses recognize the importance of design as a tool for innovation. In addition to using design for finishing touches, design must become the pivot of innovation in companies. It is an established fact that companies who receive information about the use of design are more inclined to use design at a strategic level.

It is worth quoting example of ISO 9000 quality standard awareness campaign of the early 90's in this context. Post the liberalization when the Indian industry was seeking to export, manufacture more goods, the quality movement was launched with ISO 9000 standard as a pivot. Many awareness seminars, publications, communications, sensitization drive took place. Some reward schemes were launched by the government. As a result, more consultants came on the scene, more industries started to embrace the standard. Many of the industries thereafter migrated to other quality standards or schemes. But the basic thread of quality that got ingrained in the industry established Indian manufacturing as world class of which we are reaping benefits today as one the worlds manufacturing destinations.

Hopefully, a similar campaign, a similar impetus is launched in due course of time which will help Indian industry to become more aware of design's natural role in innovation.

A small beginning in the form of Design Clinics as a part of national manufacturing competitiveness program has been made by the government. An allocation of Rs. 50 Crores is made for the purpose. Design Clinic scheme is meant to sensitize MSME's in India about the importance of design and also provides financial assistance to MSME's using design services. However a lot more needs to be done to capitalize on this small beginning.

Education

It has been recorded earlier in this report that the number of institutes providing design programs is rising. Still, more institutions are needed. There is a common sentiment within design industry that design graduates are not well trained / educated. The design graduates do not possess competencies as required by the industry. A disconnect between syllabi and prevalent design trends is felt by practitioners. It is felt that that current education system either produces thinking designers with lesser skills or produces skilled designers with a limited thought input. It is therefore crucial that the existing design institutions have a relook at their programs so as to enable its graduates in a better way than at present. The need to infuse entrepreneurial spirit amongst design students was also felt so as to increase the number of design offices in the country.

Unavailability of qualified and quality faculty is indeed another factor that is causing hindrance in the path of well trained design graduates as well as for more institutions to come up. Some faculty development programs are in existence. But more such programs are needed. There is pressing need of training & motivating Indian designers to take up design education as an alternate profession.

Developing a mentor program is one way of formalizing the relationship between individuals in the profession and students in academic institutions. Mentor programs offer a structured setting in which to develop beneficial one-on-one relationships between students and professionals. Acting as a friend, a teacher, and a guide to the real world, mentors have the opportunity to encourage and advise students by sharing their own experiences and knowledge of the Design profession.

Another impediment in the growth of design programs has been the absence of recognizing universities. Lately universities have started to recognize programs in fashion design and interior design. Some cases of animation being recognized as a degree program are seen. As a natural effect number of institutions offering these programs also rose consequently. Same is needed for other design disciplines. Universities need to recognize design as a faculty and bring various design domains under this faculty. Thereafter institutions can apply for affiliations to these universities thus increasing the number of design programs. Design has to be taken as a strong growing profession, which would mean more awareness about the field as a career option. Students through various communication modes should be informed about design as a career at par with other professional qualifications.

Besides the structural deficiencies within formal design education, there is a great need for continuing education programs within the design industry. Programs targeted at working professionals, bridge programs for professional from other disciplines working as designers, design awareness programs are totally non-evident. There is an urgent need to initiate such programs.

Design education needs some form of standardization, not regulation. It is suggested that subject benchmark statements on the lines Quality Assurance Agency, UK should be adopted for design domains. Also a "Qualifications Framework" for design education structure needed.

With many design institutions coming up, offering different programs there is a strong need for a "Qualifications Framework" and standardization of nomenclature of degree / diploma awards. This is needed to ensure smooth movement of students from one institution to another. Also it becomes easier for the society / universities / industry to recognize these qualifications and their equivalences.

Qualifications Framework means a skeletal organization of number of years of study, number of credits, hours of instruction, etc. at different education level such as certificate, diploma, degree, masters and Ph.D. At present many design institutions follow a similar structure, however there are pronounced anomalies as well. A standardized structure will help mobility of students within institutions and will help students to seek admission to higher studies. Keeping in mind the international nature of the profession, it is suggested that this structure be adopted by considering international structure, thus aiding international mobility of students.

