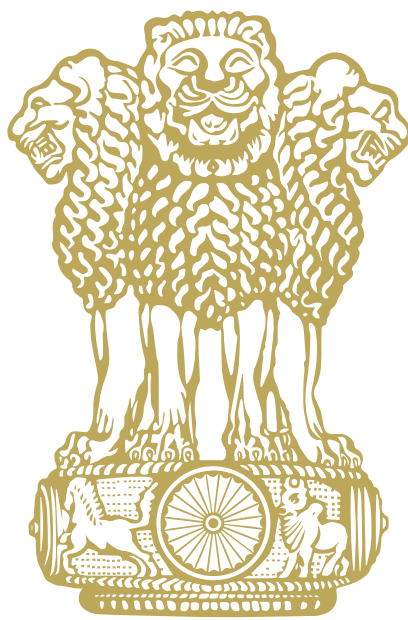


Design Policy 2016



**GOVERNMENT OF
WEST BENGAL**

BACKGROUND

Great design can change lives, Communities and Organizations for the better. It can create better places to live, bring Communities together and can transform Business and Public services. Design is a way of thinking that helps large Organizations, Small and Medium size Enterprises, Social Enterprises and Charities change the way they work.

While conventionally the utility of Design was believed to be limited to mere aesthetic and/or cosmetic value addition of any product / service offering, increasingly Businesses and Enterprises are adopting Design as a core component of a strategic development process.

West Bengal has a rich cultural heritage and creative pedigree in design-led sectors. More particularly, in sectors like Apparels and Textiles, Leather, Gems and Jewellery, Furniture, Animation and Graphics, the State already offers an unparalleled talent pool and design history. With the advent of the new millennium and the creation of a borderless global ecosystem, the State has to keep pace with the changing times. The local artisans, designers, and entrepreneurs that constitute the most vital stakeholders of the ecosystem need to be aptly aware of the global best practices and the role of design in differentiating their product offerings. There is also an overwhelming need to identify domain/cluster-specific design needs and find suitable solutions that address them. There is also a growing need to incentivize the sector to attract new talent and help promote innovation and entrepreneurship.

There is also a growing demand to innovate and incorporate design-led solutions to address critical issues in sectors like healthcare, environment remediation, aerospace, and precision engineering tools. These are engineering/technology based design solutions that hold the key to a better and safer world. Focus on emerging areas of design like additive manufacturing are the futuristic aspects of design that could catapult the State to the league of pioneers in this nascent but evolving field.

This has necessitated the creation of a State policy on Design. West Bengal intends to be seen as a one-stop destination for all design related best practices in the country.

VISION

To make the State of West Bengal as the Nation's Design Leader and establish it as the biggest Design led economy in the country, thus impacting the lives and livelihoods of the citizens of the State.

MISSION

Promotion of the State of West Bengal design industry, utilization of talented human resources by creating jobs, and reinforcement of the design innovation capability of the local industry.

SALIENT FEATURES

- **Skill Development & Capacity Building**
 - Formulation of a 'Design Clinic Scheme' for SMEs and MSMEs. These Clinics shall serve the purpose of (a) increasing the awareness of the value of design and establish design learning in the micro, small and medium sized industries, and (b) increase the competitiveness of these enterprises' products and services through design.
 - Salient features of the proposed Design Clinic Scheme:
 - Design Sensitization Seminars. These seminars to be conducted statewide, especially in domain-specific clusters.
 - Cluster-specific Design needs assessment and Workshops.
 - Design Challenges. The Challenges shall help get professional inputs on solutions to the identified need challenges.
 - Special reach-out campaign for Students to attract budding Designers and Artisans.
 - Collaboration with academic institutions (NID), training institutions (ITIs) & industries to start short-term diploma courses in designing. Countrywide recognition for diploma certificate thus awarded.
- **Incubation Services**
 - Creation of specialized 'Design Centers' for sectors such as, but not limited to, Furniture, Animation and Graphics, Apparels and Textiles, Leather, Gems and Jewellery, across the state that will provide common facilities and enabling tools for key functions like product development and testing, high performance visualization, 3-D printers etc.
 - Providing along with Enterprise incubation as well as financial support through mechanisms like venture funding, loans and market development assistance for start-up design-led ventures.
 - Providing non-financial support like connect to mentors and advisors, including academic support, if needed.

