



## INDIA DESIGN MARK AWARDS 2020 & GOOD DESIGN SEMINAR

Date —  
**DECEMBER 12**

Day —  
**SATURDAY**

Time —  
**11 AM - 1 PM**

Register for free

**REGISTER NOW**



India Design Council (IDC) along with Engineering Export Promotion Council (EEPC) is pleased to invite you to an exclusive Good Design Seminar and India Design Mark Awards 2020 to be held on Saturday, December 12, 2020.

### INDIA DESIGN COUNCIL

India Design Council is an autonomous body of Government of India established under the aegis of Department for Promotion of Industry and Internal Trade, Ministry of Commerce & Industry. More information can be found on [www.indiadesigncouncil.org](http://www.indiadesigncouncil.org).

### INDIA DESIGN MARK (I-Mark)

India Design Mark (I-Mark) is a design standard, a symbol, which recognizes good design and symbolizes product excellence in form, function, quality, safety, sustainability and innovation. More details are available on [www.indiadesignmark.in](http://www.indiadesignmark.in) India Design Mark is awarded by India Design Council in cooperation with Japan Institute of Design Promotion (JDP). The cooperation is in the form of learning from the well-established Good Design Award system in Japan functioning since 1957.

### NATIONAL INSTITUTE OF DESIGN

National Institute of Design; NID was established in 1961, and has been a centre for design education, practice and research since then. Today the National Institute of Design is internationally acclaimed as one of the finest educational and research institutions for Industrial, Communication, Textile and IT Integrated (Experiential) Design. It is an autonomous institution under the aegis of the Ministry of Commerce and Industry, Government of India. NID has been declared 'Institution of National Importance' by the Act of Parliament, by virtue of the National Institute of Design Act 2014.

### EEPC INDIA

EEPC India: Set up in 1955, EEPC India is the premier trade and investment promotion organisation in India. It is sponsored by the Ministry of Commerce & Industry, Government of India, and caters to the Indian engineering sector. As an advisory body it actively contributes to the policies of the Government of India and acts as an interface between the engineering industry and the government.



The purpose of this Good Design Seminar is to communicate the role of design in creating innovation and building sustainable competitive advantage for companies. The seminar is also a platform to disseminate information about India Design Mark, a good design selection system run by India Design Council in cooperation with Good Design Awards, Japan.

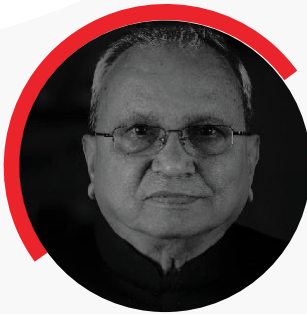
# //// Speakers



**Hon. Dr. Guruprasad Mohapatra**  
Secretary, Department for Promotion of  
Industry and Internal Trade  
Ministry of Commerce & Industry, Govt.  
of India



**Praveen Nahar**  
Member Secretary,  
India Design Council  
Director, National Institute of



**Mahesh Desai**  
Chairman, EEPC India



**Ms. Makiko Tsumura**  
International Manager  
Japan Institute of Design  
Promotion, Japan – G-Mark



**Arun Garodia**  
Vice Chairman, EEPC India



**T. K. Ramesh**  
MD, Micromatic Machine  
Tools [EEPC Member]



**Abhijit Bansod**  
Founder + Creative Director,  
StudioABD@10



**Shrikant Nivasarkar**  
Principal Architect, Nivasarkar  
Consultants



**Satish Gokhale**  
Director, Industrial Design,  
Design Directions Pvt. Ltd.



**Prakash Unakal**  
Dean-BD & Innovation,  
Welingkar Institute

# //// The Schedule

## 11.00 AM // Welcome address

**Praveen Nahar**  
Member Secretary, India Design Council  
Director, National Institute of Design,  
Ahmedabad

## 11.05 AM // Introductory Note: EEPC

**Mahesh Desai**  
Chairman, EEPC India

## 11.10 AM // Address by Special Guest

**Ms. Makiko Tsumura**  
International Manager  
Japan Institute of Design Promotion, Japan – G-Mark

## 11.15 AM // Remarks by I-Mark 2020 Jury Chairs

**Shrikant Nivasarkar**  
Principal Architect, Nivasarkar Consultants

**Satish Gokhale**  
Director, Industrial Design, Design Directions Pvt. Ltd.

**Prakash Unakal**  
Dean-BD & Innovation, Welingkar Institute

## 11.25 AM // Announcement & distribution of India Design Mark 2020

## 11.45 AM // Special address by Chief Guest

**Hon. Dr. Guruprasad Mohapatra**  
Secretary, Department for Promotion of Industry and  
Internal Trade  
Ministry of Commerce & Industry, Govt. of India

## Launch of 10th Cycle of India Design Mark 2021 by Chief Guest

## 11.55 AM // Testimonials By Applicants of India Design Mark 2020

## 12 NOON // Speaker: Satish Gokhale

**Satish Gokhale**  
Director, Industrial Design, Design Directions Pvt. Ltd

## 12.15 PM // Speaker: Ms. Makiko Tsumura

**Ms. Makiko Tsumura**  
Senior Manager  
Japan Institute of Design Promotion, Japan – G-Mark

## 12.30 PM // Speaker: T. K. Ramesh

**T. K. Ramesh**  
MD, Micromatic Machine Tools [EEPC Member]

## 12.45 PM // Speaker: Abhijit Bansod

**Abhijit Bansod**  
Founder + Creative Director, StudioABD@10

## 12.55 PM // Conclusion of the session & Thank You Address by IDC & EEPC

**Arun Garodia**  
Vice Chairman, EEPC India

**Praveen Nahar**  
Member Secretary, India Design Council  
Director, National Institute of Design,  
Ahmedabad

**GOOD  
DESIGN  
SEMINAR  
2020**

## //// In Association with



India Design Council is an autonomous body of Government of India established under the aegis of Department for Promotion of Industry and Internal Trade, Ministry of Commerce & Industry.



EEPC India is the premier trade and investment promotion organisation in India catering the Indian engineering sector. Sponsored by the Ministry of Commerce & Industry, Government of India.

## //// Supported by



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NATIONAL INSTITUTE OF DESIGN  
AHMEDABAD

