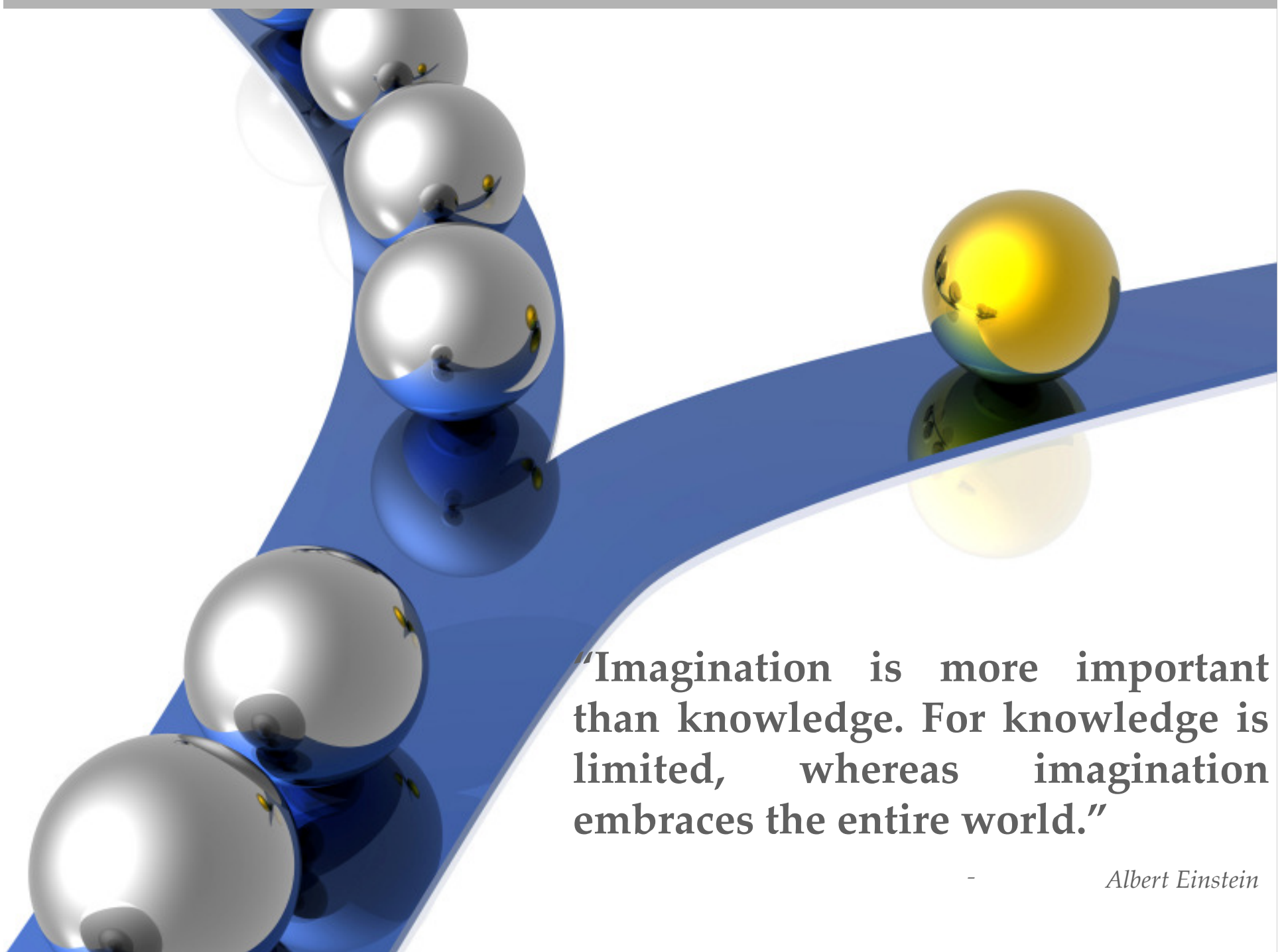


# Importance of Design as a Factor of Competitiveness

*Address at the WIPO International Symposium on Design  
Santiago, Chile | November, 2011*



*Dr. Darlie O Koshy, MBA , Ph.D. (IIT, Delhi)*



“Imagination is more important than knowledge. For knowledge is limited, whereas imagination embraces the entire world.”

