

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:2492
ANSWERED ON:27.08.2012
I MARK FOR DESIGN
Dhurve Jyoti

Will the Minister of TEXTILES be pleased to state:

- (a) whether the Government proposes to start I-Mark to promote good design in the country;
- (b) if so, the details thereof;
- (c) if not, the reasons therefor; and
- (d) the mechanism proposed by the Government to provide/issue I-Mark for well-designed projects and check its improper use?

Answer

MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SMT. PANABAAGA LAKSHMI)

(a) & (b): Yes Madam. The India Design Council (IDC) now a Society under the aegis of Department of Industrial Policy & Promotion, Ministry of Commerce and Industry, has already launched the I-Mark (India Design Mark) and started awarding the same from the year 2012. India Design Mark is for everyone. Anyone, from Global Enterprises or Cottage industry can apply for the India Design Mark for their product offerings. Till now, 30 product entries have been granted India Design.

(c): Does not arise.

(d): The India Design Mark is granted by the India Design Council, a registered Society, to a product as mentioned in the categories of entry against the pre-defined eligibility criteria. It is a two stage process. In the first stage, the product entry is reviewed online by three jury members independently. If the product entry qualifies the stage-1, it goes to stage-2. At stage -2 the product entry is evaluated physically by a duly constituted jury. The evaluation criteria are well defined and the evaluation at both the stages is done vis-a-vis these defined evaluation criteria.

To check its improper use, after the grant of India Design Mark, a clear usage guidelines is issued and the company signs an undertaking stating that they would be adhering to these usage guidelines.