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CII DESIGN EXCELLENCE

AWARD 2011

Confederation of Indian Industry (CII) announced first-ever CII Design Excellence Awards in 2011. The India Design Excellence Award is the acknowledgement and celebration of Indian Design. India Design Council endorses this recognition.

This India Design Excellence Award discovers the new paradigms of design in India, which answers the call of making Indian industry and manufacturing more competitive and innovative. The recognition aims to present the emerging face of design in India and its newer manifestations.

The recognition is a celebration of the very best of Indian design in market over the past 24 months from the date of the announcement of award. It seeks to demonstrate the value of design to the Indian industry. It is a true acknowledgement of the design award, innovation and originality of Indian Design.

This Design Award is a perfect opportunity for any company to hog the limelight, and gain increased appreciation for being a Design-led organisation.

AWARD 2011

CII DESIGN EXCELLENCE

AWARD 2011

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AWARD 2011

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CII DESIGN EXCELLENCE AWARD 2011

CII Design Excellence Award 2011 is endorsed by India Design Council. The award is a celebration of the very best of Indian design in market over the past 24 months from the date of the announcement of award, which demonstrates the value of design to the Indian industry and showcases the excellence, innovation and originality of Indian Design to the world.

CII Design Excellence Award is a true acknowledgment of the design award, innovation and originality of Indian Design.

CATEGORIES

CII Design Excellence Award Entries were invited in following categories:

INDUSTRIAL DESIGN

- **Household Appliances**
White goods and electrical household equipment, kitchen devices and aids, household aids, etc.
- **Home Products**
Items and accessories for home, including kitchenware, furniture, etc.
- **Professional and Commercial Products**
Office and business equipment, such as furniture, lighting, etc.
- **Electronic, Computers and Communications Products**
electronic consumer goods, computer equipment and peripherals, communication devices, etc.
- **Leisure and Entertainment Products**
Sports equipment, audio and visual equipment, toys and games, etc.
- **Packaging Structures**
- **Capital Goods**
Industrial machinery & tools, agricultural machinery & tools, construction machines & tools, hand tools, etc.
- **Medical equipment and devices**
Hospital and laboratory devices, rehabilitation, patient care and medical operation appliances, etc.

VISUAL COMMUNICATION

- **Visual identity**
Branding or rebranding of projects, logo, trademark, symbol, visual identity implementation across organization
- **Environmental graphics**
Signage, exhibition, venue imaging, event imaging, showroom & retail merchandising etc.
- **Packaging Graphics**
- **Typography**
Logotype, print, packaging, signage, digital media, original, derivative or pictorial typeface

INTERACTION DESIGN

- **Interactive Media**
CD/DVD graphics, interactive screen / kiosk, video game graphics, Motion graphics
- **Website Design**

MOBILITY DESIGN

Two-wheelers

Four-wheelers

Special purpose vehicle

ELIGIBILITY

Design

1. The design submitted for the CII Design Award has to be designed by an Indian Citizen for Indian or overseas market.
2. Companies registered in India could also submit their entry for the award.

Period

1. Design must be fully commissioned and in market or usage at the time of entry
2. The Design must have been realized in the calendar year of 2010 or 2011
3. Hand made products or prototypes cannot apply.
4. An entry is eligible only if it is complete in all respects. If the entry is a part of a system it is not eligible.
5. The entries must comply with the standards applicable in India

JUDGING CRITERIA

JUDGING CRITERIA-LEVEL 1

1. At the beginning the eligibility of the entries is determined
2. Judging is done based on the online submission of material post the eligibility.
3. Evaluation is done to identify the best designs from within each of the sub-category, which satisfy at least 60 percentage points.
4. Each entry is evaluated independently on its own merit
5. Evaluation is done on the basis of information submitted through the online submission.
6. A jury comprising of category experts conduct this evaluation
7. Keeping with the objective of fair evaluation, other than the merit of design solution against the judging criteria specified, no other parameter will be considered.

Following evaluation criteria is used:

Innovation – 30 Points

- Originality – new to the world or new to the industry, better than the competing solutions
- Distinctiveness – qualities of the design solution that differentiates it from other similar design solutions
- Use of new materials or technology in the design solution

Design Success – 30 Points

- Clear and substantiated indicators of success of the design solution in terms of new market creation, enhancing sales or market share, expansion of customer base, reduction in manufacturing costs, improving productivity and profitability, improving corporate image, affecting social interest in a positive manner

User Friendliness – 20 Points

- Appropriateness of the design solution for the intended user
- Satisfying emotional needs and functional demands
- Clear functional advantages vis-à-vis competitive solutions
- Safe to use
- Economical and efficient usage

Aesthetics – 20 Points

- Does the design solution adhere to the universal principles of aesthetics such as proportion, contrasts, harmony between materials and form etc.
- Visual unity of the design solution
- Aesthetic qualities in different situations such as on-off, frontal-side ways, static-dynamic, etc.
- Emotional connect with the intended user

Coherence – 10 Points

- The design solution must effectively reflect the client organization values, and brand.
- The design solution must effectively communicate its function to the end user
- The design solution must meet the promised function and performance with its visual language and form.

Sustainability – 10 Points

- Sensitivity of the design solution to factors like recycling, life span, energy consumption, economic usage of natural resources, waste creation during the manufacturing, use and disposal.

JUDGING CRITERIA – LEVEL 2

1. Judging for level 2 which is the final stage is done from amongst the selected designs at level 1
2. The jury will select the best design for each of the sub-category.
3. While they will use their own judgment to arrive at the consensus about best design worthy of getting a Design Excellence Recognition in each of the sub category, following representative criteria is used
 - Radical, new design solution
 - Identification of a new problem and providing an effective design solution
 - A new direction for the future
 - High level functionality
 - Pleasing aesthetics
 - Use of universal design principles or specific consideration for differently-abled people
 - Pioneering role in development of local industry or industry sector
 - Creating export potential for the client organization
 - Adding significant value to society
 - Highly environment friendly design solution

Judging for CII Design Excellence Award 2011

1. All submission material is presented to the jury members without exception so as to represent your application fully and justly
2. The original application material is reduced to standard presentation slides and is supplied along with the physical entry.
3. Each jury member complete the individual assessment and compare their results with each other
4. Finally post the detailed and diligent discussion the jury members arrive at the decision to recognition the Design Excellence Recognition in each sub category.
5. During the jury process if the jury members wish to direct questions to the applicant, questions will be posed by conference call.
6. Members of Jury will declare interest if they are involved in any of the participating entry and will reclude themselves from the judging of that entry