- *Albert Einstein*

# Managing **Future** from the **Present**

- **Technology-led Design**
- **Design & Innovation** hold the key
- Present products - **Futuristic Designs**
- **User-Friendly** Products



Designing for the future while remaining relevant for the present



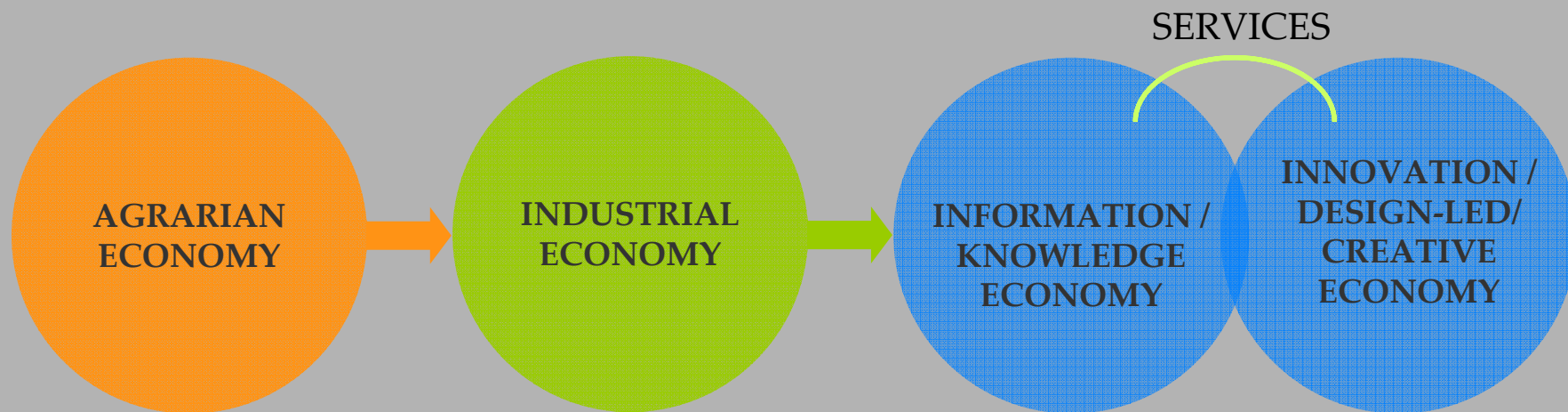
*The essence of design lies in the process of discovering a problem shared by many people and trying to solve it.*



The whole world looks different if you just put your chin in your hand and think. There are an unlimited number of ways of thinking and perceiving. In my understanding, to design is to intentionally apply to ordinary objects, phenomena and communication the essence of these innumerable ways of thinking and perceiving.

— *Designing Design, Kenya Hara*

# Towards Design-led Creative Economy...



- ★ Land
- ★ Labour
- ★ Natural Resources

- ★ Capital
- ★ Machinery
- ★ Management

- ★ Knowledge as the “key differentiator”
- ★ Science & Technology
- ★ Entrepreneurship

- ★ “Creativity/Innovation as the key differentiator”
- ★ Ideas: Mind to Market
- ★ Visceral vs Virtual

Innovation has become an overarching phenomenon where technology driven solutions connect many dots in one go...

Creativity is broader than innovation...

# Creativity, Innovation & Design in Creative Economy

*“ Creativity is thinking up new things. Innovation is doing new things.”*  
-Theodore Levitt

*“Application of creativity in the process of innovation is Design”*



# Technology-Design Fusion



- 'Touch' & 'Feel' the biggest human interface; Next frontier 'Talk'
- Newer Design Contexts breaking barriers of usage & re-defining Brands/ Economies
- Straddle 3-4 Generations present on the face of earth at any point of time
- Designs for an Inclusive | Sustainable World

## Technology-Design fusion

Affordable | Usable | Accessible | Easily Understandable



## “Design Parla Italiano” (Design Speaks Italian)

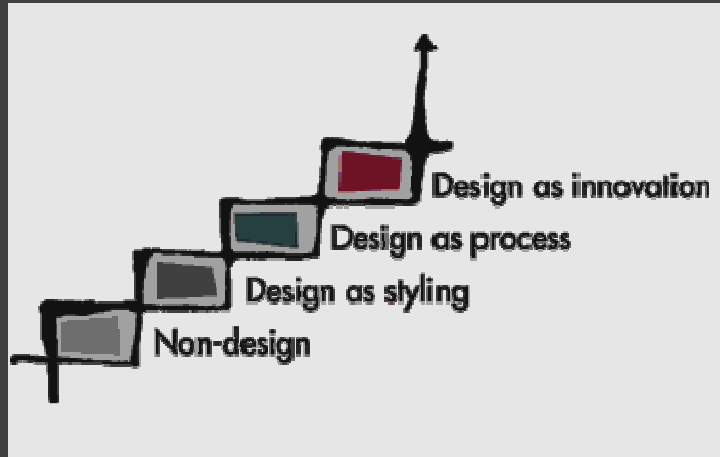
Dezignaré originates from the Latin word for design and is pronounced (*Dee-Zig-Na-Ray*).

As the word "design" passed through the French language it became enunciated as we commonly use it today (*Di Zine*).

