

"ഭരണഭാഷ- മാതൃഭാഷ"



കേരള സർക്കാർ

സംഗ്രഹം

വിനോദസഞ്ചാര വകുപ്പ് - കേരള സംസ്ഥാന ഡിസൈൻ പോളിസി - അംഗീകരിച്ച ഉത്തരവ് പുറപ്പെടുവിക്കുന്നു .

**വിനോദസഞ്ചാര (സി) വകുപ്പ്**

സ.ഉ.(കെ) നം.5/2024/TSM തീയതി,തിരുവനന്തപുരം, 14-03-2024

- പരാമർശം:-
1. വിനോദസഞ്ചാര വകുപ്പ് ഡയറക്ടറുടെ 05.11.2022, 13.12.2022 എന്നീ തീയതികളിലെ പി4-17521/2022 നമ്പർ കത്തുകൾ .
  2. 06.01.2023-ലെ സ.ഉ (സാധാ) നം. 8/2023/ടൂറിസം
  3. കെ.റ്റി.ഐ.എൽ മാനേജിംഗ് ഡയറക്ടറുടെ 06.02.2024 തീയതിയിലെ കെറ്റിഐഎൽ / കേരള ഡിസൈൻ പോളിസി /40-2024 നമ്പർ കത്ത്.

**ഉത്തരവ്**

അനുഭവവേദ്യമായ വിനോദസഞ്ചാരത്തിൽ തുറസ്സായ സ്ഥലങ്ങൾ, സ്കീറ്റ് ഫർണീച്ചർ, സൈനേജുകൾ, അനുബന്ധ അടിസ്ഥാന സൗകര്യങ്ങൾ എന്നിവയ്ക്കൊപ്പം ചുറ്റുപാടുമുള്ള നിർമ്മിതികളും സംസ്ഥാനത്തെക്കുറിച്ച് സഞ്ചാരികളിൽ ഒരു അഭിപ്രായം രൂപപ്പെടുത്തുന്നതിൽ പ്രധാന പങ്ക് വഹിക്കുകയും സന്ദർശകരിൽ ശാശ്വതമായ മതിപ്പുളവാക്കുകയും ചെയ്യുന്നതിനാൽ, കെട്ടിടങ്ങൾ, പൊതു അടിസ്ഥാന സൗകര്യങ്ങളായ പാലങ്ങൾ, റോഡുകൾ, സ്കീറ്റ് ഫർണീച്ചർ, സൈൻ ബോർഡുകൾ, സൈനേജുകൾ, നഗരങ്ങളിലെ അടിസ്ഥാന സൗകര്യങ്ങൾ, പൈതൃക - പൊതു കെട്ടിടങ്ങൾ എന്നിവയുടെ രൂപകല്പന നിയന്ത്രിക്കുന്നതിനും കേരളത്തെ ഒരു പരിസ്ഥിതി സൗഹൃദ വിനോദസഞ്ചാര സംസ്ഥാനമാക്കി മാറ്റുന്നതിനും സംയോജിത നടപടികളിലൂടെ സമഗ്രമായ ഒരു ഡിസൈൻ പോളിസി ആവിഷ്കരിക്കേണ്ടതിന്റെ ആവശ്യകത സർക്കാരിന് ബോധ്യപ്പെട്ടു.

2. മേൽ സാഹചര്യത്തിൽ , രൂപകൽപന നയത്തിന്റെ കരട് തയ്യാറാക്കുന്നതിനായി വിനോദസഞ്ചാര വകുപ്പിന്റെയും പൊതുമരാമത്ത് വകുപ്പിന്റെയും ആഭിമുഖ്യത്തിൽ 2023 ജനുവരി 27, 28 തീയതികളിൽ ശില്പശാല സംഘടിപ്പിക്കുകയുണ്ടായി. .ദേശീയ തലത്തിൽ ബന്ധപ്പെട്ട മേഖലകളിൽ അറിയപ്പെടുന്ന നിരവധി വിദഗ്ദ്ധർ പങ്കെടുത്ത ശില്പശാലയിൽ കരട് രൂപ കല്പനാ നയത്തിന് (ഡിസൈൻ പോളിസി ) രൂപം നല്കി . തുടർന്ന്

തല്പര വകുപ്പുകളുടെയും (Stake holder departments ) സർക്കാർ ഏജൻസികളുടെയും ഉപദേശക വകുപ്പുകളുടെയും നിർദ്ദേശങ്ങൾ പരിശോധിച്ച് പ്രസക്തമായവ ഉൾപ്പെടുത്തി കരട് പരിഷ്കരിക്കുകയുണ്ടായി .

