

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:2014
ANSWERED ON:31.07.2015
National Design Policy
Mahajan Smt. Poonam

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether the Government has formulated National Design Policy, if so, the details and salient features thereof;
- (b) the action plan of implementation of the policy with respect to improvement of manufacturing competitiveness along with its current status thereof;
- (c) whether specialised design centres of innovation hubs for various sectors have been set up in the country as a result of the said action plan;
- (d) if so, the details thereof and if not the reasons therefor;
- (e) whether the objectives of National Design Policy have been aligned/proposed to be aligned with the Make in India programme; and
- (f) if so, the details thereof ?

Answer

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THE MINISTER OF STATE (INDEPENDENT CHARGE)
OF THE MINISTRY OF COMMERCE & INDUSTRY
(SHRIMATI NIRMALA SITHARAMAN)

(a): Yes, Madam. The National Design Policy was approved by the Government on 8th February, 2007. The details of the Policy, inter alia, include:

- i. Promotion of Indian design through a well-defined and managed regulatory, promotional and institutional framework;
- ii. Setting up of specialized Design Centres or "Innovation Hubs" for sectors such as automobile and transportation, jewellery, leather, soft goods, digital products, toys & games which will provide common facilities and enabling tools like rapid product development, high performance visualization, 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;
- iii. Formulation of a scheme for setting up Design Centres / Innovation Hubs in select locations/Industrial clusters/ backward states, particularly in the North East;
- iv. 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.
- v. Initiation of action to seek "Deemed 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;
- vi. 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;
- vii. Preparation of a mechanism for recognizing 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;
- viii. Facilitating the establishment of a Chartered Society for Designers (on the lines of the Institutions 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;
- ix. Setting up an India Design Council (IDC) with eminent personalities drawn from different walks of life.

(b): In order to draw up a Detailed Action Plan in pursuance of the National Design policy a Committee was constituted with

representatives of various Ministries and Departments with Director, NID, Ahmedabad as Member Secretary on 6th March 2007. The final recommendations of the Committee are as under:

- i) Constitution of the Design Council of India
- ii) Form a Chartered Society of Designers.
- iii) Form a Working Group for new Institutes of Design and strengthening of Design Education in Existing Institutions.
- iv) To conduct Design Awareness Programmes

(c): No Madam.

(d): The Detailed Action Plan does not include Design Centres.

(e) & (f): The Design Clinic Scheme project being implemented by NID across the country is intended to improve the manufacturing competency of the MSMEs through design intervention to their products and services and to provide them design edge in the global market and hence supports the MAKE IN INDIA programme of the Government of India.
