1) CELEBRATION OF WORLD INDUSTRIAL DESIGN DAY 2016

On the occasion of World Industrial Design Day 2016 on the 29th June 2018, India Design Council and National Institute of Design, with the support of Department of Industrial Policy & Promotion, Government of India had organized a session on Make in India = Good Design = India Design Mark.

The Keynote Address by Chief Guest Mr. Ramesh Abhishek, IAS, Secretary, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India apart from Special Addresses by Dr. Naushad Forbes, Chairman, Governing Council, National Institute of Design & President, Confederation of Indian Industry (CII); Mr. Rajiv Aggarwal, IAS, Joint Secretary, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India and Prof Pradyumna Vyas, Director, National Institute of Design & Member Secretary, India Design Council. Other Speakers included Mr. Suresh Sethi, Vice President, Design South Asia, Whirlpool Corporation, who elaborated on ‘What is Good Design’ and Mr. Suhas Kulkarni, Associate Vice President and Head of R&D Appliances Godrej and Boyce Manufacturing Co. Ltd. who elaborated on ‘The I Mark Experience’, while Mr. Hrridaysh Deshpande, Consultant Advisor, India Design Council spoke on ‘India Design Mark’.

Prof Pradyumna Vyas, Director, National Institute of Design & Member Secretary, India Design Council emphasised, “We believe that the India Design Mark system and process is very relevant to the Make in India, initiative, as it communicates Design Excellence, along with establishing the quality of manufacturing. Many Asian nations such as Korea, Taiwan, Singapore, Thailand, Philippines have now adopted this process to boost design, manufacturing and exports.”

Mr. Hrridaysh Deshpande, Consultant Advisor, India Design Council enunciated, “Design, innovation and manufacturing are linked. Innovation and Design aren’t simply about new products or technology. They’re about Good Design, which is to improve products in everyday use, leading to reduced costs, increased usability and new business opportunities. Companies that use design are more successful than those that do not. “India Design Mark” is a prestigious symbol that showcases the strength of an integrated partnership between design, engineering and business. “India Design Mark” is a corollary to position India as a Design Nation.”

In his Keynote Address, Chief Guest Mr. Ramesh Abhishek, IAS, Secretary, Department of Industrial Policy & Promotion, Government of India said, “We are waiting to partner and support the design community in any way. Give us suggestions and we will offer support."
The 'jago grahak jago' campaign which is a very popular advertisement can be clubbed with different avatars of design awareness to spread the word through wider audiences and stakeholders.

Mr. Rajiv Aggarwal, IAS, Joint Secretary, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India enunciated, “Everything in our life should be Design centric. Everyone who moves into a new employment, whether a service or any other, should have an element of Design. The Design Clinic Scheme in this respect has been a fantastic initiative by the government and one of the consistently successful schemes executed by NID.”

Dr. Naushad Forbes, Chairman, Governing Council National Institute of Design & President, Confederation of Indian Industry said, “India Design Mark is close to my heart. Our challenge is to foster the cause of design in the country and identify routes to bring it to mainstream. Also to raise the profile of design in India. How do we bring about this equality of Make in India = Good Design = India Design Mark. Japan started with their own system of good technology and quality way back in 1957 and the small country is now associated with all that is good in the world! Let us also consciously use design to move up the value chain of products and their manufacturing, from cheap and cheerful to high quality design.”

Mr. Suresh Sethi, Vice President Design South Asia, Whirlpool Corporation articulated, “I believe that what should concern us, is how the expressive need and energy so delicately enshrined in the culture, can now find a new vehicle for Design. The vision should be the symbolic relationship with our times and should be directed towards a positive change for society and world at large. Change comes from encounters, conversations and dialogues of people. Together in this journey, we are deeply engaged with the new world. Let the new landscape for design education blossom from observing the real world and bring about the flowering of goodness in the lives of millions.”

Mr. Suhas Kulkarni, Associate Vice President and Head of R&D Appliances, Godrej and Boyce Mfg. Co. Ltd. said, “The India Design Mark presents a good confluence of traditional and modern Industrial Design. There is a clear shift from small "d" to big "D". Good Design if executed well can be a great symphony. A wide spectrum of products including air conditioners, refrigerators, washing machine, have won the I Mark at Godrej & Boyce Mfg. Co. Ltd. Encouragement from IDC, led our company to participate in G-Mark.”

There was an invigorating exchange of ideas, where the patrons of design and renowned members of the capital’s design fraternity shared, a possible route plan for achieving Design Excellence and Design Leadership in today’s climate, with access to a plethora of resources.
On the occasion, the *India Design Mark 2017*, the *India Design Mark Catalogue 2015-16* and a compilation of projects executed by National Institute of Design for the Government of India, were launched. The catalogue is a documentation of Good Design in India, serving as a reference point for new applicants to apply for subsequent editions of the “India Design Mark” award. The catalogue stands relevant not only for big corporate players, but for effective use by medium and small-scale enterprises as well. It establishes that Design is not merely about aesthetic styling, but is also a unique strategic tool that creates innovation and product differentiation, thus improving the competitive advantage of an enterprise.

“India Design Mark” provides a strong differentiation and market positioning as a Design and Innovation leader. It acts as a brand extension and imparts a competitive advantage to the product in local and international markets. It serves as a unique promotional launch pad for new products and services entering the market.

The “India Design Mark” symbol is a trustworthy indicator of excellence. The symbol can be used extensively e.g. in advertisements, catalogues, product packaging and other promotional mediums.

All types of mass-produced products are eligible for the “India Design Mark”, including consumer electronics, computer and communication products, machine tools, construction machinery, lighting systems, white goods, household appliances, capital goods, medical equipment, toys, vehicles, agricultural machinery, etc.

Indeed, the coordinated efforts of India Design Council and National Institute of Design to support the country’s mandate for “Make in India”, is laudable in placing Design on a creative path with a defined strategy and objective to place India in the forefront of the nations, offering cutting edge Designs to the world.

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2) RECOGNITION FOR MR PRADYUMNA VYAS

Mr. Pradyumna Vyas, Director, National Institute of Design was chosen as one of the 100 Most Influential Directors of India (Education) at the World Education Congress in Mumbai on 23rd June 2016.

The theme of the Congress is “Quality Education for Sustainable & Inclusive Growth”
The 100 Most Influential Directors of India (Education) is intensely researched process undertaken by the research cell which consists of Post Graduates in History & Management with over 5 years research experience posts their studies. It is the iconic job of the research cell to produce a shortlist of Individuals who are doing extraordinary work and track the record of their achievements. The shortlist is then reviewed by a Jury comprising of senior professionals from across the globe.

The criteria adopted in this case were:

- Strategic Perspective
- Support Infrastructure
- Future Orientation
- Track Record
- Integrity and Ethics
- Ability for Sustainable Education
- Evaluation Approach

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3) ACCOLADES FOR NID

National Institute of Design was ranked eighth in the Car Design News global league table of transportation design schools. For more details:
http://cardesignnews.com/articles/resources/2016/06/car-design-awards-global-design-school-league-table/