Confederation of Indian Industry

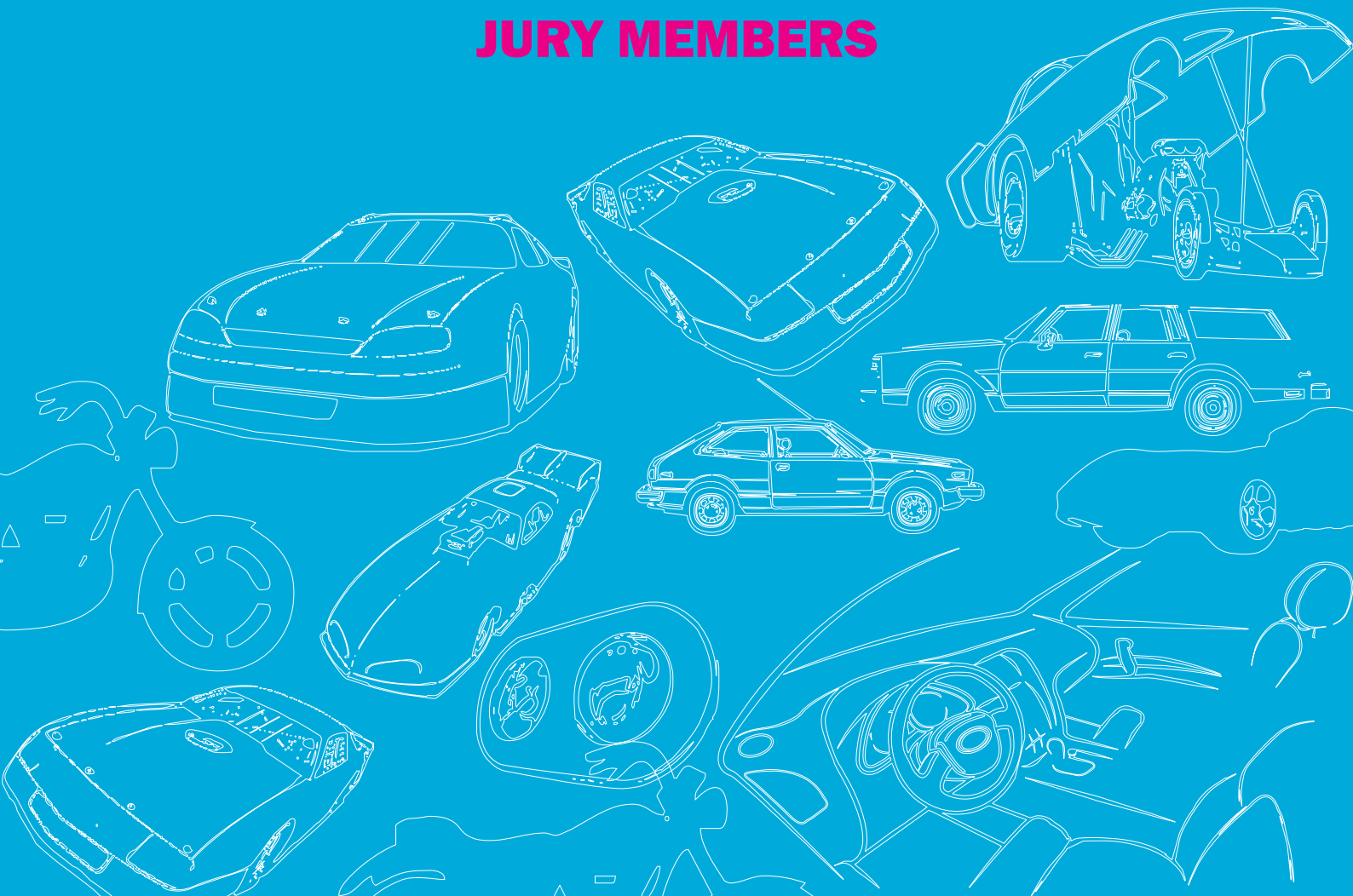
Endorsed By



CIIDESIGN EXCELLENCE AWARD 2011

Recognition and Celebration of Indian Design

JURY MEMBERS



Dr Y S Rajan

CII Design Excellence Award 2011 - Jury Chairman

Dr Viram Sarabhai Distinguished Professor

ISRO

Y.S. Rajan has a proven track record of excellence as a Scientist, Technologist, Administrator, Organization Builder and Leader, Diplomat, Academic, Writer and Poet. He combines a unique ability for original and innovative thinking with strong implementation skills. He has capability to network with multi-disciplinary and multi-cultural groups. He has wide international experience and was responsible for a large number of cooperative projects between India and other countries. He has led Indian delegations to United Nations (UN) and has visited about 40 countries in all continents as a part of cooperative efforts in science, technology and business. As Vice-Chancellor, Punjab Technical University (PTU) (2002-2004), he introduced key initiatives to improve the internal processes and the external interfaces of the university. He continues to be visiting faculty, board member and advisor to various renowned Indian academic institutions. He is also a prolific writer and has written on a variety of subjects, including on science, technology, business, and youth, and leadership, social and ethical issues. He has authored and co-authored a number of books and has contributed to several others. He has also written a large number of articles in journals in India and International papers/ magazines, etc. He is an excellent communicator in written and spoken form for different segments of people ranging from school children to accomplished elders. He writes regularly in a Tamil monthly Vadakku Vaasal. He has written seven books of poetry in a regional language, Tamil which has been critically acclaimed by eminent Indian poets. He has also written three books of English poems which have received very good reviews. Till recently he was Principal Adviser, CII. He holds several other positions in institutions and academies. Currently, he is The Dr Vikram Sarabhai Distinguished Professor, Indian Space Research Organisation (ISRO).

Richard Eisermann

CII Design Excellence Award 2011 - Jury Co-Chairman

Industrial Designer

Richard is a designer and strategist with almost three decades of professional experience. Trained as an industrial designer, he has led multi-disciplinary, multi-cultural design teams at IDEO, Whirlpool Corporation, and the Design Council. He is a frequent speaker at conferences and seminars, and is currently working with the Big Potatoes design subgroup to develop the London Manifesto for Innovation.

He founded Prospect in 2005 with Anja Klüver in order to focus on creating great customer experiences. Over the years, Prospect has delivered significant bottom line value to clients such as BMI Airlines, Nokia Siemens Networks, Tesco, and Nokia, among others. A key element of Prospect's current work is the development of design innovation programs for small and medium sized enterprises, in conjunction with regional and national bodies across Europe. These programs have yielded a return in turnover of up to 25 times the initial design investment.

Prof. Pradyumna Vyas

Director

National Institute of Design (NID)

Acquired Masters in Industrial Design from Indian Institute of Technology, Bombay, India (IITB).

Prof. Vyas has over 27 years of professional and teaching experience in different spheres of design. Since last 22 years he is associated with NID as a Faculty Member in Industrial Design Discipline. Since April 2009 he has been appointed as Director of National Institute of Design, Ahmedabad

Prior to joining NID, Prof. Vyas has 2 years experience in Product Design in Bombay and 3 years overseas experience at Kilkenny Design Centre, Kilkenny, and Republic of Ireland.

