

India Design Council (IDC) launches Chartered Designs of India (CDI) and the Design Education Quality Mark (DEQM)

The India Design Council (IDC), an autonomous body of the Government of India established under the Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry has launched the Chartered Designs of India (CDI) and the Design Education Quality Mark (DEQM) in New Delhi. The initiative aims at addressing the 5 challenges of scale, quality of design, quality of education for design, raising the priority for design in industry and design for public purpose.

Chartered Designs of India (CDI) is a cohesive platform that adheres to the design practice to standards in professional design competence, ethics and service. The CDI is envisaged as an institution that will establish and uphold the professional standards of design practice in India. The focus of CDI is the "Professional Designer" identified by a design qualification and or experience.

The Design Education Quality Mark (DEQM) initiative, will benchmark design education programmes on pre-determined standards and will accord Design Education Quality Mark to institutions that will meet the provisions of the published standard. The DEQ Mark will be granted to institutions which undergoes the review process and meet or exceed the expectations for quality and standards as prescribed in the Quality Code.

The Quality Code is the means to create this guiding framework based on the UK Quality Code for Higher Education published by the Quality Assurance Agency for Higher Education, UK (QAA). The need for a quality code was felt as there has been an exponential growth in the number of institutions providing design qualifications in India necessitating the creation of a guiding framework that represents a common rationale/ philosophy for design curricula and its implementation. The aim of the quality code is to harmonise the different education systems whilst taking into account their great diversity.

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Warm Regards,

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