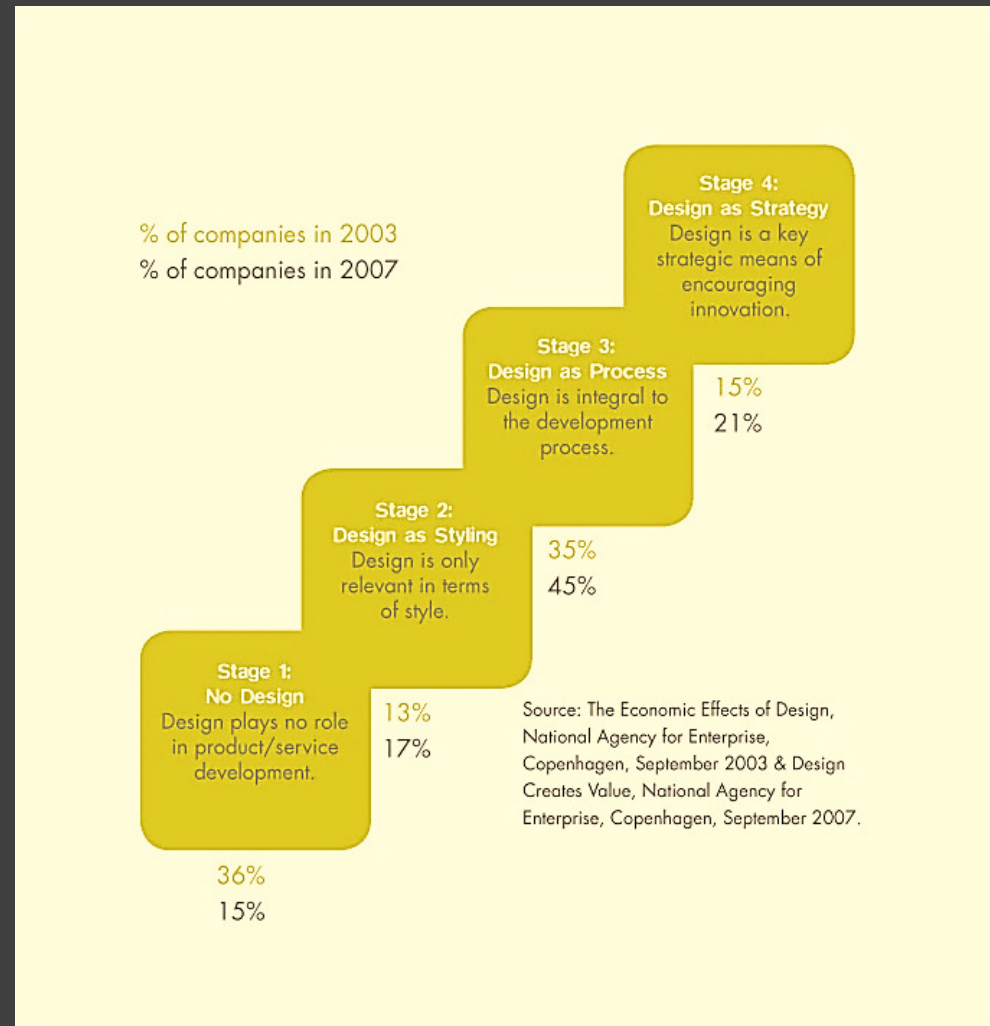
# *Design for Competitiveness*



# Value of Design



- Design adds value to products & services
- Brings benefit of Technology to users
- Design connects user to product emotionally



# Speed to Market with New Designs

“When markets shift, technologies proliferate, competitors multiply, and **products become obsolete almost overnight**, successful organisations are those that **consistently innovate & create new Knowledge**, and **embody it in products** and an array of services...”