Subject benchmark statements provide a means for the academic community to describe the nature and characteristics of programs in a specific subject. They also represent general expectations about the standards for the award of qualifications at a given level and articulate the attributes and capabilities that those possessing such qualifications should be able to demonstrate.

Subject benchmark statements are used for a variety of purposes. Primarily, they are an important external source of reference for higher education institutions when new programs are being designed and developed in a subject area. They provide general guidance for articulating the learning outcomes associated with the program but are not a specification of a detailed curriculum in the subject. Benchmark statements provide for variety and flexibility in the design of programs and encourage innovation within an agreed overall framework.

Subject benchmark statements also provide support to institutions in pursuit of internal quality assurance. They enable the learning outcomes specified for a particular program to be reviewed and evaluated against agreed general expectations about standards.

While addressing design education at the post 10+2 level, it is also important to spread design awareness and sensitivity at School Levels. Design needs to be introduced as a part of the curriculum at the school level. Design should be taught not only in the visual aspects but also in terms of various possibilities accorded by design.

Another small beginning of this aspect has been the addition of Fashion Design in the CBSE curriculum as a vocational subject at the 11'th & 12'th standard. This beginning has to be taken ahead and made more pervasive for design.

The current National Policy on Education 2005 in Chapter 3: Curricular areas, school stages and assessment, Point 3.5 provides a specific case for "Arts Education". It is proposed that "Arts Education" suggested be enriched with the inclusion of design awareness and design inputs appropriate to school level.

Design is an integrative discipline. Infusion of design thinking, design management and design awareness in professional programs like Engineering, Management is strongly recommended.

There is a lack of published scholarship. Refereed design journals, serious academic publications are absent from the scene. Of the few design conferences that happen, there is none which focuses on bringing educators on one platform. Barring a few sporadic instances, none of the conferences calls for papers which are reviewed, vetted pre conference and published post conference. This creates a void in spreading design scholarship.

Academic mobility of design students and design faculty must be encouraged and supported nationally and internationally. This calls for financial support mechanism and cooperation framework to be established centrally. The idea is to improve the quality of education and increase the amount of multilateral cooperation amongst design institutions nationally and internationally.

Society

As design is a much needed tool for business, it is also so for the society at large. There is a great possibility to use design in public services. Public sector must use design in a more integral manner than just using it for brochures, website, etc. Design can make a positive contribution to enhancing of public services. Design disciplines such as service design could be put to a greater use in the design of public services.

Governments spend a lot of money in enhancing public services. The intent is always good. The problem is that the public services so created fail to serve the people as intended. We need to make design an integral part of public service development and implementation. There are three key ways in which design can make public services better.

- It can redesign the way we deliver our services allowing us to "build or reshape our services around citizens, around clients, around customers.
- It can help the development of better policy "ensuring that ideas are tested before having scarce resources invested in them on a national basis.
- Design can help us in the public services to be more innovative. We need to be conscious that today's problems are just not going to be addressed by yesterday's ideas and yesterday's solutions...we need a whole new approach to policy over the 10 years.

Collaboration between design industry and social service organizations needs to be initiated. The passion and commitment of social service organizations combined with designers' ability to interpret the needs of the people in terms of tangible solutions could prove to be extremely effective.

As in the case of business, here also the barrier is information. Awareness needs to be created to establish design as a tool for social impact and as a contributor for delivering public services keeping the citizens at the heart of the process. This area provides wide ranging opportunities for design industry which is waiting to be tapped.

Design Hubs

It is suggested that Design Hubs be established in select city centres across the country. In all instances mentioned above a lack of communication and information about the applicability of design towards business, society, public services, etc. is strongly felt.

The Design Hubs will act as a facilitating centre that connects, engages and involves people who provide design, people who commission design and people who use design. It will function as a network provider which links and brings together sets of people/agencies that can engage in dialogue and move further. It will engage the public through dissemination of information through exhibitions, talks and events and other suitable mediums.