3. സർക്കാർ അന്തിമ കരട് ഡിസൈൻ പോളിസി വിശദമായി പരിശോധിച്ചു. മാറിയ കാലഘട്ടത്തിന്റെ വെല്ലുവിളികൾ ഏറ്റെടുക്കുന്നതിന് കഴിയുന്ന തരത്തിൽ സംസ്ഥാനത്തെ വിനോദസഞ്ചാര മേഖലയെ സജ്ജമാക്കുന്നതിനും തദ്ദേശ സുസ്ഥിര വിനോദസഞ്ചാരത്തിനായുള്ള ഒരു അന്തരീക്ഷം സൃഷ്ടിക്കുന്നതിനും സഹായകരമായ രീതിയിൽ പത്ത് സുപ്രധാന നയസ്തംഭങ്ങൾ കേന്ദ്രീകരിച്ചുള്ള പ്രവർത്തനങ്ങൾ മുന്നോട്ട് വയ്ക്കുന്ന രീതിയിൽ തയ്യാറാക്കിയ കേരള ഡിസൈൻ പോളിസി, പ്രവൃത്തികളുടെ എസ്റ്റിമേറ്റ് തയ്യാറാക്കുന്ന സമയത്തു കേരള സർക്കാർ SoR പ്രകാരമായിരിക്കണമെന്നും , കേരള സർക്കാർ അംഗീകരിച്ച ഷെഡ്യൂൾ ഓഫ് അക്കമോഡേഷൻ (SoA) പാലിക്കണമെന്നുമുള്ള വ്യവസ്ഥകൾക്ക് വിധേയമായി , അംഗീകരിച്ച് ഉത്തരവാകുന്നു.

4. മേൽ പ്രകാരം അംഗീകരിച്ച കേരള സംസ്ഥാന ഡിസൈൻ പോളിസി അനുബന്ധമായി ചേർക്കുന്നു.

(ഗവർണ്ണറുടെ ഉത്തരവിൻ പ്രകാരം)  
ഡോ വാസുകി കെ ഐ എ എസ്  
സെക്രട്ടറി

ഡയറക്ടർ, വിനോദസഞ്ചാര ഡയറക്ടറേറ്റ്, പാർക്ക് വ്യൂ തിരുവനന്തപുരം  
പ്രിൻസിപ്പൽ അക്കൗണ്ടന്റ് ജനറൽ (എ & ഇ) കേരളം, തിരുവനന്തപുരം  
അക്കൗണ്ടന്റ് ജനറൽ (ഓഡിറ്റ് I/ഓഡിറ്റ് II) കേരളം, തിരുവനന്തപുരം  
സെക്രട്ടേറിയറ്റിലെ എല്ലാ വകുപ്പുകൾക്കും( അറിവിലേയ്ക്കായി)  
ധനകാര്യ വകുപ്പ് (11.03.2024 ലെ 2713738/EXP-B2/73/2024/FIN നം പ്രകാരം )  
തദ്ദേശസ്വയംഭരണ വകുപ്പ് (26.08.2023 ലെ DC2/275/2023/LSGD നം പ്രകാരം )  
ആസൂത്രണ സാമ്പത്തികകാര്യ വകുപ്പ് (31.05.2023 ലെ PLGEA-A2/113/2023-PLGEA നം പ്രകാരം )  
ജനറൽ അഡ്മിനിസ്ട്രേഷൻ (എസ് സി) വകുപ്പ് (13.03.2024 ലെ ഇനം നമ്പർ 2125)  
സബ് ട്രഷറി ഓഫീസർ, സബ് ട്രഷറി, സെക്രട്ടേറിയറ്റ്, തിരുവനന്തപുരം  
ഇൻഫർമേഷൻ & പബ്ലിക് റിലേഷൻസ് (വെബ് & ന്യൂ മീഡിയ) വകുപ്പ്  
സ്റ്റോക്ക് ഫയൽ/ഓഫീസ് കോപ്പി