## VISCERAL/ PHYSICAL

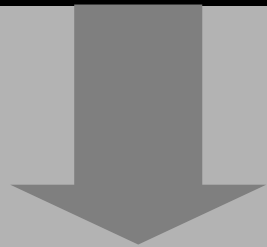


## VIRTUAL/ DIGITAL

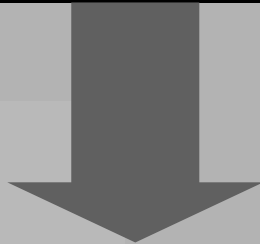


Design in Products → Services → Experiences

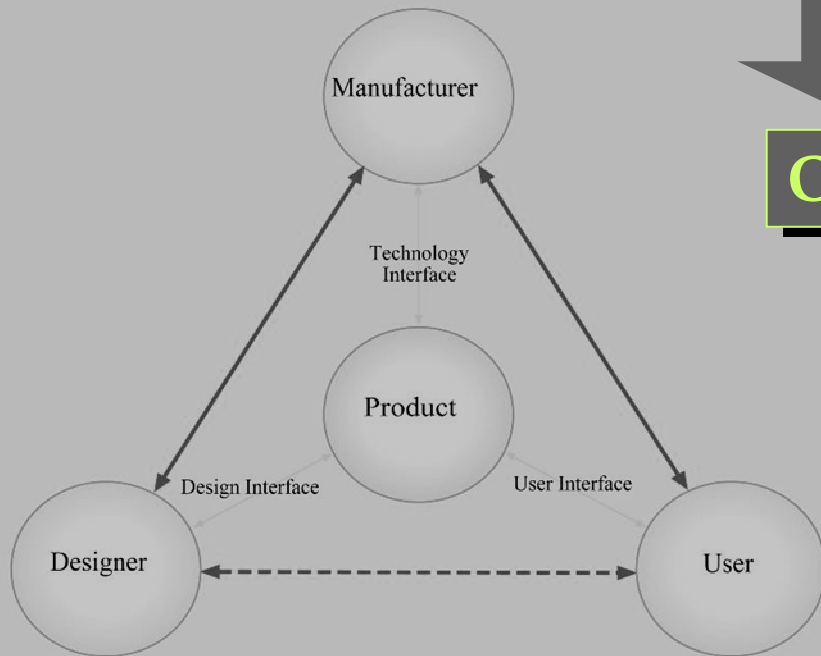
**OEM** ( Original Equipment Manufacture )



**ODM** ( Original Design Manufacture )

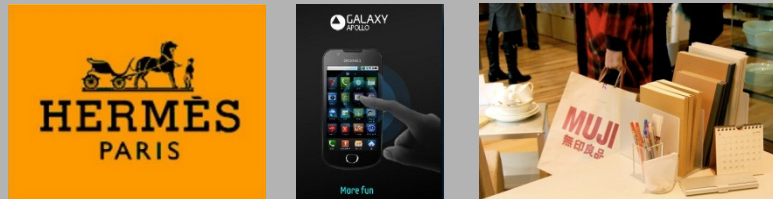
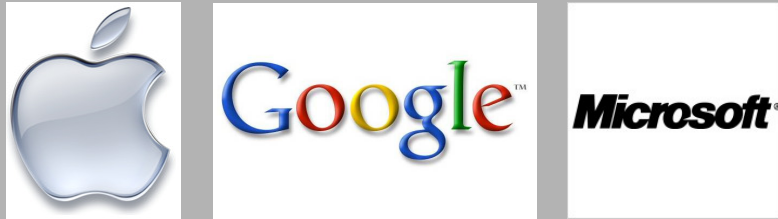