Mr Vyas has coordinated major Design Promotion events in India and represented NID in various international and national events including the ICSID (International Council of Societies of Industrial Design) congress in Taiwan, Korea, Germany, Denmark, USA and Singapore. He also represented NID in the Asia Design Network, Japan. He has been elected as an ICSID Executive Board Member for 2009-11.

In pursuance of the National Design Policy approved by the Cabinet in February 2007, an India Design Council was recently constituted in March 2009 and Mr Vyas has been nominated as its Member Secretary by the Ministry of Commerce & Industry, Government of India.

In June 2010, he was conferred with an honorary Master of Arts degree from the University for the Creative Arts in Farnham, United Kingdom in recognition of his many contributions to design education and promotion.

In July 2011, Mr.Vyas was given the award for outstanding contribution to Design Education at the 2nd Asia's Best B School Award at Singapore.

Professor Amarendra Kumar Das

Professor and Head, Department of Design
IIT Guwahati

-
- 1963 Born in Guwahati, 1st March, 63.
 - 1979 1st Division in HSLC from Sonaram High School, Guwahati.
 - 1982 1st Division in PUC (Sc) from Cotton College, Guwahati.
 - 1986 1st class in B Tech (Textile) from Anna University, Chennai. Worked in Textile industry in Kota and in Guwahati.
 - 1988 Joined as Lecturer, in Assam Textile Institute and started work in Appropriate & Rural Technology.
 - 1990 Consultant to Rastriya Gramin Vikash Nidhi and CAPART Designed and introduced Semi-automatic Handloom for women.
 - 1992 1st class in Master of Business Administration from Gauhati University Works in Rural Development continued Designed Combined Bobbin & Pirn winding Machine sponsored by Assam Science Technology and Environment Council
 - 1994 Consultancy provided to Central Silk Board for Eri Product Development and associated technology and machinery.
 - 1997 1st class in Master of Design from IIT Bombay, Mumbai Worked with Prof. S Nadkarni for setting up Department of Design in IIT Guwahati
 - 1998 Designed and introduced -1. Low cost Dental Physiological chair -2. Cottage Drier with Diesel fired burner.
 - 1999 Joined as Assistant Professor, Design, IIT Guwahati Enrolled for Doctoral research in Design.
 - 2003 Trike, a tricycle for lower limb disable persons designed
 - 2004 Promoted as Associate Professor and Head of Centre for Mass Media Communication Dipbhan a tricycle rickshaw for passenger designed and launched in the market through Centre for Rural Development, Guwahati under Rickshaw Bank concept.
 - 2005 Dipbhan+ advanced version of Dipbahan with Jute composite components and reduction gear was launched in West Bengal in 2006. Dipbahan Pariskar, a tricycle based garbage disposal van Dipbahan Ankur, a school van based on Dipbahan+ for school children designed and launched in the market through Timsteel Innovatives, Guwahati.
 - 2006 Sidecar for bicycle designed and demonstrated for Rural application.
 - 2007 FRP based Iron Removal plant for Defence Research and Development Organisation was designed and implemented. An electric Trike based on solar power designed and implemented for lower limb disable person.

2008 Promoted as Professor Rubus, a low cost rural transportation vehicle designed and in the implementation stage. Currently serving as Professor of Department of Design, IIT Guwahati Received the National Award of Excellence for Designing Dipbahan tricycle rickshaw. Award instituted by Institute of Urban Transport, Delhi and Ministry of Urban Development, Govt. of India Consultant for KVIC

2009- till date Entrusted as Head of Department of Design, and CMMC
Number of Projects and Consultancies for private, public and defense organizations. Numbers of Published papers in National and International forum in diverse areas. Member of Expert Committee for DST, CSIR, Central Silk Board etc. Nos. of Projects and Consultancies for private, public and defense organizations. Numbers of Published papers in National and International forum in diverse areas. Consultant to KVIC for policy decision and infrastructure development for the north eastern region. Prepared DPR for Khadihaat for Guwahati, Evaluated and prepared financial viability of Dimapur Khadihaat and preparation of Khadihaat for all other northeastern states including Sikkim.

Working for Defense forces for various strategic projects in India.

Also working with Indo-UK university consortium for infrastructure development and power. Consultant for non-conventional and renewable sources of power for selected African countries

Present Activities:

Transportation Design

Rapid Prototyping and Tooling

Support to Micro small and medium industries including grass root innovators through Gian-NE, NIF

Modular Partitioning System for Work place

Research in Space Design relevant to Product form generation

Campus Signage

Erik Jan Hultink

Professor of New Product Marketing and Head of the Department of Product Innovation Management at the Faculty of Industrial Design Engineering
Delft University of Technology

Erik Jan Hultink (1968) is a Professor of New Product Marketing and Head of the Department of Product Innovation Management at the Faculty of Industrial Design Engineering, Delft University of Technology, Delft, the Netherlands. His research focuses on launch and branding strategies for new products. He has published on these topics in such journals as the Journal of the Academy in Marketing Science, and the Journal of Product Innovation Management. He was ranked number six in the list of the World's Top Innovation Management Scholars, and selected as the most productive European researcher publishing in the Journal of Product Innovation Management. He was the Founder and Director of the Master in Strategic Product Design at the Delft University of Technology, a program that was recently ranked by Business Week as one of the World's Top Design Schools. He is co-founder and board member of the Dutch chapter of the Product Development and Management Association (PDMA). He regularly consults companies on the topic of new product marketing.

Recent Publications

1. Rijdsdijk, S.A., Hultink, E.J. (2009). How today's consumers perceive tomorrow's smart products. *Journal of Product Innovation Management*, 26, 24-42.
2. Secomandi, F., Hultink, E.J. and D. Snelders (2009). From quality surveys to new touchpoints: A challenge for service design. *Journal of Service Design*, 45-47.
3. Kester, L., Hultink, E.J. and K. Lauche (2009). An exploratory study of the practices and challenges of portfolio decision making genres. *Journal of Engineering and Technology Management*.
4. Talke, K. and E.J. Hultink. (2010) The impact of the corporate mindset on new product launch strategy and market performance. *Journal of Product Innovation Management*.
5. Langerak, F., Griffin, A. and E.J. Hultink (2010). Balancing development costs and sales to optimize the development time of new products. *Journal of Product Innovation Management*.
6. Talke, K. and E.J. Hultink (2010). Managing diffusion barriers when launching new products. *Journal of Product Innovation Management*.
7. Bouten, L.M., Snelders, H.M.J.J., and E.J. Hultink (2010). The impact of fit measures on the consumer evaluation of new co-branded products. *Journal of Product Innovation Management*.
8. Rijdsdijk, S.A., Langerak, F. and E.J. Hultink (2010). Understanding a two-sided coin: Antecedent and consequences of a decomposed product advantage. *Journal of Product Innovation Management*.
9. Hultink, E.J., Talke, K., Griffin, A. and H.G. Veldhuizen (2011). Market information processing in new product development: The importance of process interdependency and data quality. *IEEE Transactions on Engineering Management*.