ഉത്തരവിൻ പ്രകാരം

പകർപ്പ്:-

മുഖ്യമന്ത്രിയുടെ പ്രൈവറ്റ് സെക്രട്ടറിയ്ക്ക്

വിനോദസഞ്ചാര വകുപ്പ് മന്ത്രിയുടെ പ്രൈവറ്റ് സെക്രട്ടറിയ്ക്ക്

വിനോദസഞ്ചാര വകുപ്പ് സെക്രട്ടറിയുടെ പി.എ യ്ക്ക്

വിനോദസഞ്ചാര വകുപ്പ് അഡീഷണൽ സെക്രട്ടറിയുടെ സി.എ യ്ക്ക്



# K E R A L A STATE DESIGN POLICY

DEPARTMENT OF TOURISM AND PWD



**Prepared by:**  
Department of Tourism and PWD  
April, 2023



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# Foreword

Kerala State Design Policy intends to provide a guidance framework that primarily focuses on the growth of the design-based economy of the state. It involves strategies to promote innovations and competitiveness and to guide through a design integrated ecosystem that aims at domestic and global market capitalization. Hence the PWD and Tourism sector in Kerala are in need of a design policy that will be an aid to guide, enact, rule activities and other processes necessary to build a better built environment and infrastructure.

A three month process resulted in a framework to conceive the Design Policy by involving stakeholders across the design fraternity.

In January, 2023 a meeting was conducted in a workshop mode for 2 days involving all the stakeholders in the design industry that includes design professionals, architects, urban designers, landscape designers, heritage experts, professionals from creative industry, product designers, industrial designers, interior designers, artists and design professionals in all allied fields. Apart from the professionals and experts in the design industry, decision makers and implementation authorities which include the policy makers and officials from various government and public sector undertaking departments were also part of this vision team. The ideas and suggestions that emerged from the two day long, intense deliberations, debate and discussions were assimilated and consolidated for formulating the design policy.

The workshop was held in 9 sessions headed by respective leads, covering various domains. The team members, through brainstorming discussions contributed to the policy making. The outputs from each of these sessions were consolidated and a 6 member expert committee edited and drafted the policy guidelines and strategies for the Department of PWD and Tourism, Government of Kerala. The comprehensive Design Policy (draft) is submitted to the Government of Kerala for further action.





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# PART I

## INTRODUCTION



# Design Policy

1

Design policy is a set of guidelines and instrument by which Governments determine and enact rules, activities, and other processes necessary to support the building of design capabilities in its various activities and organisations. Design Policy increases the Governments' innovative and competitive qualities which makes it a Strategic Design for the Government. It applies the principles and processes of design to systemic challenges that Governments need to face - like economic growth, health care, education, climate change and other complex areas.

It increases the importance of design and strengthens the attractiveness of creation and improves value addition. It is inclusive and assimilative in nature, and intends to drive innovation, growth and enhance the quality of life.

The primary goal is to strive and improve the quality of life for citizens by creating or enhancing effective, efficient, and meaningful public services through design.

# 2

## Need for Design Policy

Design policies build design capabilities, aimed directly at capacity building through development of organizational or individual design capacities, support research, especially directed at improving the quality and applicability of design and suggest measures that enhance the effective delivery of services to the people.

Governments tend to focus on delivering services in a way that is most efficient for them. As a result, the desired change often misses the mark with citizens. Using Design Policy puts the desired changes of a Government at a balance with the desires of the citizens.

Design policies support entrepreneurship and startups by addressing various technology-first approaches by developing a rich design ecosystem. Hence it envisages direct financial interventions for promotion & advocacy, aimed at creating awareness on the value of design. Design policy bridges the gap between creativity and innovation; technology and its users; and user aspirations and the market.

Kerala Design Policy is a broad collaborative project between the Government, the business community, and the design community. Hence Design Policy is important as a guide to how the Government views its interaction with the design community. This makes Design Policy an important part of a continuing effort for supporting a growing design community and recognizing its value to society both culturally and as a driver of economy.

With focus on innovative technologies and advancements in sustainable solutions, Capacity building of concerned Departments - Public Works Department and Tourism Department is to be ensured to eliminate obsolete ideas and to make design related services more efficient. Certain capacity building/training exercises can also be conceived in co-ordination with LSGD, State Archaeology Department etc.

The role of Design Policy is to provide a guiding framework to the stakeholders and decision makers to critically deliver services. It nurtures design competency to enrich the youth with design sensibilities and build multi-disciplinary design talents. The focus is to promote the adoption of design in businesses and in the public sector.