**OBM** ( Original Brand Manufacture )

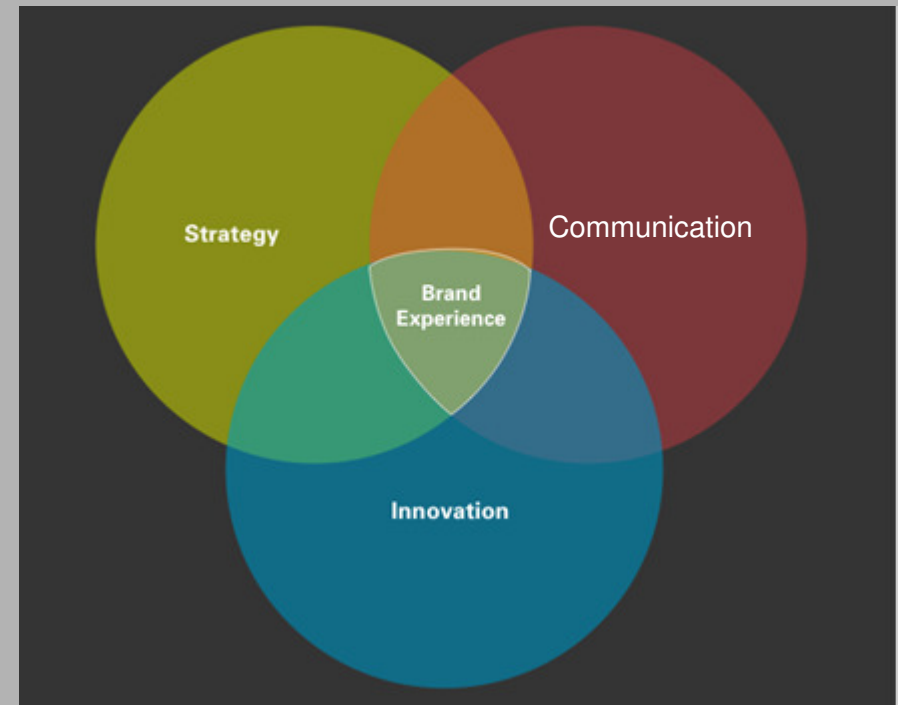


# Manufacturing & Design Competitiveness

# Design DNA: Core of a Brand



Core + External Skin  
drives the Brand



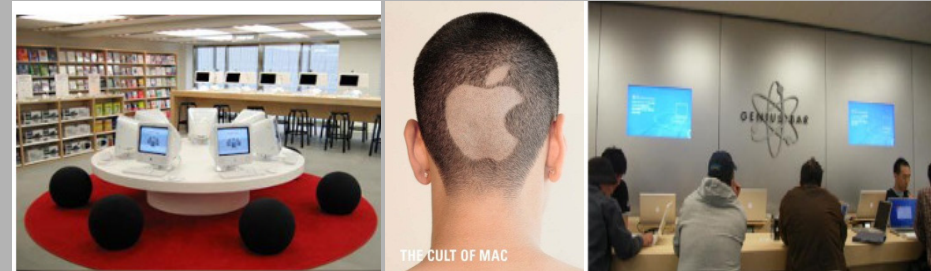
# Brands with EQ through Design



# Design Creates Brand Experience



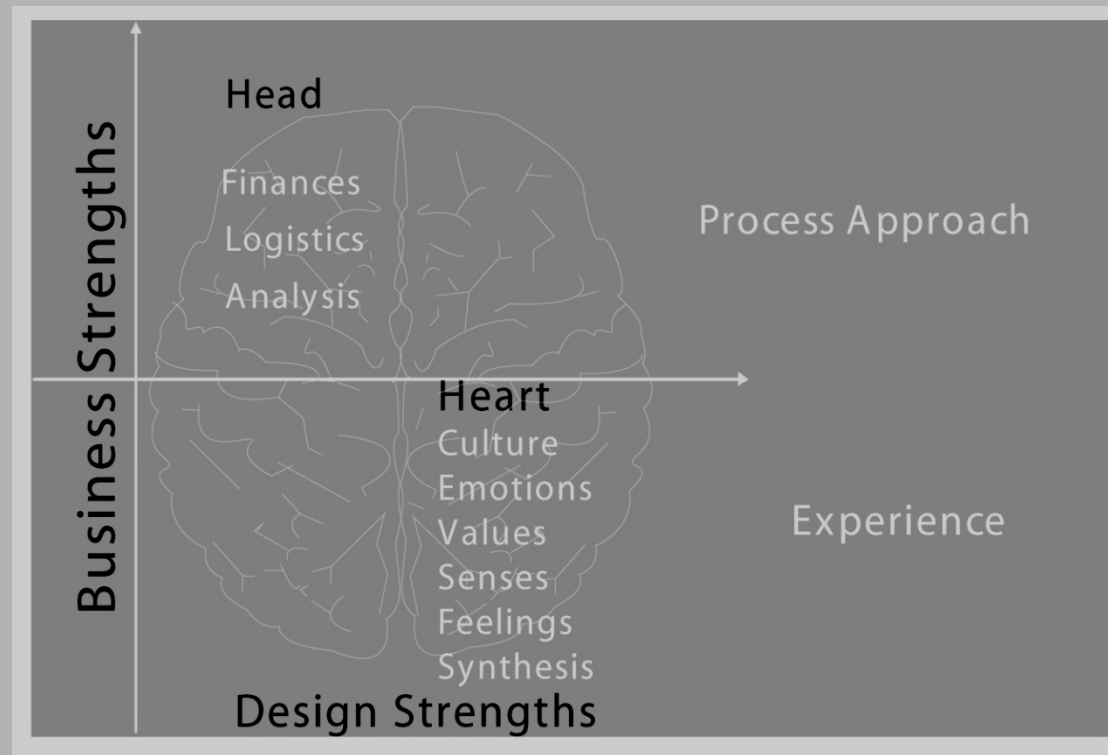
*“ An Apple store is a place I can visit, meet friends, learn & have an enjoyable time”*



Cultures | Emotions | Sensibilities | Feelings

***SMART & INTELLIGENT BRANDS TOUCH LIVES and  
ENHANCE QUALITY OF LIFE***

# Strategic Design



“ The real Challenge for brands is how best to harness the **values at the heart** of their business as marketing tools, without appearing cynical. This isn't about sound bites and tokenistic gestures-it's a **paradigm shift**.”