Acknowledgements

Disclaimer

All data / responses published in this report are based on a survey initiated by CII. The report is based on responses received by the companies that chose to answer the questionnaire sent to them. The data has not been verified by a third party. Responsibility of the data & facts lies with the respondents alone.

The information presented in this report is based on the surveys, interviews and desk research. Due care has been taken to authenticate the information and present the information in an unbiased manner. Views, opinions, suggestions, mentioned in this report are based on the general sentiment within the design industry and are mentioned to highlight the issue and not to pass any definitive judgment on the subject.

Yet, if there are any mistakes, misrepresentations, such instances are unintentional. We express our sincere apologies in advance. In any such cases, we request that such occurrences are brought to our notice for correction in future versions.

There might be more institutions, companies, bodies, associations, other than the ones mentioned herein or considered herein. Their omission is not on purpose, but because of absence of information about them to the report compilers. Such entities are requested to kindly inform Ms. Seema Gupta, Deputy Director, Technology Division of CII on her email id – seema.gupta@cii.in.

Annexure 1
National Design Policy

BACKGROUND

1. Strategic importance of design for national and industrial competitiveness is now universally recognised. Value addition through innovations in designs can play a pivotal role in enhancing the competitiveness of both manufacturing and service industries.

2. Realising the increasing importance of design in economic, industrial and societal development and in improving quality of products and services, the Government of India had initiated a consultative process with industry, designers and other stakeholders to develop the broad contours of a National Design Policy. The vision behind initiating a 'National Design Policy' is to have a "design enabled Indian industry" which could impact both the national economy and the quality of life in a positive manner.

VISION AND STRATEGY

3. The vision for a National Design Policy envisages the following:
   i. preparation of a platform for creative design development, design promotion and partnerships across many sectors, states, and regions for integrating design with traditional and technological resources;
   ii. presentation of Indian designs and innovations on the international arena through strategic integration and cooperation with international design organizations;
   iii. global positioning and branding of Indian designs and making "Designed in India" a by-word for quality and utility in conjunction with "Made in India" and "Served from India";
   iv. promotion of Indian design through a well defined and managed regulatory, promotional and institutional framework;
   v. raising Indian design education to global standards of excellence;

vi.   creation of original Indian designs in products and services drawing upon India's rich craft traditions and cultural heritage;

vii. making India a major hub for exports and outsourcing of designs and creative process for achieving a design-enabled innovation economy;

viii. enhancing the overall tangible and intangible quality parameters of products and services through design;

ix.   creation of awareness among manufacturers and service providers, particularly SMEs and cottage industries, about the competitive advantage of original designs;

x.   attracting investments, including foreign direct investments, in design services and design related R & D; and

xi.   involving Industry and professional designers in the collaborative development of the design profession;

The strategy to achieve this vision would focus on strengthening quality design education at different levels, encouraging use of designs by small scale and cottage industries and crafts, facilitating active involvement of industry and designers in the development of the design profession, branding and positioning of Indian design within India and overseas, enhancing design and design service exports, and creating an enabling environment that recognises and rewards original designs.

ACTION PLAN

4. The Action Plan for implementation of the National Design Policy will have the following components:

(i)   Setting up of specialised Design Centres or "Innovation Hubs" for sectors such as automobile and transportation, jewellery, leather, soft goods, electronics / IT hardware products, toys & games which will provide common facilities and enabling tools like rapid product development, high performance visualisation, etc. along with enterprise incubation as well as financial support through mechanisms like venture funding, loans and market development assistance for start-up design-led ventures, and young designers' design firms/houses.

(ii) Formulation of a scheme for setting up Design Centres/Innovation Hubs in select locations / industrial clusters / backward states, particularly in the North East.

(iii) Preparation of a plan for training of trainers and for organising training programmes in specific processes/areas of design and continuing education programmes for practising designers from Design Centres/Innovation Hubs.

(iv) Preparation of a mechanism for recognising and awarding industry achievers in creating a brand image for Indian designs through the award of a India Design Mark on designs which satisfy key design criteria like originality, innovation, aesthetic appeal, user-centricity, ergonomic features, safety and eco-friendliness.