Prof. G. G. Ray

Head, IDC, IIT Bombay

Prof. Gaur Gopal Ray joined the Industrial Design Centre, Indian Institute of Technology Bombay in the year 1979 and currently working as a Professor in the said department. He is also attached as honorary Professor to the School of Biomedical Engineering of the same institute and looking after the ergonomics program for both the schools.

Presently Professor Ray is heading the Industrial Design Centre, IITB.

Academic background: M.Sc. degree in Physiology (1973), with specialization in Ergonomics and Work Physiology, from the University of Calcutta and Ph.D. in Physiology in the area of Ergonomics, (1981) from the same University.

UNDP Fellowship: In 1981 Prof. Ray received the UNDP Fellowship for working at different institutions abroad, for a period of 10 months.

Appointment Abroad: 1) Prof. Ray was appointed as a faculty of the Tufts University, USA. in 1991 for conducting Ergo-Design classes for one semester. 2) He was further invited as a visiting faculty at the Department of Human Sciences, University of Lulea, Sweden, on October, 1999, for conducting an Elective course on manual material handling. Prof. Ray is visiting Faculty to several universities in India.

Publications: Prof. Ray has published more than twenty papers in the International and National Journals and seven popular articles in the area of Ergonomics/Human Factors. He has presented papers in more than Ninety seminars and conferences both at National and International level. He has edited one book.

Design Registration: He has registered six different design concepts on LPG kitchen stoves for blinds in August, 1999 in collaboration with TIFAC, DST, Govt. of India.

Award / Honor received: 1) He has received 'Prof. J.N.Maitra' Memorial Gold Medal award Sponsored by The Physiological Society of India, 1998, for his contribution in Ergonomics. 2) Member of the IDC committee of the International Ergonomics Association. 3) He has received the "Best Application Paper Award", 7th International Conference on "Working with Computer Systems", Held at Kula Lumpur, June 29 to July 2, 2004, 4) Best paper presentation entitled "Impact of office automation on personal health of the office goers in India:", In the International Conference SEAES., IPS 2005, Bali, 2005.

Member of the editorial board: 1) Saudi Journal of Disability and Rehabilitation, Saudi Arabia, 2) Indian Journal of Physiology and Allied Sciences, India, 3) Journal published by Institution of Engineers, Calcutta. 4) Referee- Journal Applied Ergonomics and 5) Journal of Ergonomics, U.K.

Consultation jobs: Completed several projects for Godrej & Boyce Mfg Co., Indian Diamond Institute, Eureka Forbes Ltd., Mahindra & Mahindra Ltd, Bajaj Auto Ltd. Postmaster General India, Indian Railways, etc. He was also advisor to Godrej & Boyce Mfg Co. in furniture ergonomics.

Recognition: The Ergonomics Laboratory, of the Industrial Design Centre, IITB, has been recognized as the nodal distribution center in India by the International Ergonomics Association with effect from January, 1999.

Prof. James Woudhuysen

Professor of Forecasting and Innovation
De Montfort University, Leicester, UK.

Conference speaker. Physics graduate, journalist, occasional broadcaster. Board member, The Housing Forum; editorial board, Journal of Consumer Behaviour; professor of forecasting and innovation, De Montfort University, Leicester.

A St Pauls School scholar, James went to Sussex University, where he studied under Chris Freeman and Keith Pavitt at the Science Policy Research Unit. His first job was technology editor, then editor of Design magazine, a glossy colour monthly.

A few years later, James became head of research at the international designers Fitch, before leading consultancy in IT at the Henley Centre, part of the WPP Group. At Henley he also advised major UK cities – London, Birmingham, Glasgow and Manchester – on international competitiveness. He then went on to manage worldwide market intelligence for Philips consumer electronics in the Netherlands, and to work as a director of the product designers Seymour Powell. He went independent in 2001.

James helps clients to master new trends of all sorts, the better to develop and see through major innovations.

Article on chemical weapons for The Economist, 1978; editor Einstein: the first hundred years (Pergamon, 1980), co-author, Robots (Boilerhouse Project, 1984). The future of cities, report for Glasgow Development Agency, and Teleshopping, a multi-client study on e-commerce, both for Fitch, 1988. Proposed internet TV, 1993; Atticus Award, WPP, 1994. Books: Why is construction so backward? (John Wiley, 2004); Energise! A future for energy innovation (Beautiful Books, 2009); Big Potatoes: the London Manifesto for Innovation (Cadmium Five, 2010).

Prasad Boradkar

Associate professor and coordinator of the
Industrial Design program

Arizona State University

Prasad Boradkar holds degrees in industrial design and mechanical engineering, and has worked at Bajaj Auto in India, the Delft University of Technology in the Netherlands as well as ITT Technical Institute in California. He is the Director of InnovationSpace, a transdisciplinary laboratory at Arizona State University where students and faculty partner with corporations to design and develop human-centered product concepts that improve society and the environment.

Prasad is interested in the research space that lies at the intersection of design studies, material culture studies and cultural studies. In his writing, he relies on cultural theory to understand the social significance of the designed environment. He is also interested in music and recently served as the guest curator for an exhibition called Rewind Remix Replay: Design, Music and Everyday Experience at the Scottsdale Museum of Contemporary Art in Arizona. He is the author of several articles and a book called Designing Things: A Critical Introduction to the Culture of Objects (Berg 2010).

Prabhu Kandachar, PhD

Professor- Industrial Design Engineering
 Chairman, Design Engineering Department
 Faculty of Industrial Design Engineering, Delft University of Technology

Prabhu Kandachar is extensively involved in projects involving students and businesses to identify opportunities as well as to design & prototype products and services for the Base-of-the-Pyramid (BoP). Issues covered include water, healthcare, energy, housing, etc., in countries like India, Indonesia, China, Brazil, Ghana, Tanzania, Honduras, Philippines, Pakistan, Madagascar, etc. He has also directed research work on some healthcare issues of the poor in developing countries. He has given several keynote lectures on this topic, including for policymakers. For instance on Base of the Pyramid Strategy – Innovations & Poverty Reduction, at Copenhagen, during the opening of the BoP Facility (Ministry of Foreign Affairs, Denmark) on 4th Dec. 2008. www.pppprogramme.com. These efforts have resulted in:

(1) A special issue of "Greener Management International (GMI)", edited by Prabhu Kandachar, released in June 2007, coinciding with: (2) A BoP Session during Greening of the Industry Network Conference 2007, which served as a platform for: (3) The book Sustainability Challenges and Solutions at the Base of the Pyramid: Business, Technology and the Poor, edited by Prabhu Kandachar and Minna Halme, with a foreword by Stuart Hart (August 2008), www.greenleaf-publishing.com coinciding with: (4) International Conference on Sustainable Innovations at the Base of the Pyramid, September 26–27, 2008, and (5) a Workshop on Wellbeing in Low-Income Communities on Dec. 15, 2008 with Professor Martha Nussbaum as keynote speaker, both at Helsinki School of Economics, Finland. <http://www.hse.fi/bop> Prabhu talked about Dilemmas during Design Interventions in this event. A conference on BoP co-organised by him with focus on impact is held at Delft (Nov. 2009).