Kerala Design Policy framework is less of a regulatory framework and more of an enabling and capacity building framework. The design policy improves functional efficacy and enables clarity in communication of the purpose. The Kerala State Design Policy once implemented will result in elimination of obsolescence and make design related services in the public sector more efficient.

### Scope of Design Policy

The policy aims for the growth of the Design Sector through enhancing the concerned Government departments like PWD Department and Tourism Departments' capabilities, and to support them in their creation of innovative products and brands. It will recommend investing in design, to stay competitive and create new values that bring Design closer to people and communities, as well as build the Kerala Brand globally.

# 3

## Objectives of Design Policy

- ▶ To formulate and implement a Kerala Design Policy and practice, unique to Kerala with the vision 'KERALA - THE GLOBAL DESIGN HUB'
- ▶ To develop an ecosystem that promotes the growth of design-driven economy, which would create more employment opportunities and open up more livelihood arenas for the youth in the state
- ▶ To develop a design vocabulary that fosters sustainability, resilience and disaster mitigation and management to mitigate the effects of climate crisis
- ▶ To create a regulatory framework for public service delivery that addresses through design, the critical aspects of livability and equity
- ▶ To create frameworks for best practices by bringing together learnings from global strategies and help Kerala Government invest in Good Design
- ▶ To bridge the gap between policy creation and policy implementation through design standards and organizational transformation
- ▶ Create a Design Policy that integrates public awareness, participatory process from the grassroots as well as the entrepreneurial community (MNC/SME/startup etc)

## Design Matters

Design matters because design is all around us. Every object, place and many experiences are designed. Besides its ability to define the future, design is a problem-solving tool that transforms existing situations into preferred ones. Good designers take their creative genius, apply it to the most difficult problems in our lives and come up with efficient and cost-effective solutions that are sensitive to people's needs. A recent British Government study showed that, every one pound invested in effective design, yielded 26 pounds in savings in the UK - likewise there is a clear evidence that, more the investment into clarifying intent (strategic design), the long term exponential return on investment.

Though Governments do spend large amounts on transformation, a large portion of it is not spent on introspection and to develop new ways of thinking and doing as characterised by design. This is where Design led transformation & Strategic Design steps in for enhancing the Government's complex needs.

Design is a powerful tool well-known for communication. Communication of ideas usually works through visuals, symbols and typography. Design can thus affect mindsets and impact behaviour and be persuasive, because principles of design can highly enhance communication and crafting narratives through various media. According to US sociologist Brene Brown, 'the soul of designing a creative life is embracing messiness'. Contradictions, complexities and limitations can spark creativity.

When it comes to the Government, Good Design helps to ensure that policies in general are effective & efficient - while simultaneously well-aligned with the values and needs of the people they are intended to serve. Design is thus becoming important and deeply influential in all walks of life.



# 5

## Design is more than aesthetics

Good design is more than simply aesthetics and appeal. Design is more than appearance and is as much a process as it is a product. Design is central to the function, character and purpose of any product or service. Good Design embodies a harmony between form and function while also maintaining a balance between the super-holistic and super-detailed aspects of design.

Design is also the process of converting existing situations into preferred ones. Spaces, which form the major component of a situation, is experiential in nature, and needs an element of design. Spaces are cognitive in nature and imbibe the true essence of the state, delivering an image to the perceiver. Designed spaces are more meaningful and serves the function better, as these spaces enhance flexibility and dynamicity.

For instance, the spatial context of Design plays a major role in Design for Tourism. The various issues for the tourism industry can be interlocked & interdisciplinary in nature and have its roots in human behaviour, cognition and perception. Designing for these spaces involve highly interdisciplinary steps that integrate several design disciplines from service and communication design, to systems led and digital design.

Within design too, there are many definitions with divergent details. Far more than what mere Design Thinking implies - i.e. more than superficial empathy for users & prototyping, one may need to explore possibilities beyond that. Hence the term 'Strategic Design' rather than just mere design thinking serves us better in Government policy context. Strategic Design allows us to move from products to systems to digital integration to entrepreneurship rapidly.

## The Design Profession

The creative field is the heart of every sector due to the need to cater to user experience. Design has matured from a largely stylistic endeavor to direct problem solving, through human centric design. Design is a practice-based profession that is focused on solving real problems for users.