(v)   Encouraging Indian firms and institutions to develop strategic alliances with design firms and institutions abroad to gain access to technology and know-how improving Indian design.

(vi) Creating mechanisms for sustainable quality improvement in designs in India.

(vii) Laying special focus on up-gradation of existing design institutes and faculty resources to international standards, particularly the National Institute of Design (NID) and its new campuses/centres. With a view to spreading quality education in designs to all regions of India, four more National institutes of Design on the pattern of NID will be set up in different regions of the country during the 11th Five Year Plan. The possibility of new models for setting up of such institutes, in keeping with the current economic and educational paradigms, will be explored. In this context, the public-private partnership mode could also be an option.

(viii) Initiation of action to seek "Deemed to be University" or 'University' under section 3 (f) of the University Grants Commission Act, status for the NIDs, so that they can award degrees of B.Des. and M.Des. instead of just Diplomas as at present.

(ix) Encouraging the establishment of departments of design in all the Indian Institutes of Technology (IITs) and all the National Institutes of Technology (NITs) as well as in prestigious private sector Colleges of Engineering and Architecture.

(x)   Upgrading quality of engineering design, machinery design, process design, design materials, environmentally sound and socially and culturally relevant designs.

(xi) Encouraging the teaching of design in vocational institutes oriented to the needs of Indian industry, especially small scale and cottage industries in primary and secondary schools as well as tertiary educational institutions.

(xii) Introducing short term training courses and continuing education programmes by NID and other design institutes targeting on needy sectors and catering to the diverse sectors including agricultural and artisanal sectors.

(xiii) Organising workshops and seminars to create more awareness than at present among industrialists, particularly in small scale and cottage sectors, in different parts of India especially on the intangible aspects of design processes.

(xiv) Sustaining and strengthening India's traditional knowledge, skills and capabilities while being sensitive to global heritage so that our shop floor workers, craftsmen and artisans could be engaged in manufacture of innovative products and contemporarisation of traditional crafts for broad spectrum of uses and niche markets.

(xv) Facilitating the establishment of a Chartered Society for Designers, (on the lines of the Institution of Engineers, the Institution of Architects, the 'Medical council', the Bar Council, etc.), to govern the registration of Design Professionals and the various matters relating to standards setting in the profession.

(xvi) Setting up an India Design Council (IDC) with eminent personalities drawn from different walks of life, in particular industry, whose functions, inter alia, would be as follows: -

- undertake design awareness and effectiveness programmes both within India and;
- act as a platform for interaction with all stakeholders;
- undertake R&D and strategy and impact studies;
- accredit design institutions;
- develop and standardize design syllabi, etc. for all institutions in India imparting design education;
- conduct programmes for continuous evaluation and development of new design strategies;
- develop and implement of quality systems through designs for enhancing the country's international competitiveness;
- coordinate with Government to facilitate simplification of procedures and systems for registration of new designs;
- assist industries to engage the services of designers for their existing and new products;
- encourage design and design-led exports of Indian products and services including outsourcing its design capabilities by other countries;

- take effective steps towards "cradle to grave environment-friendly approach" for designs produced in India so that they have global acceptance as 'sustainable designs;
- enable the designers in India to have access to global trends and market intelligence and technology tools for product development and innovations;
- encourage close cooperation between academia and industry to produce proprietary design know-how while encouraging creation of new design-led enterprises for wealth creation; and
- encourage and facilitating a culture for creating and protecting intellectual property in the area of designs.

Annexure 2 - India Design Council

India Design Council In pursuance of the National Design Policy announced by the Government on the 08th February 2007, the Central Government hereby constitutes the India Design Council with the following members:

1. **Shri Anand Mahindra** — President
   Vice Chairman & Managing Director,
   Mahindra & Mahindra Limited, Mumbai 400 001

Representatives from Departmental of Industrial Policy & Planning (DIPP)

2. **Shri Saurabh Chandra** — Member
   IAS, Additional Secretary & FA, Dept. of Industrial Policy &
   Promotion (DIPP), Ministry of Commerce & Industry, New Delhi 110 011

