INDIA DESIGN MARK 2019

GOOD DESIGN

India Design Mark Objectives

Recognize good design based on clearly established parameters and by following a transparent process of recognition

Augment the competitiveness of Indian industrial output for domestic consumption and export markets

Promote an industrial value system, which has regard for reducing waste, being eco-friendly, producing sustainable products, producing products that are reusable, repairable and recyclable

Serve as a reference for purchase decisions as it signifies good design not only in terms of how good the product looks, but also the product quality, functionality, quality, usability and social responsibility

Increase design awareness and promote value of design in the industry and society thereby raising the demand for good design from users and manufacturers

Improve the quality of life by encouraging good design

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EEPCINDIA
ENGINEERING THE FUTURE

IN ASSOCIATION WITH:
GOOD DESIGN