



Confederation of Indian Industry

Initiatives on Design

www.cii.in



Mr. Vikram Kirloskar
Chairman, CII National
Committee on Design
(2007-08)

The Design initiatives are driven by:

Confederation of Indian Industry (CII) National Committee on Design 2007-08, Chaired by Mr. Vikram Kirloskar, Vice Chairman, Toyota Kirloskar Motor Ltd along with members from industry, academia, design led Industries & Government.

Introduction

Design today is internationally recognised as a strong force for improving man-made environment and is the key in humanising technologies. Globally, the focus of industry and especially the manufacturing sector is clearly shifting towards design along with technology & innovation in order to achieve competitiveness. In India too, Design, Application of Technologies and Innovation are gaining momentum. In recent years the subject of design and product development has been the focus of companies and the Government in several developed as well as developing countries aimed specifically at bringing about business performance improvement.

To enhance the focus of CII in the area of Design, a National Committee on Design has been constituted. The



Mr. Pawan Munjal, Chairman, CII National Committee on Technology & Innovation 2004-2005, Mr. Kamal Nath, Union Minister of Commerce & Industry, Government of India and Mr. Alessandro Barberis, President, Turin Chamber of Commerce, Italy inaugurating the 4th Design Summit in Delhi.

committee draws members from industry, academia, design houses and Government.

CII National Committee on Design is the reference point in India on Design and works closely with the stakeholders for strategising and implementing all the Design initiatives in the country.

Objectives:

- Sensitisation and capability building for Indian industry to use design as an important business strategy through awareness and promotional programmes.



Dr. Ajay Dua, then Secretary, Department of Industry Policy & Promotion, Government of India at the Inaugural Session of 6th Design Summit in Delhi.

- 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/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.

Major Activities Undertaken & Ongoing Activities

Awareness & Promotion

- 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. At the 4th Design Summit in 2004, Mr. Kamal Nath while inaugurating the Summit made the first announcement on Government's plan to come out with a Design Policy.



Design Summit 2003

- The 7th Design Summit is scheduled on 12-13 Dec 2007 in Bangalore.
- Successful Design Missions to UK and Turin were organized with a good number of Indian participants from Design houses, industry and institutes.
- An initiative has been taken to bring out the first ever book on Indian Design Resources



Capacity Development

- Training programmes on various aspects of Design including New Product Development, IPR for Design, Use of Design for enhancing competitiveness of industry etc.



CII Design mission members at a Design Studio in Turin, Italy.

Policy

- CII and NID with support from DIPP organized interactive sessions across the country to draft a National Design Policy. Post the announcement of the Design Policy; CII is working with DIPP on preparing the implementation plan of the policy.



CII Design mission members in UK

International and National Linkages

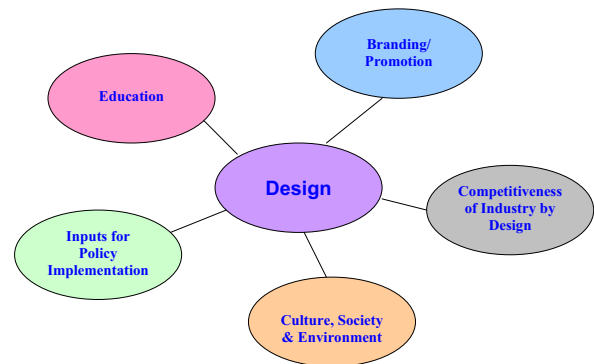
- International partnerships with IDSA (Industrial Design Society of America), Turin Chamber of Commerce, UK Design Council, Dutch Design Association and other overseas organisations provide a good resource base to the activities of CII in this area. In addition to this, the local partners include NID, IDC, IDDC, Srishti School of Art & Design, Designindia (an online forum of Designers), AIDI and others.



Mr. E V K S Elangovan, Minister of State for Commerce & Industry, Government of India inaugurating Design Conclave in Shillong

New Initiatives 2007-2008

CII National Committee on Design 2007-08, has identified the following focus areas for the CII Design initiatives:



The members of the CII Design Committee would be steering the core groups in the above initiatives.



Contact

Ms. Seema Gupta, Deputy Director at Email: seema.gupta@ciionline.org
Tel : 91-124-410 1044 / 401 4060 - 67 • Fax: 91-124-401 4057

You can also contact: Head-Technology & IPR Division:
Mr. Anjan Das at Email: anjan.das@ciionline.org
Tel: 91-124-401 4075 • Fax: 91-124-401 4057

Visit: www.cii.in