His latest appearances include a talk show in Amsterdam (8 June 2011) and a keynote on BoP at Tilburg, (Netherlands) at Asset International Conference 2011. <http://www.asset-tilburg.nl/international-conference> (29 Sept. 2011), and on Inclusive Innovations (7 Oct 2011).

He is also Chairman of the Advisory Board of Aalto University BoP Network, Helsinki, Finland, with projects in Mozambique, Kenya, Sri Lanka, India, Vietnam, Philippines, Afghanistan, Nepal, Peru, etc. He is born and educated in India, with Master and PhD degree in Engineering, at the Indian Institute of Science, Bangalore. Later at Delft University of Technology, the Netherlands, he worked for a period of 5 years from 1975, on environmentally friendly technologies. During this period, he was also involved in a social innovation project in Venezuela. Between 1980 and 1995, he worked at Fokker Aerospace, at Amsterdam in various technical & management positions involving aerospace design. Since 1995, he is with the Faculty of Industrial Design Engineering (IDE) at Delft University of Technology.

Representative Publications:

Prabhu Kandachar et.al. (Ed), Designing With Emerging Markets, Delft University of Technology, ISBN 978-90-5155-077-1. June 2011, 3rd Edition <http://www.io.tudelft.nl/bop>

Prabhu Kandachar and Minna Halme, Introduction: An Exploratory Journey towards the Research and Practice of the Base-of-the-Pyramid, Special issue of "Greener Management International (GMI)", edited by Prabhu Kandachar, June 2007, ISSN 0966-9671. <http://www.greenleaf-publishing.com/>

Prabhu Kandachar and Minna Halme (Ed)., Sustainability Challenges and Solutions at the Base of the Pyramid: Business, Technology and the Poor, 2008, ISBN 978-1-906093-11-2 <http://www.greenleaf-publishing.com/>

Prabhu Kandachar and Minna Halme, Farewell to pyramids: how can business and technology help to eradicate poverty? in Sustainability Challenges and Solutions at the Base of the Pyramid: Business, Technology and the Poor, Prabhu Kandachar and Minna Halme (Ed)., 2008, ISBN 978-1-906093-11-2 <http://www.greenleaf-publishing.com/>

Hrridaysh Deshpande

Design Award Facilitator

Director

DYP-DC Center for Automotive Research and Studies

A Computer Engineer by qualification Hrridaysh has been in the field of education for over 17 years. Presently, Hrridaysh is the director of DYP-DC Center for Automotive Research and Studies, an institution setup by DY Patil Group and Dilip Chhabria.

DYPDC Center for Automotive Research and Studies is a premier college focused solely on Automobile domain. Based in Pune, India, the college offers full-time Undergraduate Program in Automobile Design, and Post Graduate Program in Automobile Design. The college envisions to be a leading resource for the automotive industry in India. More details about the college are available at www.dypdc.com.

In addition to responsibilities at DYPDC, Hrridaysh is the founder of Innoastra where he coordinates the development and application of intellectual content and experience in business innovation strategy, user driven Innovation, innovation diagnostics, and other innovation areas. He specializes in integrating innovative business models with technological feasibility and desirability of people into an organization's strategy and operations to create profitable new business opportunities for his clients. Hrridaysh focuses on structured innovation practices for organizational innovation via appropriate tools, methods and processes. Hrridaysh has worked on several committees on innovation and has been a speaker at many prestigious forums. Through his work, Hrridaysh has assisted leading companies across a range of industries.

Earlier, he founded Creative-i College, in 2004 one of India's first private initiatives in the field of Design Education. He was the director of Multiversity School of Professional Engineering. Here he designed and executed a unique Masters Program in Engineering Design for graduate engineers.

Hrridaysh is an experienced, enthusiastic, and energetic educator and innovation facilitator. He is passionately committed to education and capable of expanding the limits of traditional pedagogy through the development and realization of a unique integrative and interdisciplinary curriculum.

*This catalogue is a compilation of
profiles of all winners of
C.I.I Design Excellence
Award 2011.*

CII DESIGN EXCELLENCE
AWARD 2011

IGN EXCELLENCE
AWARD 2011

CII DESIGN EXCELLENCE
AWARD 2011

WINNERS of CII DESIGN EXCELLENCE AWARD 2011



GN EXCELLENCE

ARD 2011

CII DESIGN EXCELLENCE

AWARD 20

INDUSTRIAL DESIGN

Capital Goods

Design of Power Transmission Tower



Organization

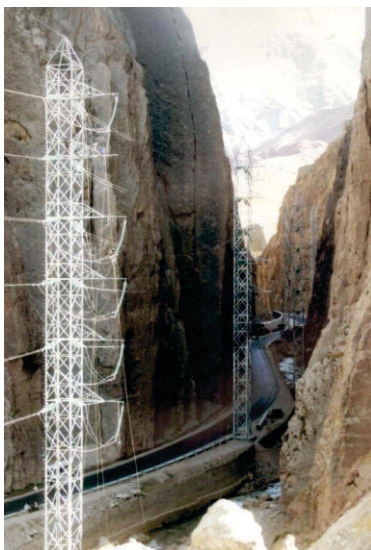
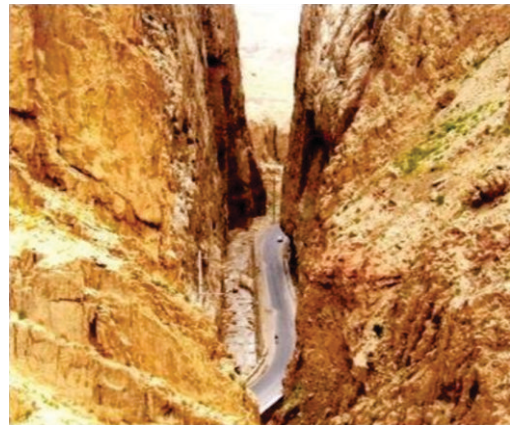
Smec International Limited

Design House/Designer

KEC International Ltd / Mr E V Rao, Mr Rahul Kairam

The power sector plays a significant role in the country's overall economic development and it is a critical infrastructure component on which the socio-economic development of the country depends. The power sector can be broadly classified into three main categories: 1. Power Generation, 2. Power Transmission & 3. Power Distribution

The above figure illustrates the importance of transmission lines. A transmission tower is a tall structure, usually a steel lattice tower, used to support an overhead power line. Tower spotting is the art of selecting the most economical combination of structures and spans that will satisfy electrical and mechanical requirement of power transmission line



The client, Ministry of Energy and water, Afghanistan has not envisaged the difficulties of constructing a transmission line on one side of the mountains and constructing a substation on the other side of mountain.