*-Jane Asscher, Managing partner & Founder-23red*

# Success by Design



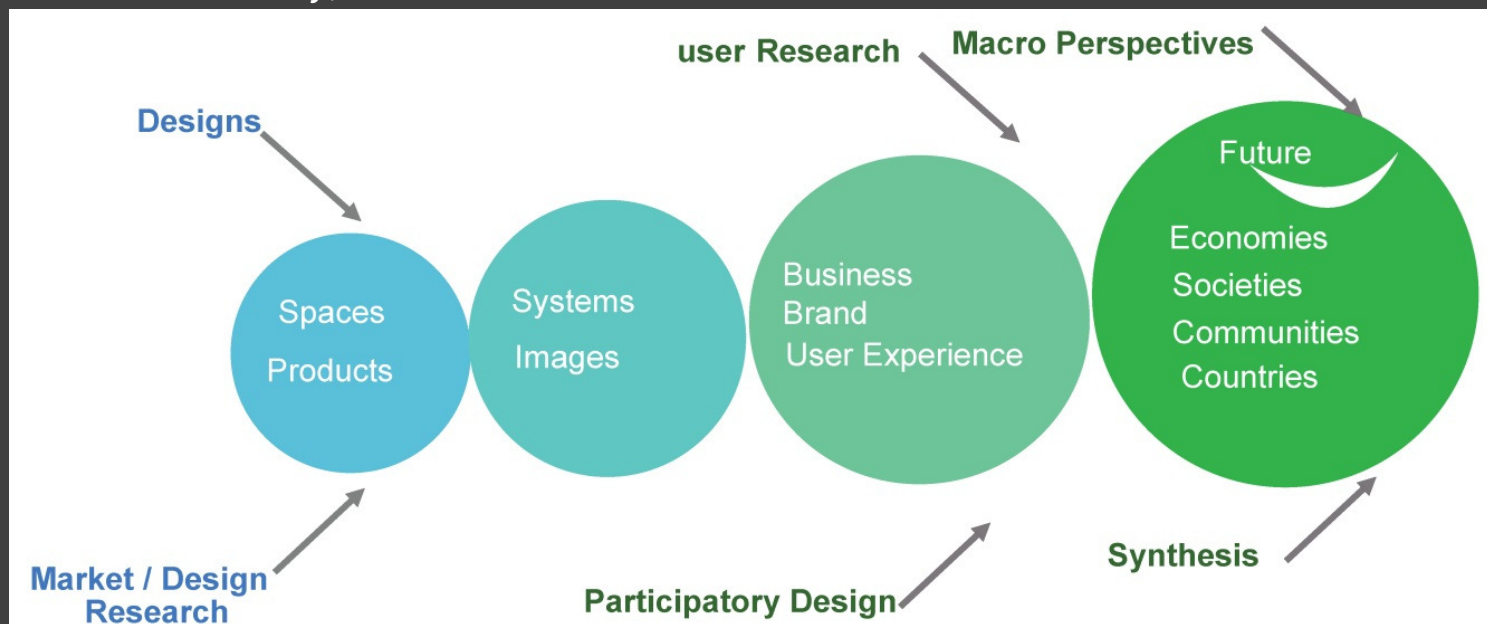
Companies with **Design Strengths**  
outwit those with **Business Strengths**



# Strategic Design for Competitiveness

“Product design input contributes 60% to its wealth generation (value addition), as well as influences 50% of the inbuilt quality of its value chain & thereby contributes significantly to the competitiveness of the product ”

*Source: Envisioning an Empowered Nation, Technology for Societal Transformation (2004) by His Excellency, President of India Prof. A P J Abdul Kalam with A Sivathanu Pillai*



# Design Enablement in Developing and least developed Countries

To create a value price proposition for a product/service with an appeal for a customer, using technology, blending a country's cultural and historical resources, its traditions and heritage of shapes, forms, values and materials; while fulfilling national aspirations of growth and development:-

This capability of a country can be termed as  
**"Design Enablement"**

# Promoting Design: Lessons from 25 Leading Economies

- Employing designers by SMEs (*“ Design Clinics” in India*)
- Creation of designer’s pool for traditional sectors (*India, Africa*)
- Tax incentives and other fiscal and policy based packages for design-led companies
- Design knowledge transfer partnership (*UK* )
- Incubation fund for design (*Korea, US, India*)
- Subsidizing salary of designers for 18 to 36 months for select organizations (*as in Canada*)
- Setting up of Design Centres (*Japan, Germany, Scandinavian countries, China*)
- National Design Council (*Indonesia, UK, India, etc.*)
- Good Design Selection System (*Japan, Malaysia etc.*)
- Global Design Promotion (*UK, Italy, Japan, Korea*)



*Japan*



*Helsinki*



*Italy*



*India*

|                 |  |
|-----------------|--|
| <b>US</b>       | Holder of maximum number of global brands and patents.   |
| <b>UK</b>       | Leader in design consultancy, focus on high end design education.  |
| <b>Japan</b>    | Pioneer of Hi-Tech design culture, Good Design award system.   |
| <b>Taiwan</b>   | Developed design to overtake Japan in electronic goods, redefined value price proposition globally.  |
| <b>China</b>    | Global leader in low cost manufacturing, reverse engineering; actively taking to design promotion and education.   |
| <b>Thailand</b> | Design for export of manufactured goods.   |
| <b>Korea</b>    | Integrated design with global production for electronics, automobile and automotive products, avionics, hi-tech goods. Established as a mature design-led industry with aggressive 5 yr. policies. |