3. **Smt. Renu Sharma** — Member
   IAS, Joint Secretary, Dept. of Industrial Policy & Promotion (DIPP),
   Ministry of Commerce & Industry, New Delhi 110 011

Head of Design Institute set by the DIPP

4. **Shri Pradyumna Vyas** — Member-Secretary
   Director, National Institute of Design (NID), Ahmedabad 380 007

Eminent persons from various fields related to Design Industry

5. **Shri Akhil Succena** — Member
   Activity Chairperson, Professional Education Programmes,
   National Institute of Design (NID), Ahmedabad 380 007

6. **Ms. Ritu Kumar** — Member
   Ritika Pvt. Ltd., Gurgaon, Haryana

7. **Shri William N. Bissell** — Member
   MD, Fabindia Overseas Pvt. Ltd., New Delhi 110 048

8. **Dr. Naushad Forbes** — Member
   Forbes Marshall, Pune 411 034

9. **Shri Mahesh Krovvidi** — Member
   COO, National Design Business Incubator (NDBI),
   National Institute of Design (NID), Ahmedabad

10. **Shri Ganesh Prabhu** — Member
    Professor (Corporate Strategy & Policy), Indian Institute
    of Management (IIM), Bangalore 560 076

11. **Shri Ajai Choudhary** — Member
    Chairman & CEO, HCL Infosystems Ltd., Noida 201 301

12. **Ms. Rouble Nagi** — Member
    Artist & Muralist, RN Studios, Mumbai 400 053

Representatives from Department of Commerce, Higher Education, Information Technology & Ministry of Textiles

13. **Shri Anil Mukim** — Member (Nominated by Secretary, Dept. of Commerce)
    IAS, Joint Secretary, Dept. of Commerce, Ministry of Commerce
    & Industry, New Delhi 110 011

14. **Shri R C Meena** — Member
    Economic Adviser, Department of Higher Education , New Delhi

15. **Shri N. Ravi Shanker** — Member
    Joint Secretary, Department of Information Technology,
    Ministry of Information and Communication Technology,
    New Delhi 110003

16. **Shri Bhupendra Singh** — Member (Nominated by Secretary, Ministry of Textiles)
    Joint Secretary, Ministry of Textile, New Delhi 110 001

Representatives from apex industry organisations

17. **Mr. Amit Dev** — Member (Nominated by President, ASSOCHAM)
    Director, Time Broadband Sevices Ltd., Mumbai

18. **Shri Anjan Das**   Member
     Senior Director, Confederation of Indian Industry (CII),   (Nominated by
     Gurgaon 122 015   Director General CII)

19. **Dr. Vaijayanti Pandit**   Member (Nominated
     Director, FICCI Western Region Council, Mumbai   by President, FICCI)

Heads of Design Institutes in private sector or Head of Departments of Design Education
in IIT's, etc.

20. **Shri Ravi Pooviah,**   Member
     Head, Industrial Design Centre, Indian Institute of Technology,
     (IDC-IIT), Mumbai

21. **Prof. Ranjit Mitra**   Member
     Director, School of Planning & Architecture, New Delhi 110 002

Eminent Designers

22. **Shri Satish Gokhale**   Member
     Director, Design Directions, Pune 411 004

23. **Shri Bidyabijay Bhaumik**   Member
     Vice President - Scorpio Project, Mahindra & Mahindra Ltd.,
     Mumbai 400 018

24. **Shri Jagdish Hinduja**   Member
     Chairman, Gokaldas Images Ltd., Bangalore 560 022

25. **Ms. Rina Dhaka**   Member
     Designer, Gurgaon

26. **Shri Sarabjit Singh**   Member
     Fabinterior, Proprietor & Principal Designer,
     New Delhi 110 029

Some of the key features of the India Design Council, mentioned in the notification

1. The Council will have a tenure of three years. If Central Government is of opinion that it is necessary or expedient so to do, it may reconstitute the Council earlier than the aforesaid period of three years.

2. A casual vacancy occurring in the offices of the President or members of the Council by resignation or other shall be filled by a fresh nomination and the persons nominated to fill the vacancy shall hold office only for the remainder of the term for which the President or, as the case may be, the members whose place he takes, was nominated.

