



India Design Mark Objectives

- 1 Recognize good design based on clearly established parameters and by following a **transparent process** of recognition
- 2 **Augment the competitiveness** of Indian industrial output for domestic consumption and export markets
- 3 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
- 4 **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
- 5 **Increase design** awareness and promote value of design in the industry and society thereby raising the demand for good design from users and manufacturers
- 6 Improve the quality of life by encouraging good design

SUPPORTED BY:

