

- धन-सृजन हेतु नए डिजाइन उन्मुख उद्यमों को प्रोत्साहित करते हुए अकादमिकों एवं उद्योग जगत के बीच नजदीकी सहयोग को बढ़ावा देना ताकि स्वामित्व डिजाइन तकनीक बनाया जा सके; तथा
- डिजाइनों के क्षेत्र में बौद्धिक संपदा के सृजन एवं संरक्षण की संस्कृति को बढ़ावा देना एवं सुलभ बनाना।

[फा. सं. 5/42/2007-आईपीआर-V]

एन. एन. प्रसाद, संयुक्त सचिव

MINISTRY OF COMMERCE AND INDUSTRY

(Department of Industrial Policy and Promotion)

NOTIFICATION

New Delhi, the 2nd March, 2009

S.O. 593(E).— In pursuance of the National Design Policy announced by the Government on 8th February 2007, the Central Government hereby constitutes a India Design Council (IDC) with the following members, namely:-

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| (i) | Shri Anand G. Mahindra of Mahindra & Mahindra Ltd., | -President |
| (ii) | Eminent persons from various fields related to design industry | |
| | 1. Shri Akhil Succena, National Institute of Design | -Member |
| | 2. Ms. Ritu Kumar, Fashion Retailer | -Member |
| | 3. Shri William N. Bissell, Traditional Indian Design | -Member |
| | 4. Dr. Naushad Forbes, Technology-Design Specialist | -Member |
| | 5. Shri Mahesh K, Design Incubation | -Member |
| | 6. Shri Ganesh N. Prabhu, Management/Design | -Member |
| | 7. Shri Ajay Chowdhry, IT Design | -Member |
| | 8. Ms. Rouble Nagi, RN Studios, Artist & Muralist | -Member |
| (iii) | Representatives from Department of Industrial Policy & Promotion | |
| | 1. Additional Secretary & Financial Advisor (AS&FA), DIPP | -Member |
| | 2. One Member (not below the rank of Joint Secretary) | - to be nominated |
| (iv) | One Member each from Department of Commerce, Higher Education, Information Technology and Ministry of Textiles (Officers not below the rank of Joint Secretaries) | -to be nominated |
| (v) | One Member each from each of three apex industry organizations | |
| | 1. Sr. Representative as nominated by President ASSOCHAM | -Member |
| | 2. Sr. Representative as nominated by Director General CII | -Member |
| | 3. Sr. Representative as nominated by President FICCI | -Member |

- (vi) Heads of two design institutes in the private sector or Head of Departments of design education in Universities, IITs etc,
- | | |
|---|---------|
| 1. Shri Ravi Pooviah, Head, IDC, IIT, Mumbai | -Member |
| 2. Prof. Ranjit Mitra, Director, School of Planning & Architecture, New Delhi | -Member |
- (vii) Eminent designers
- | | |
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| 1. Satish Gokhale, Design Directions, Pune (Product Design) | -Member |
| 2. Mr. Bidyabijay Bhaumik, Mahindra & Mahindra Ltd., (Automobile /Engg. Design) | -Member |
| 3. Shri Jagdish Hinduja, Gokaldas Images Ltd., Bangalore (Design for Exports) | -Member |
| 4. Ms. Rina Dhaka, New Delhi (Fashion Designer) | -Member |
| 5. Shri Sarabjeet Singh, Fab Interiors, New Delhi (Interior Designer) | -Member |
- (viii) (Heads of all Design Institutes set up by the DIPP)
- | | |
|---|-------------------|
| Director, National Institute of Design (NID), Ahmedabad | -Member-Secretary |
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2. The Council shall 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
3. 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.
4. The President of the Council shall preside over all its meetings:
- Provided that where the President is unable to attend any meeting of the Council, he shall nominate one of the members of the Council to preside over the meetings.
5. The Council may meet at such places and at such times as may be determined by the President:
- Provided that the Council shall meet at least once a year.
6. The major functions of the India Design Council (IDC) shall be as under:-
- undertake design awareness and effectiveness programmes both within India and abroad;
 - 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 quality systems through designs for enhancing the country's international competitiveness;
- coordinate with Government to facilitate simplification of procedures and system 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 facilitate a culture for creating and protecting intellectual property in the area of designs.

[F. No. 5/42/2007-IPR-V]

N. N. PRASAD, Jt. Secy.