3. The major functions, amongst others, of the India Design Council shall be:

a) Undertake design awareness and effectiveness programmes both within India and abroad;
b) Act as a platform for interaction with all stakeholders;
c) Undertake R&D and strategy and impact studies;
d) Accredit design institutes;
e) develop and standardize design syllabi, etc. for all institutions in India imparting design education;
f) conduct programmes for continuous evaluation and development of new design strategies;
g) develop and implement quality systems through designs for enhancing the country's international competitiveness;
h) coordinate with Government to facilitate simplification of procedures and system for registration of new designs;
i) assist industries to engage the services of designers for their existing and new products...

Reproduced from - http://www.nid.edu/download/IDC_Memberlist.pdf

Annexure 3 - CII National Committee on Design (2009-10)

Ms. Deepika Jindal
Managing Director
Austenitic Creations Pvt Ltd

Dr. Gita Piramal
Chairman
BP Ergo Ltd.

Mr. Satish Gokhale
Director - Industrial Design
Design Directions Pvt. Ltd.

Mr. Anuj Prasad
Director & Chief Designer
Desmania Design Pvt. Ltd.

Dr. Naushad D Forbes
Chairman, CII (WR) and Director
Forbes Marshall Pvt. Ltd.

Mr. Manu Parpia
Founder and Vice Chariman
Geometric Ltd.

Mr. Sharad Dahake
Deputy Manager - R&D (Industrial Design)
LG Electronics India Pvt. Ltd.

Mr. B Bhaumik
Sr. Vice President – Product Development
Mahindra & Mahindra Ltd.

Prof. Pradyumna Vyas
Director
National Institute of Design

Mr. Mukund Bhogale
Managing Director
Nirlep Appliances Ltd.

Mr. S Sundar
President, AIDI & MD
Dovetail Design & Furniture Gallery

Prof. Geetha Narayanan
Founder Director
Srishti School of Art Design & Technology

Mr. M S Shantharam
Sr. Vice President – Watch Manufacturing
Titan Industries Limited

Mr. Hari Nair
Director-Global Consumer Design Asia
Whirlpool of India Ltd

Dr. V Sumantran
Executive Vice Chairman
Hinduja Automotive Ltd. C/o Ashok Leyland Ltd.

Mr. Pankaj Jhunja
General Manager – Design
Renault India Pvt. Ltd.

Mr. Anil Narayan Sondur
General Manager-Industrial Design Business
TATA Elxsi Ltd.

Mr. Ashish Deshpande
Founder Director & Principal Designer
Elephant Design Pvt. Ltd.

Ms. Preeti Vyas Giannetti
Chairwoman & Chief Creative Officer
Vyas Giannetti Creative

Ms. Sujata Keshavan Guha
MD & Executive Creative Designer
Ray + Keshavan Design

Mr. Amit Krishn Gulati
Director
Incubis Consultants India Pvt. Ltd

Prof. GG Ray
Head, Industrial Design Centre
Indian Institute of Technology, Mumbai

Prof. Lalit K Das
Head - Industrial Design Centre
IIT, Delhi

Dr. Amaresh Chakrabarti
Professor & Director
Innovation, Design Study & Sustainability
Laboratory (IdeasLab) and Virtual Reality
Laboratory (VRLab)