To cross this huge, steep and difficult mountains is very difficult because the soil in the mountain is decomposite rock which is very loose in nature. Where neither we can construct the transmission line on top of the mountain nor we can anchor conductors to the mountains. So this made us to think differently and made us to design a transmission line passing through the narrow gorge having a width about 35 m (115 ft) and a length of 1.5 km (1 mile).

The above terrain has a unique engineering solution to design narrow base towers of 220 kV double circuit transmission line.

A detailed survey of the entire gorge was conducted with the help of GPS and all the survey data was electronically transferred and processed by PLS CADD to spot the towers in such a way that there is sufficient electrical clearance available between the conductors and the hill sides.

Conductor clearances along the length of the line was checked in 3-Dimension in the swinging condition and finalized the tower locations.

Towers are designed with vertical configuration to carry one OPGW and six twin conductors (ASCR-SQUAB).

Space available for designing the tower base was limited to 2.5 Sq. m (27 square feet). There was no space to provide conventional cross arms due to electrical clearance requirements hence the vertical configuration tower was designed where conductors were attached to body directly. Cross arms were provided only for Jumpering.

Block foundation of 4 square meters (43 square feet) was designed within the space available near the water canal. Due to high water table 9 m (30 ft) deep fully reinforced block foundation was designed to take care of uplift. Since the transmission line had to follow the road route, all angle towers were provided

By constructing the transmission line through the narrow gorge, we avoided the alternative Transmission line construction over the hill of around 15 Kms. By doing this we saved around INR 15 Crores.

INDUSTRIAL DESIGN

Electronic Products

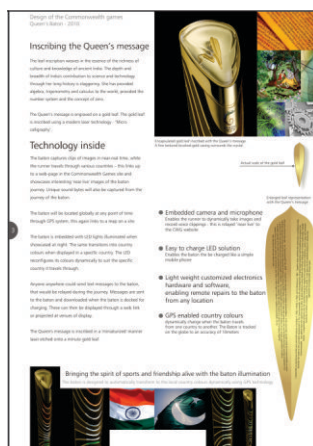
Commonwealth Games 2010 Baton



Organization OCC-WG 2010- Commonwealth Games Committee

Design House/Designer Foley Designs Pvt. Ltd. / Mr Michael Foley

The baton embodies a fusion of diverse India in its contemporary avatar - a multifaceted- enterprising- young nation with many facets. The very essence of the co-existence of diversity and its relentless strive towards a harmonious and progressive nation which has shaped the inspiration of the baton. The baton is designed to represent an intricate assemblage of soil from different parts of India. A plethora of soil ranging from white sands- deep reds- warm yellows- dark browns and several other hues spanning all corners of India- creating a diverse palette of colours representing different parts of India. The Queen message is symbolically engraved on a miniature gold leaf- representative of the ancient Indian pathras. The gold leaf is inscribed using a modern laser technology - Micro calligraphy. The gold leaf as a carrier of the Queen message- weaves in the essence of the richness of culture of ancient India with its contribution to science and technology that has created the modern India.



A rare merger of craftsmanship and technique combined to create a tactile feel of real soil yet resistant to wear and tear. The soil layering combined laser cutting technology with unique resin impregnating methods - exclusively devised for the baton.

Marriage of craft and high precision technology - The baton is designed with a light internal aluminum frame that is coated with soil in a graduating pattern- creating a unique mix of soil colours.

The leaf inscription weaves in the essence of the richness of culture and knowledge of ancient India. The depth and breadth of India's contribution to science and technology through her long history is staggering.

The baton captures clips of images in near-real time- while the runner travels through various countries this links up to a web-page in the Commonwealth Games site and showcases interesting 'near-live' images of the baton journey.

INDUSTRIAL DESIGN

Home Products

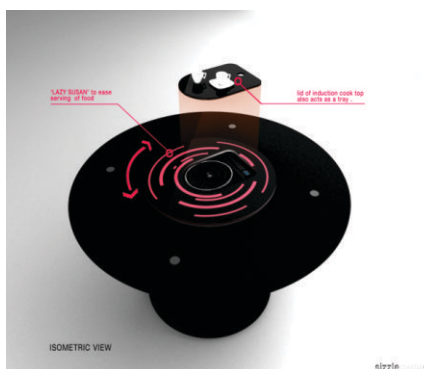
Sizzle Dining



Organization Godrej Interio

Designer Ms Vaishali Lahoti, Mr Nagbhushan, Mr Devesh

Having warm food is a significant trademark of our culture. SIZZLE- a dining solution integrated with a food warmer emphasizes this by delivering a higher level of convenience to urbanites who are always on the move. A perfect combination of stretchable fabric base blended in with a back-painted glass top generating a futuristic form. The experience further enhances with the graphically denoted Lazy Susan with integrated induction heater. The circular table top willingly supports dining conversations. The medium height of this table is made comfortable to all age groups while creating a coordinated look with modern living decoration.



Sizzle is designed keeping in mind the urban lifestyle of trendy- high income urban dwellers who are always on the move. Highly aware about technology- lifestyle advances and economic issues- they value the quality of products AND most importantly- time.

Low height round shaped glass dining table has two levels of serving surface .The inner top is integrated with food warmer and revolving mechanism for convenience. The pattern on the revolving glass top is unique in nature to emphasis the dynamic character of it.

The table height being 650 mm from floor helps users in lifting warm vessels easily from center- keeping conversations uninterrupted.

The under structure is designed to give an innovative curved shape using Lycra fabric as surface- creating a floating look and feel.

The sizzle dining set is incomplete without its chair and pouffe .The chair and pouffe have the same body.

Taking first position in this race for technology- the touch sensitive induction heater makes it easier to use and adds zest to the life.

INDUSTRIAL DESIGN

Leisure Goods

Violet 3-D Wireless Speakers



Organization Snap Networks Pvt. Ltd.

Design House/Designer Foley Designs Pvt Ltd / Mr Michael Foley

Violet 3-D first wireless surround sound system- designed for extreme simplicity of use. The user simply needs to place the bulb speaker in a light holder. The Violet speaker comes with a range of accessories that allow you to use the speakers in any configuration whether it is ceiling mounted- floor or wall mounted. It replaces a light bulb to give you sound. The product is designed with the inspiration of sculpting with sound the sinuous form drives it feel for the essence of 3-dimensional sound, Created using simple indigenous technologies. The product completely reinterprets what a user would typically think of as a Speaker. Wire-free lifestyle speakers require no AVR and can be plugged into a light bulb socket or power outlet. Its patent-pending sound-space technology and omni-directional speaker design allows flexible placement of speakers and a sweet spot as big as the room.