Unlike other professions, the design thinking process is multi disciplinary with many verticals, which, as a profession is evolving into a hybrid industry that is considered as much technical as it is creative. It is concerned with the design of systems and the larger goal is value creation.

A Design policy must offer guidance and support for the Design profession, where universality, inclusivity, and sensibility aspects are to be considered as a creative industry focused on multiple areas of change. Design Policy should include areas like the economic environment, the political environment, the social environment, and the physical environment for bringing in sustainability and universality. An effective design policy can support the design process in the most productive and economic way necessary to sustain the profession.

The creative industry has impacts across diverse sectors such as construction, transportation, tourism, finance, health, legal, education sectors - merging the economic, political and social environment. An effective design policy offers strategic growth to the creative industry.

The creative industry (CI) often integrates professional design at the production level - many of which are currently focused on culture production & attention economy such as digital content, film, television, music, games, fashion and advertising.

Design Profession has emerged lately with emerging international themes such as service design, design thinking, speculative design, systems led design, transition design and social design.

All these areas of design, collectively contribute, directly or indirectly to the growth of many sectors beyond their own. The positive economic impact and strategic potential of the Creative Industry are increasingly recognised and valued by Governments around the world.

## Design, Heritage and Identity

Heritage, from the point of view of design, explores the intangible practices, material objects and spaces that contribute to our experience of history and local culture. Design policy is an effective tool to guide how designers safeguard and manage cultural heritage.

For heritage conservation it is important to reinterpret and revive visual symbols of the local cultural identities that evoke feelings of pride, memory or trauma. This helps develop adequate and sustainable linkages with contemporary design. A proper understanding of heritage illuminates the social, environmental, cultural and economic roles of design. The relationship between the conservation of the values of cultural heritage and design is a dynamic interaction between the physical manifestations and experiences related to the cultural heritage assets and their practitioner or experiencer.

The Image of the Place is easily reflected to the practitioner or a visitor through its streets, roads, landscapes, open spaces, signage and morphology of the built environment. It is vital for the design policy to formulate guidelines that conserve the essence of the local cultural heritages, retain their identities, ensure sustainability and enhance the imageability and global presence, while incubating seamless design transitions.

Kerala as a whole offers a highly immersive heritage experience for tourists. The unique stories behind landscapes, artefacts, natural fauna and flora (Kerala holds one of the worlds most biodiverse ecosystems), religious & cultural institutions, traditional schools of arts, crafts and philosophies, and ancient customs could be made universally accessible - in the form of information artefacts both in digital (websites, apps) and physical domain (brochures, tourist apps).

Kerala also has a massive repository of cultural memory embedded in its vintage films, music, architecture, etc. - Releasing these materials into the public domain with proper rights management can give room for a powerful creative economy for sampling, reuse and remixing - as well as the active documentation and archiving of its living heritage.

# Design Planning and Management

## 8

Design planning and management are integral when it comes to delivering high value content. Design Management implies both applied design thinking in organizational contexts - as well as the unique management principles for design. Design planning could be described more broadly as a field of inquiry that draws upon the principles of strategic management and collaboration to control a creative process. Design planning is critical, to compete effectively, as strategic design has become a new norm.

Design management is also integral to the DNA of each and every public service through the implementation of user centered and design industry standards and processes. Design management leads to efficient delivery of various design products, services, communications, environments, and brands. Design planning and management is about the application of hard disciplines not soft furnishings.

## Design Policy Ecosystem

The Design Policy Ecosystem guides the recognition of different organizations and institutions that provide design support through five main roles of the design policy cycle: policymakers, funders, designers, intermediary beneficiaries and evaluators. This framework directly connects five main types of organizations: Government and governance, researchers, the consultancy and professional sectors, design education sectors, and the user community. The ecosystem should also have a model to integrate the numerous sectors of economy and Ministries that criss-cross during policy implementation.

Government & Governance refers to local and/or National Government, municipalities, governmental institutions and bodies. Advocacy organization are bodies that promote and support design nationally and/or locally (i.e. councils, museums, etc.). Consultancy and professional sector refer to the entire design professional sector, including young creatives, design studios, etc. (for instance, for public interfacing & communication of the policies - the ability of celebrities, musicians etc. to bridge the gap could be looked into)

Research and education refer to schools and organizations (including training and research centers) that provide education and training about design. Demand refers to individuals, communities and organizations that benefit from design as an external service.