Mr. Sudhir Sharma
Designindia

References

1. COA (http://www.coa.gov.in/home/regstats.htm) & survey results
2. Database shared by IIID member list & survey results
3. FDCI (http://www.fdci.org/Members/Designers_List.aspx) & survey results
4. Financial Express, http://www.financialexpress.com/news/Usability-engg-professionals-grow-in-Pune/199858/
5. COA (http://www.coa.gov.in/home/regstats.htm) + survey results
6. Database shared by IIID member list & design survey
7. Elephant Strategy +Design (www.elephantdesign.com)
8. http://domain-b.com/brand_dossier/adv_brnd/20090115_vyas.html
9. Onio Design www.oniodesign.com
10. http://economictimes.indiatimes.com/Features/Brand-Equity/DesignBridge-setting-up-base-in-India/articleshow/4461645.cms
11. KIDP, http://www.icsid.org/news/year/2009_news/articles716.htm
12. COA http://www.coa.gov.in/STATUS.pdf
13. Database shared by IID
14. COAhttp://www.coa.gov.in/STATUS.pdf
15. Database shared by IIID
16. Indian Animation and Gaming 2008 report, Nasscom
17. Indian Animation and Gaming 2008 report, Nasscom
18. Indiaedunews.net(http://indiaedunews.net/Career/Indian_animation_industry_poised_for_growth_3713/)
19-25. India Media Forecasts, Group M, April 2009 Livemint http://www.livemint.com/2009/04/27201009/D683D536-92B9-4806-97EB-FE170CF328CAArtVPF.pdf
26. Business Standard http://www.business-standard.com/india/storypage.php?autono=312529
27, 28. IndianTelevision.com http://www.indiantelevision.com/headlines/y2k8/nov/nov69.php
29, 30. Business Standard   http://www.business-standard.com/india/storypage.php?autono=312529
31. Animation & Gaming India 2008, Nasscom http://www.nasscom.in/upload/59238/Highlights%20of%20the%20report%202008.pdf
32, 33. NASSCOM presents Animation & Gaming India 2008, http://www.nasscom.in/Nasscom/templates/NormalPage.aspx?id=55119
34. Real Estate, January 15, 2009, IBEF
35. Database shared by IIID
36. India and Architectural Outsourcing, http://www.bpotrends.com/Services/architectural-outsourcing.html
37. Architecture http://www.careerage.com/career/cc/architecture/
38. DomaniB.com http://www.domain-b.com/environment/20080929_indian_green_homes.html
39. 'India needs about 10,000 industrial, communication designers' http://www.indopia.in/India-usa-uk-news/latest-news/52276/Business/4/20/4
40, 41. Design next http://www.businessworld.in/index.php/Design-next.html
42. Automobile Production Trends http://www.siamindia.com/scripts/production-trend.aspx
43. Retail http://www.ibef.org/industry/retail.aspx
44. Business Standard http://www.business-standard.com/india/news/indian-toy-industry-set-to-grow-at-25/259652/
45. Based on secondary data collected on 36337 Designers in India
46. Financial Express http://www.financialexpress.com/news/Usability-engg-professionals-grow-in-Pune/199858/
47-49. ASSOCHAM http://www.assocham.org/prels/shownews.php?id=1572
50. Initiatives on Design   http://www.gita.org.in/pdf/Design.pdf
51. Asian Paints ColorNext http://asianpaints.com/colournext/research_process.aspx
52. Elephantversity www.elephantversity.com
53. National Design Policy http://www.dipp.nic.in/design_policy/national_design_policy.pdf
54. India Design Report, Mr. Rajakumar Kanjam
55. Intellectual Property Rights http://www.indianindustry.com/intellectual-property-rights/
56. Indian Design Act 2000 http://www.ficpi.org/newsletters/49/india.html
57. Businessworld http://www.businessworld.in/index.php/BW-NID/BW-NID-Concept.html
58. Jindal Stainless to award design innovators http://www.business-standard.com/india/storypage.php?autono=190039
59. Marie Claire ushers in the third year with launch of fashion awards http://www.campaignindia.in/news/marie_claire_ushers_in_third_year_with_launch_of_fashion_awards
60. Interior & Architecture Awards http://iadawards.in/
61. Young Design Entrepreneur Award http://www.britishcouncil.org/india-arts-iydey2007.htm#2009
62. Packaging Excellence Awards http://www.iip-in.com/
63. Kyoorious Design Yatra http://www.domain-b.com/brand_dossier/adv_brnd/20080901_kyoorius_designyatra_2008.html
64. FICCI Design Conclave http://designconclave.com
65. FICCI Frames http://www.exchange4media.com/FICCI/2008/ficci_fs08_mailer.asp?news_id=30292
66. Anifest http://www.afaqs.com/perl/news/company_briefs/index.html?id=41462