Violet 3D creates the same 'coherence' of sound in our living room that is experienced in auditoriums and movie theaters with no prefixed conditions. The innovation is in designing a completely hassle free surround sound system. The system is designed on a wireless technology platform giving great flexibility to design interpretation. The prime intention was to create a completely new 'Sound design' platform. The product uses power from any point in a house and can be wirelessly configured- thus breaking away from typical location constraint.

INDUSTRIAL DESIGN

Medical Equipment

Chrysalis- ICU Motorized Bed



Organization Godrej & Boyce Mfg. Co. Ltd. Interio Division

Designer Ms Vaishali Lahoti, Mr Nagbhushan, Mr Devesh

The design of Chrysalis has a unique balance of function and aesthetics with apt use of technology. It has been simplified and optimized to make it more users friendly and offer good care for care giver. Chrysalis is a phase where pupa grows fully and turns into butterfly to get a new life. The design of the bed is also inspired from the same phenomena- where patient rejuvenates and gets back to a new life. Chrysalis is more compact and optimized bed in ICU bed category to address patient safety and care with its unique and sophisticated features.



Chrysalis is optimized to meet the mattress to bed ratio. The functioning is the most silent as it helps to perform a noiseless operation without disturbing the environment.

The braking system is uniquely designed where all casters can be locked through brake paddle. Directional lock is provided maneuvering the bed in narrow aisles by single caregiver.



The soft closing push to fit drop down mechanism ensures patient safety from entrapment. Zero transfer gap- where the side board goes and sits flush below the mattress frame helps in smoother patient transfer on stretcher.

The understructure of Chrysalis is treated with anti bacterial powder coating & optimized and kept deliberately small to accommodate more number of peripherals lying in ICU.

Sliding mechanism is provided in the mattress surface while its retraction to avoid chest compression of the patient. The sliding mechanism is assisted by soft closing dampeners to take the impact of patient load in CPR action.

INDUSTRIAL DESIGN

Packaging Structures

Kumarika Shampoo



Organization

Hemas Holdings PLC

Design House/Designer

Icarus Design Pvt Ltd / Mr Sunil Sudhakaran

Kumarika is a range of herbal hair care products formulated with the goodness of indigenous herbs. It is an established brand sharing the trust of generations of Sri Lankan women. The brand established a unique identity for itself by having actual herbs, roots and barks suspended in the shampoo, underlining its “natural” credentials

While the product had highly loyal consumers, it was moving away from the aspirations of the young modern Srilankan woman. It was seen as a good but old fashioned brand. At the point of sale, Kumarika competed with all the new age brands like Sunsilk and Head & Shoulders, all of them modern and youthful. With this background, hemas decided to revamp the brand retaining its heritage values of herbal goodness, yet making it relevant and appealing to younger consumers.

Consumer insights pointed to the fact that people really loved and associated the brand deeply with the 'suspended roots, herbs and barks'. The positive attributes to the brand was that it was seen as natural, feminine, mild and fresh.



The innovative form of the pack was therefore inspired by a tree trunk ! A strong single form at the base branching into two softer sub forms at the top and ending in a gentle swish at the cap. This helped to make the pack look stable and rooted yet modern, feminine and differentiated. Vetiveriya roots, Aloe bark and rice panicles were being suspended in the variants of the product. The cross section of the pack was carefully worked out such that it acts like a lens in enhancing the look of these suspended elements. Subtle graphics that blend in complement the look of herbal naturalness. Variants were differentiated with the use of different tints on the bottle and the cap. All this was achieved well within the targets of cost and time and the constraints of the manufacturing and filling line.

The designs created an immediate impact in the Srilankan market. Hemas was able to achieve the projected annual sales target within the first four months of the product launch itself.

INDUSTRIAL DESIGN

Others

Gwomies



Organization

Maya Organic Pvt Ltd

Design House/Designer

Gween Toys Pvt Ltd / Ms Anindita Sengupta

Gwomies is a 20-piece set of interchangeable stacking pieces that combine to form more than 200 combinations. It is for children aged 2-3 years old and helps in improving their fine motor skills and hand-eye coordination. Playing with Gwomies – making small and big trees – indirectly imbibes the love for nature in young children. This hand crafted, eco-friendly wooden toy is colored with pigments found in nature. While the packaging is made with recyclable materials, the outer sleeve of the packaging doubles up as a coloring activity.



Gween Recyclable Packaging: The toy comes in a screenprinted recyclable cardboard box.



Gwomies Play Value: 20 different pieces offer a lot of combination possibilities.



Gwomies Packaging: Recyclable screen printed box covered with a printed white sleeve. The sleeve has a coloring activity printed on the inside.

VISUAL COMMUNICATION

Category Winner &
Sub Category Winner
(Environmental Graphics)

Suzlon One Earth



Organization

Synfera E & C Pvt Ltd

Design House/Designer

Elephant Strategy + Design Pvt Ltd / Mr Shovik Roy, Mr Anjan Roy
Mr Prasad Kenkre

Suzlon One Earth- Suzlon Corporate Headquarters spread over 10 acres reflects Green Values. Designed on principles of sustainability- it has set standards for energy efficient and ecological solutions in all aspects of design. Elephant was Invited to build in the Sustainability soul within work spaces and wayfinding. The task involved Creating a seamless experience across Architecture- Landscape- Interiors and give Unified Look and Feel to build cultural and emotional bonds among Suzlon growing global family. Way finding- Signage- Murals- Artefacts- Art- Interactive Installations were all part of the strategic design exercise to give this campus an unique and deserving identity.



The name One Earth reinforces the belief that co-existence and responsible use of natural resources are the only ways to achieve sustainability.

Keeping in mind the Global standards of a Green Campus- Elephant Team chose environment friendly/ recyclable and recycled materials for signage- murals- outdoor furniture and installations.

Designed to facilitate efficiency and delight in the campus. It Communicates carefully designed expressions to different users- depending upon whether they are employees- associates or dignitaries.

Over 200 Pieces of Art- sculpture- murals- installations were commissioned with Specific briefs from Elephant Team to achieve the exact nuggets of experiences for Visitors/ Users.



VISUAL COMMUNICATION

Packaging Graphics

Hershey's Chocolate Syrup



Organization Godrej Hershey Limited

Design House/Designer DY Works / Mr Vivek Chaturvedi

Hershey Chocolate Syrup is strongly associated with home consumption of Ice Cream in India. Unfortunately- Indian households consume Ice Cream at home only once a month and not all flavours are suitable for Hershey topping. Therefore- overall off take and post-purchase consumption of the product was extremely low. DY Works re-positioned Hershey Syrup around milk consumption. Unlike Ice Cream- milk is consumed daily we identified- that mothers wanted children to consume a 2nd Glass of Milk. By enhancing the droll appeal of Chocolate + Milk- DY Works was able to create a demand pull from kids (consumer) and mothers (purchaser).