- **Fiscal Incentives & Financial Assistance**

- Special fiscal incentives for design-led enterprises. Tax Incentives for design-led SMEs and MSMEs and particularly for entrepreneurs in the backward regions of the State.
- Special funding mechanism to be set up to enhance capabilities of existing players, and attract new players, including creating a dedicated fund to provide, inter alia, seed capital to entrepreneurs.
- Catalyzing private investment in the design sectors.
- Fixed one time monetary incentive to Industries when they take aid of third party design companies for designing their products (both the companies shall be operating in the state of West Bengal). This can be further extended to Industries taking aid of 'Design Centers' envisioned in the Design Policy.

- **Partnerships**

- Suitable partnerships with International Organizations of repute shall help the design community. Both academic and corporate partnerships shall be sought to improve capabilities of artisans and designers. Institutes like National Institute of Design, Stanford Design School, University of Texas at Austin that are reputed names in the domain can be roped in as 'Knowledge Partners'.

- **Education on Design**

- Workshops for Elementary School Teachers so that they can provide an early exposure for the students with better knowledge and skills in Design Education.
- In addition, Design Workshops for Elementary school children in order to inculcate design aesthetics & creative way of thinking in them.
- 'Engineering/Technology based Design' as a discipline to be promoted. Emerging areas like additive manufacturing to be focused upon to create a talent and facilities pool of its first kind in the country.

DESIGN HUB

- Setting up a centralized, state-of-the-art, "Design Hub" with the key objective of realizing the set out Vision and Mission and helping in implementation of the Policy.
- A resource rich space, the Design Hub to be a commercial space dedicated to Design Industry, with dedicated floors for thematic design sectors.
- The Design Hub will provide enterprise incubation services along with common facilities like 3-D printers, model making, prototyping & testing facilities etc.
- Handhold and Mentoring support to be provided at the Design Hub to design-based entrepreneurs.
- The Design Hub shall have Exhibition halls and showrooms to enable design-startups & entrepreneurs to showcase their innovations.
- **Others**
 - A tailored education program where students from different discipline like Design, Engineering and Product Development come together for superior Design led products.

- Improve competitiveness of Design Studios, re-enforce support for capability building and thus, create opportunity for setting up large number of Design Studios in the State.
- Awards scheme for entrepreneurial participation: Awards for best designs in various sectors like: furniture, animation, textiles, leather, gems & jewellery etc. across the state.

POLICY IMPLEMENTATION

1. Dovetailing Design start-ups with existing Government & Private Venture Capitalist Funds.
The funding for the Design Centre would be through a combination of grants, partnerships and paid for services.
2. Development of 20 Design Business Incubators for start-up Companies focusing on Design.
3. Encourage entrepreneurial participation by developing innovative design solution for mass production.
4. Special focus on micro Design Centers contemporizing the Designs to encourage rural entrepreneurs and provide facilities for filing patents and safeguarding intellectual property rights of the interested Designers.

STRUCTURE

The Policy will be implemented through an apex Design Council of West Bengal headed by the Principal Secretary, Commerce and Industry Department and supported by experts from various Design fields, Design Industry Luminaries and other design thought leaders.

The key objective of the Design Council will be to make the State of West Bengal a Design leader in the world. The key values for the Design Council would be as follows:

1. Demonstrate: Leading by doing, delivering innovative design solutions.
2. Enable: By coaching, Mentoring and educating.
3. Advocate: Through thought leadership and new thinking.

Key Services

1. Business growth through Design
2. Service Transformation through Design
3. Environment creation for Design

The Council will work with the following:

1. Government Department and Public Sector Organizations.
2. Small and Medium Size businesses (SMEs).
3. Planners, Developers, Architects and Local authorities.
4. Community Group and Charities.
5. University, Research Organization and Start-ups.
6. Designers and Creative Industry Bodies.