India Design Mark Application Process

1 Applications Open

I Mark applications open on 29th June every year

2 Check Eligibility

- Check Eligibility and confirm that your product entry is eligible to apply
- The product entry should satisfy any two of the three criteria - Made in India, Designed in India or Sold in India
- All kinds of products in the market are eligible

3 Register Online

Create a Login id & Password by registering on the website

4 Fill in the Online Application Form

- Now that you hold an account, you can start filling the application form
- Prepare required material for completing the online application form
- Prepare images of your product entry to upload for the online application form
- Submit the application form

GOOD DESIGN

INDIA DESIGN MARK 2018

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Final Submission of the Application

You must make the final submission on or before the prescribed last date

6

Payment for Stage 1 Assessment

Remit the payment for Stage 1 Assessment Fee on or before the prescribed last date

7

Stage 1 Assessment

This is an online process. Three Jury Members evaluate your application form individually to decide if your product meets the criteria to qualify for Stage 2 of the India Design Mark

8

Stage 2

If your entry qualifies at the end of Stage 1, prepare to send the physical product for Stage 2 Assessment

9

Stage 2 Payment

Remit the payment for Stage 2 Assessment Fee

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Stage 2 Assessment

In Stage 2 of the India Design Mark, the panel of Jury Members see, touch, feel, use the product and judge the features, fit finish of the product against a predefined set of evaluation criteria

11

Declaration of Result

If your product meets the evaluation criteria you will be awarded the Indian Design Mark

Use India Design Mark to promote your Product

Once you have been awarded the India Design Mark you can use the I Mark logo, a recognized standard of Good Design on the product and in product communication as per the usage guidelines.

But the journey does not end here. Now that you have National Recognition you can aim for an International Distinction.

G Mark

All products awarded the India Design Mark are eligible to apply directly to Stage 2 of the Good Design Awards, Japan with a considerable waive off in the application fee as well. Instituted in 1957, Good Design Award has been given to outstanding designs for more than 50 years in the pursuit of prosperous lives and industrial development. Approximately 37,000 Good Design Awards have been given in continuing these efforts.