Changing the consumers perception of Hershey Syrup from an Ice Cream topping to a milk additive to increase consumption.

DYWorks solution understands the 'iconic' recognition of the bottle. Hence glorifies the same and delivers the message visually for Indian audience using the entire surface of secondary pack.



Create a reason to believe beyond the packaging and communication. Supporting the habit change from Ice-cream milk additive by giving easy-to-use recipes that will make the consumer rethink the product use.

Retail communication focused around the key visual Chocolate Milkshake with swirls of Hershey Syrup. This was taken forward in multiple formats such as FSU- Pillar Branding and Table top units for modern trade.

Tapering form that allowed the secondary pack to envelop the iconic Hershey bottle. The top of the bottle was visible so that the consumers could easily identify it- however- the new imagery of Chocolate + Milk is enhanced by the secondary pack.

VISUAL COMMUNICATION

Visual Identity

Logo Design



Organization	Pune International Centre
Design House/Designer	Design Directions Pvt Ltd / Ms Falguni Gokhale

Pune International Centre was launched on 24th September 2011. Pune has always been a city of learning- scholarship- values- enlightened thinking and action. The city today boasts of the presence of thought leaders from all walks of life. What this great city misses though is a meeting point for all such minds- a place where- in an intellectually stimulating and peaceful environment- various enlightened discussions and debates can be held. Keeping this objective in mind- several eminent personalities in Pune mooted the idea the creation of Pune International Centre. The challenge was to design a logo for such a Centre. To signify the people of Pune- the young and old and everyone. The Pune international centre identity is infused with subtle meanings that evoke India. The interlocking lotus blossoms signify art, enlightenment and growth, while the colors suggest festive purity and wisdom Lotus is a symbol of beauty- art- intelligence- enlightenment and growth. The whorls in the middle signify - getting together and interacting at the core from which something beautiful emerges. A place that will generate a manthan of thoughts- which will be shared by the world. Gold signifies purity of thought. Burgundy-pink is festive and young at heart. Blue signifies wisdom. Using traditional motif in an international context to create a classic logo that could be timeless.



PUNE INTERNATIONAL CENTRE

INTERACTION DESIGN

Category Winner & Sub Category Winner (Interactive Media)

Information Graphics

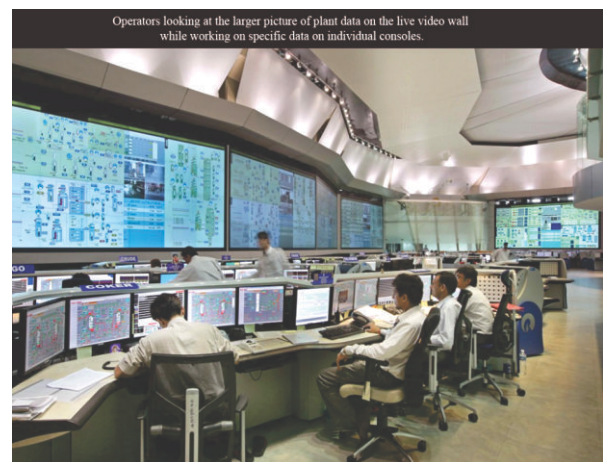
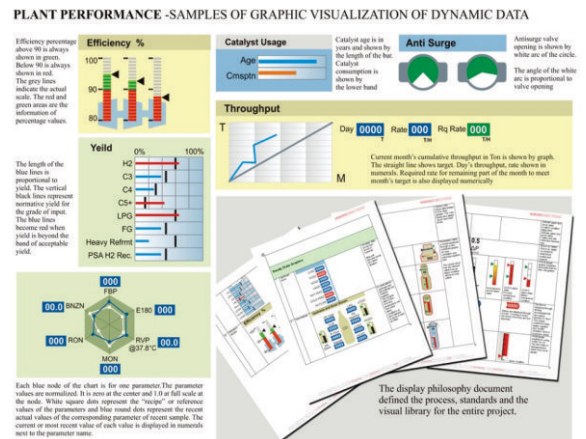


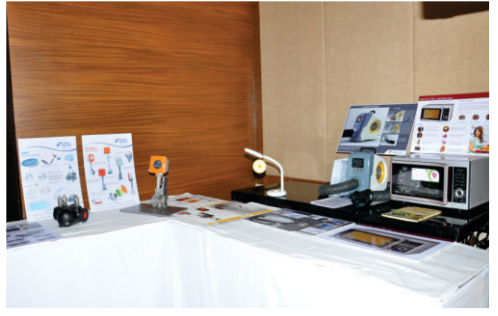
Organization Honeywell Automation India Ltd.

Design House/Designer Design Directions Pvt Ltd / Ms Falguni Gokhale

Designed infographics for interactive display on large screen video walls, (8mX4m and 8 numbers), for the control room of world's largest refinery, Reliance, Jamnagar.

The challenge was to visualize the interactive display of complex refinery data without causing cognitive overload, distractions and misinterpretations by operating staff, managers and others. Our graphic visualization of the plant and its display of real-time data were important to monitor, control, coordinate and optimize operations, and enhance performance. We visualized and designed graphic representations of entire plant and its processes. We developed the display philosophy and guidelines for all visual objects and their representation of dynamic information.









The India Design Council is the national strategic body for multi-disciplinary design and is involved in promotion of design to ultimately make Indian industry a design enabled industry. As custodian and promoter of India's National Design Policy, its main objective is to make design a strategic tool for Indian business, contribute to the national economy & ultimately place India among the top design destinations in the world. The council aims to be a design education guide for India, develop India's design capability, promote India's best practices in design and design research and importantly upgrade India's market competitiveness. For more information indiadesigncouncil.in



Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

CII is a non-government, not-for-profit, industry led and industry managed organisation, playing a proactive role in India's development process. Founded over 117 years ago, it is India's premier business association, with a direct membership of over 6600 organisations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 companies from around 400 national and regional sectoral associations.

CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business, assisting industry to identify and execute corporate citizenship programmes. Partnerships with over 120 NGOs across the country carry forward our initiatives in integrated and inclusive development, which include health, education, livelihood, diversity management, skill development and water, to name a few.

CII has taken up the agenda of "Business for Livelihood" for the year 2011-12. This converges the fundamental themes of spreading growth to disadvantaged sections of society, building skills for meeting emerging economic compulsions, and fostering a climate of good governance. In line with this, CII is placing increased focus on Affirmative Action, Skills Development and Governance during the year.

With 63 offices including 10 Centres of Excellence in India, and 7 overseas offices in Australia, China, France, Singapore, South Africa, UK, and USA, as well as institutional partnerships with 223 counterpart organisations in 90 countries, CII serves as a reference point for Indian industry and the international business community.

Confederation of Indian Industry

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