

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.