



Why 'Design-in-India' is as important as 'Make-in-India' for being AatmaNirbhar

Srinath Ravichandran, Cofounder & CEO, Agnikul Cosmos

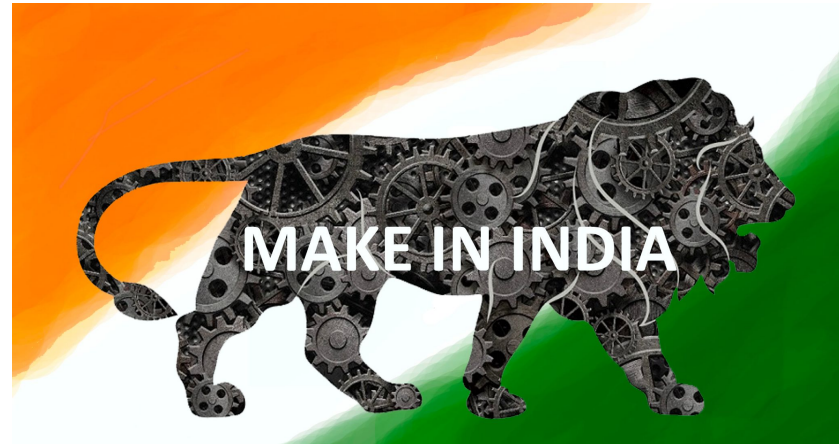
The next 12 minutes...

- What truly does “Make-in-India” bring to India?
- What does “Make-in-India” miss?
- What “Design-in-India” could be?
- What “Design-in-India” shouldn’t be?
- Why “Design-in-India”?
- How to get there as a nation?



What truly does “Make-in-India” bring to India?

- One of our best working programs!
- Reduce imports / increase self-reliance in terms of manufacturing and mass production
- Being able to go from 1 to ‘n’ is now real
- Increased Foreign-Direct-Investment
- Generate more local employment
- Inspire confidence in India’s capabilities amongst potential partners abroad
- Building best in class manufacturing technology and prowess to India

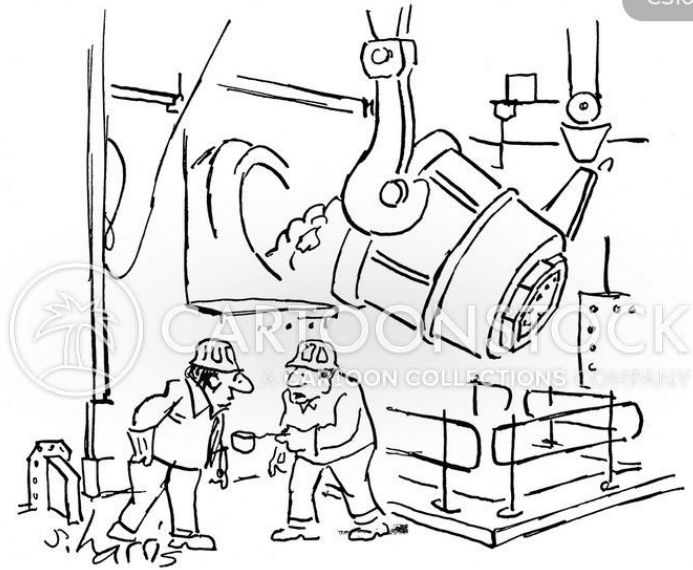


What truly does “Make-in-India” bring to India?



What does “Make-in-India” not address?

- The power of going from 0 to 1
- Ability to solve design problems that arise in manufactured / imported goods
- Staying ahead of the curve in technology
- True self reliance - we will know most of it but won't be able to recreate it
- India continues to be known for expansion as opposed to original creation
- Limited knowledge in understanding why an imported design actually works



"SOME HACKERS HAVE BROKEN INTO THE SYSTEM, IT GOES IN AS MOLTEN STEEL, AND IT COMES OUT AS CHICKEN GUMBO SOUP."

Common misconception / perceptions about India

- ⊗ If we get a design in hand, we can reverse engineer it, scale it, commoditize it - but if we have to originally design something, we may struggle
- ⊗ If original design has to be done, we are better off working outside the country
- ⊗ We can contract-manufacture-our-way to financial freedom & success



CS216020

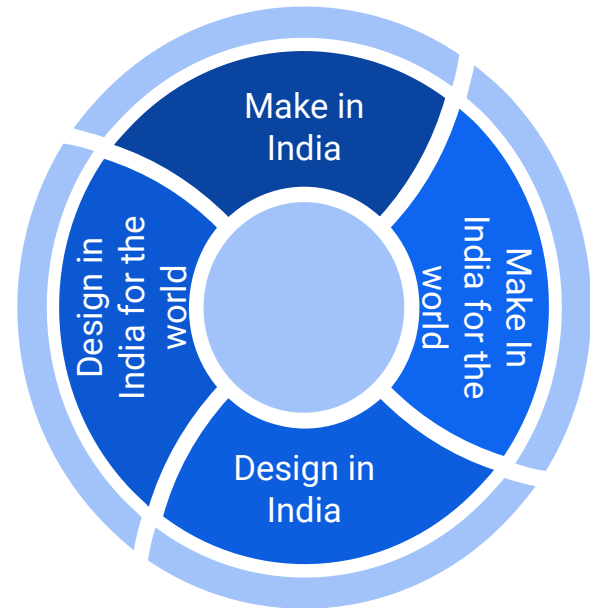
Focusing on India's strengths in Innovation

- Vast, young talent pool - average age in India is 29 years
- All of us innovate, all day long, everyday even to get on with daily life - “Jugaad is in our blood”
- Inexpensive access to homegrown infrastructure
- Excellent academic systems across the country



What a “Design-in-India” movement could be about?

- Focussed and targeted original design & creation happening in India across all sectors where “Make-in-India” is encouraged
- Strong incentives to have system level solutions be conceived in India for global challenges
- Reversing brain drain by restoring confidence in originality of innovation, here in India



What a “Design-in-India” movement could be about?

- Reduce dependency on the outside world for technology upgrade of imported hardware and software
- Identify specific focus areas where the India heavily depends on the outside world for fundamental design
- Encourage & enable industry to financially be able to support R&D
- In short - enable doing Jugaad right!



What “Design-in-India” should NOT be?

- Short term, “Jugaad” engineering
- New design just because we should focus on design
- Reinventing the wheel
- Spend time and effort without a hard focus on output and yield - NO blank cheques for R&D
- Building products or narrow solutions as opposed to building tool kits to build products
- Jugaad dominated work



Why “Design-in-India”?

- Expands our credibility as a nation in providing global solutions
- We already have a successful framework for going from 1 to ‘n’ - Going from 0 to 1, will allow us to achieve end-to-end dominance
- Reverses brain-drain as more people believe original, useful work can be done in India
- Bridges the gap between academic research and industry



"R&D feels that with maturity, it will start yielding higher denominations."

How to get there as a nation?

- Policy changes that allow industries to spend responsibly on R&D
- Strong bridges to fill the gap between academic research and Industrial solutions
- Educating people that we have some of the best academic and research institutes in the world
- Incentivize productive R&D work financially





**Create-in-India,
Design-in-India, Conceive-in-India,
Conceptualise-in-India, Imagine-in-India...**

THANK YOU!