# International Achievements through Design Promotion

# Design to Add Value

## Methodologies for Design Interventions for Needy Sectors

- Skill Upgradation Training Programmes
- Grassroots Innovation Studio
- Technology-Design Links
- Documentation and Publications
- Design Clinics
- Design Audit
- Need Assessment and Design Interventions
- Feasibility Reports
- Management and Handholding of Design Institutions / Craft Centres
- Design Cell at Clients' Premises
- Diagnostic Studies
- Impact Assessment Studies

## Majority Design Issues Prevail: Opportunities in Bottom of Pyramid

- Poverty
- Illiteracy
- Drinking Water
- Shelter
- Productive Employment
- Lack of Access to Information / "Information poor"
- Physically challenged / Visually Impaired
- Socially deprived
- Disasters
- Child mortality / Infectious diseases / incurable diseases etc.

**AFFORDABLE GOOD DESIGN IS THE BIGGEST CHALLENGE** 21

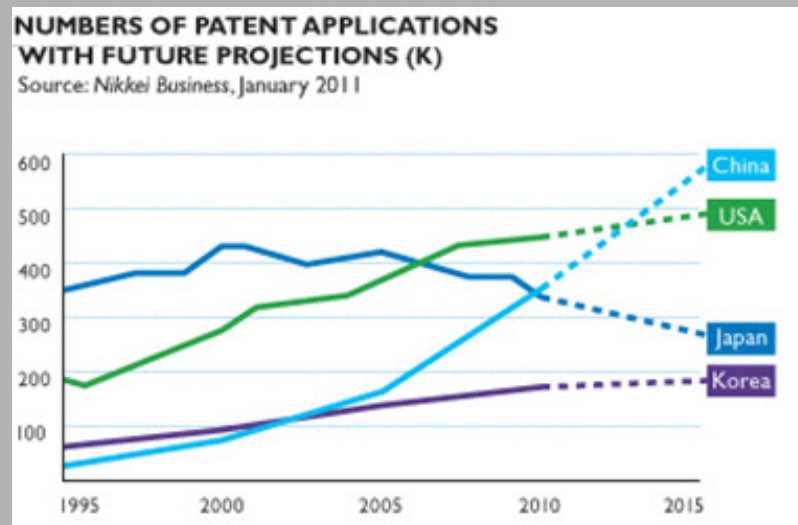
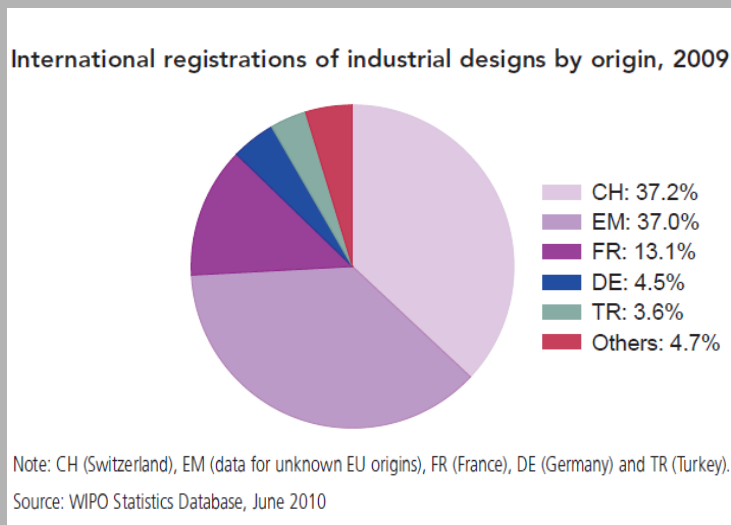
# IPR in the Creative Economy

Strategic Questions . . .

- What is important in globalized economies?  
Imagination, Innovation, Ideas, Knowledge, Skills
- What does our quality of life depend upon?  
New Tools, Technologies, Designs and Societal Innovations to bridge the divide
- Why does innovations requires protection?  
To safeguard an investment in product development, process & marketing
- Who needs protection?  
The innovators / designers who create the new tools and techniques
- What is the problem?  
Most creations are Intangible or have considerable intangible elements

## Protect to Profit

# IPR based Global Competition



# India & IPR in the Creative Economy

## Focus of National Design Policy, India:

- Captures the increasing importance of design in economic, industrial and societal development and in improving quality of products and services
- Strategic importance of design for national & industry competitiveness
- Value addition through innovations in designs
- Enhancing the competitiveness of both manufacturing and service industries



