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'Most countries use design strategically'



Dr DARLIE KOSHY

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On the the CII NID Design Summit in Mumbai on December 16 and 17

Why have National Institute of Design (NID) and Confederation of Indian Industry (CII) come up with this summit?

Most countries are using design strategically. India has no real plan where design is concerned, yet we hope to become an economically developed country by 2020. In the emerging knowledge economy, intellectual property rights, relating to product design are becoming a critical issue for new competitive arenas. In the 21st century, countries which have more design registrations and patents will lead the way. We wish to bring to the attention of policy makers the importance of design to the development of a country, put it on our national and corporate agenda. So the focus of our summit is on winning new markets through and by design.

How do you see design fitting into the development of a country?

Using Japanese strategist Kenichi Ohmae's Zebra approach, certain key cities will drive growth. Countries might become known for that city alone — for instance Bangalore is known for its software, Chennai for automobile parts, etc. Design fits in here when cities become known for their creativity, ie, cities like Los Angeles or Berlin, which are promoted for their creativity. The same can be done with cities here.

Is this why Mumbai was chosen for the summit?

Yes. Mumbai is an extremely creative city. It has two important aspects. Some of the country's most enlightened industrialists live here, and they are keen to promote design. Also, historically, Mumbai has been the hub of creativity, be it music, films, art, etc.

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How were the international speakers on your summit panel chosen?

I have been a board member of International Council for Societies of Industrial

Design. I came across many of the international speakers there, and requested them to participate.

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