

EEPC India-NID join hands to scale up product design for engineering exports

The EEPC India is taking a major initiative for scaling up the country's engineering exports by improving product design and innovation with the help of the Ministry of MSME and the National Institute of Design (NID).

As the engineering exports are pre-dominantly steered by the MSME units, the EEPC India along with the NID organised a design and innovation workshop at Faridabad, the hub of small and medium sized industries. The 'Design Intervention to Increase Engineering Export Competitiveness ' workshop followed a 'Design clinic' approach for training and skilling up the MSME units in terms of product design.

" The key objectives of the initiative are to spread design awareness at the cluster level and apprise the MSME units about different government schemes and incentives available for improving the product competitiveness of the engineering exports," said Mr Bhaskar Sarkar, Executive Director and Secretary, the EEPC India at the Faridabad workshop. He said the design plays a key role in the value-added products and brings in immense benefits for the exporters.

Joint Secretary in the MSME Ministry Mr Sudhir Garg, informed about the measures being taken by the government to promote the engineering exports, particularly from the MSME sector which includes currently operation of 34 IPFCs (Intellectual Property Facilitation Centre) under his ministry. He also mentioned such IPFCs will be opened in EEPC India offices also in near future.

Mr. Pradyumna Vyas, Director, National Institute of Design underscored the increasing importance of designs in products across different segments of the industry and how the Indian industry must catch up with the global design trends. Mr Vyas that some of latest designed components are being used by internationally known brands like Ferrari in automobile and Airbus and aviation sector. He also talked of major four verticals – credit flow, skill development, technology development with a view to achieve zero defect and zero affect in the industry, as call given by the Hon'ble Prime Minister of India and patent facilities.