## IPR registrations in India over the years: not realizing full potential

| IP                       | 2005-06 | 2006-07 | 2007-08 | 2008-09 | 2009-10 |
|--------------------------|---------|---------|---------|---------|---------|
| Patents                  | 4320    | 7539    | 15316   | 16061   | 6168    |
| Designs                  | 4175    | 4250    | 4928    | 4772    | 6025    |
| Trademarks               | 184325  | 109361  | 100857  | 102257  | 67490   |
| Geographical Indications | 24      | 3       | 31      | 45      | 14      |



**Pochampally Ikat (Andhra Pradesh)**

**Kancheepuram silk (Tamil Nadu)**

**Aranmula Kannadi (Kerala)**

**Mysore silk (Karnataka)**

**Kullu shawl (Himachal Pradesh)**

**Bidriware (Karnataka)**

**Coimbatore wet grinder (Tamil Nadu)**



**Bidriware (Karnataka)**



**Chanderi Saree (Madhya Pradesh)**



**Aranmula Kannadi (Kerala)**



**Channapatna toys & dolls (Karnataka)**

**Protecting Local Culture & Design  
through Geographical Indications...**

# Towards Design Democracy...

## Design for Everyone, Everywhere



- ❁ Analog vs Digital
- ❁ Global vs Local
- ❁ Tradition vs Modernity
- ❁ Fragile vs Sustainable
- ❁ Physical vs Virtual
- ❁ Functional vs Experiential
- ❁ Design Elitism vs Design Democracy

Individual Innovation / Creativity for Societal Innovation / Transformation

# Designing Quality of Life



“Design is the term we use to describe both the process and the result of giving tangible form to human ideas. Design doesn't just contribute to the quality of life; design, in many ways, now constitutes the quality of life.”

-Peter Lawrence



Solar powered lounge



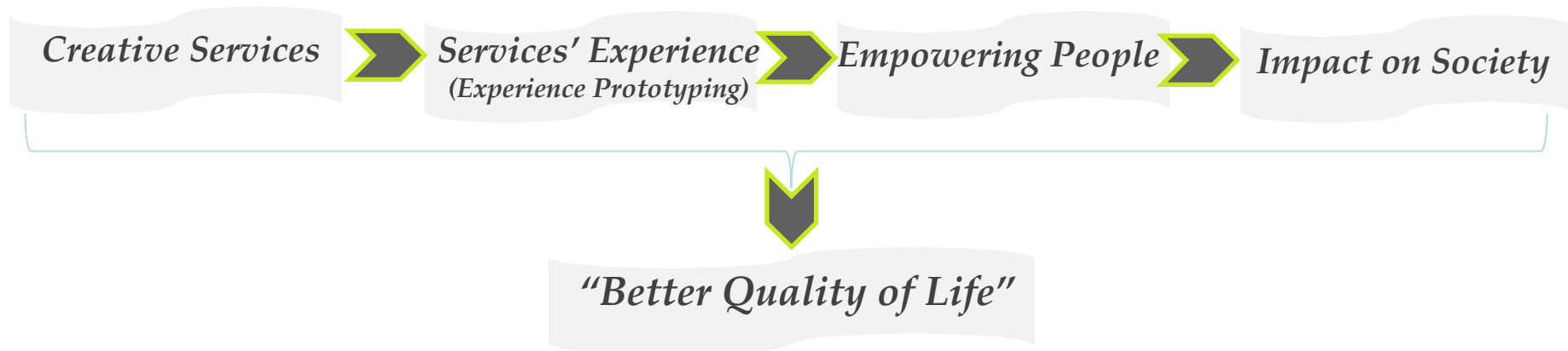
The 'eco ideas' House opened on Apr, 2009, Tokyo, Japan  
A green future home aiming for zero CO2 emissions in 201X.



A Car of the Masses

In future, Creativity in Industry, founded on the interaction between Design and Technology, will be the driver of National and International Growth

# Designing Quality of Life



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-Peter Lawrence

**“Empowering people through Design”**  
**“Interweaving with Service Economy”**



Google Earth

ATM on Wheels | Mobile Banking

SMS Alerts | Online Retail | Opinion Polls

Online Matrimonial | Online Funeral

Easy Affordable Access | Global Connectivity

Designing intangible experiences that reach people through many different touch points –“Service Design”

Connecting Communities | Ubiquitous | Facebook | Twitter

Combined Power of Technology & Design

Networked Mass Movements



Collective Bargaining Portals | Online Education

Free Information / Knowledge Portals

Google | Wikipedia | Trip Advisor

Designing new “ideas” whose time has Come!

# *Good Design doesn't Cost, but it Pays*

*Richard H. Driehaus, Chicago Money Manager and Philanthropist, Richard H. Driehaus Foundation*

## Thank You



*Dr. Darlie Koshy*

DG & CEO-IAM & ATDC

Website: [www.darliekoshy.com](http://www.darliekoshy.com) | Email: [darlie.koshy@gmail.com](mailto:darlie.koshy@gmail.com)

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