Instead of lots of traditional-style meetings, Design Workshops are a common feature for the co-creation of ideas and prototypes - and such spaces should be enabled as part of the ecosystem.

Design Policy ecosystem requires constant inspiration and divergent thinking through such workshops — meaning ability to explore many different solutions in a co-creative space. In order to achieve that, a collaborative team of optimistic, forward-looking and empathic individuals are needed.

In order to test the effectiveness of the ecosystem, one should also enable several hands-on design processes with designers, stakeholders and decision makers in a creative physical setting. Ensuring the right people with the right design skills or knowledge are engaged across phases and milestones can be crucial.

A Design Policy working group should thus be formulated, responsible for different events to discuss this framework with policy makers, professionals and innovators and institutions involved in the process and work out strategies on a timely basis for the effective implementation and monitoring of the entire process.

# PART II

## DESIGN POLICY







## Preamble

A consultative workshop with about 200 participants including the technical wings of the Government of Kerala, professionals from around the country, academia and hands-on Non Governmental Organizations was held in Trivandrum for two days, under the supervision of the Chief Minister, the PWD/Tourism Minister and senior bureaucrats of the Government of Kerala. It is for the first time that such a wide consultative, immersive exercise was undertaken towards formulating a Design Policy document for the Kerala State.

# Architecture, Public Buildings and Institutions

## 1

1. Regulatory frameworks for climate resiliency and sustainable development; for inclusion of persons with disabilities, women and other genders, children and the elderly to be mandatory
2. Alternate contextual rating systems focusing on passive designs, indigenous and local materials and skills. A Kerala specific rating system should be evolved. The existing Green Building Policy (G.O.(Ms) No.28/2013/PWD dated 07-03-2013) should be considered while formulating the rating system
3. Capacity building of community and stakeholders including Government agencies at various levels to enhance design literacy, project implementation and delivery, sensitization about natural and manmade heritage and other assets
4. Maintain good design quality throughout the implementation process and conduct post occupancy audits of routine maintenance
5. Adoption of revised Kerala Schedule of Rates along with Delhi Schedule of Rates
6. Eco-friendly materials including recycling of construction waste, new technologies and processes to be included in the schedule of rates of the State PWD
7. Adoption of universal design principles across all sectors is mandatory
8. Development plans and infrastructure projects to adhere by the State Disaster Management Plan (GO(Rt)N0.399/2018/DMD dated 18-7-2018)

# 2

## Signage, Graphics and Lighting

1. Build capacity among stakeholders about design as a value and process by:
  - a) Exposure to Good Design examples from around the globe
  - b) Conducting workshops & seminars by experts
  - c) Celebrating local design success stories
  - d) Critiquing design failures
2. Developing and evolving design language, standards for developing signage at various levels for tourism, highways and settlements, etc
3. Use of sustainable materials and practices in design and execution
4. Use of Information Technology to enhance access to public service information (Example: Enabling real time alerts on bus routes by implementing QR codes, etc.)
5. Ensuring visual and local identity in signage by building capacity and leveraging local human resources to execute projects
6. The construction cost of public buildings, institutional buildings, open spaces and other urban infrastructures, provision for legible signages, graphics and lighting is to be assessed/ evaluated separately with a focus on aesthetics and feasibility to be examined
7. Public participation in the design process is to be promoted as it can cultivate design awareness amongst the public

# Transportation and related Infrastructure (Highways, Roads and Bridges)

## 3

1. A state-level sustainable, equitable and inclusive transport vision
2. The DPRs may be vetted by relevant professionals
3. Drawing on relevant best practices to formulate guidelines (such as ITDP, WRI etc)
4. Capacity development of all stakeholders in best practices
5. Ensure high aesthetics for every element in transport related public spaces
6. Climate vulnerability and risk to be addressed in every transport project
7. Set aside 1 - 2% of project cost for public art and crafts to be integrated in every transportation project
8. Mechanism to generate continuous real-time data to be part of every projects
9. Enhanced efficiency and experience of public transportation services through innovative and app based technologies

# 4

## Landscape Design, Open and Cultural Landscapes, Waterscapes

1. Create a separate cadre for landscape and waterscape design professionals within existing government bodies. Upskilling the existing man power within the cadre through the conductance of capacity building trainings is advised
2. Lifecycle of the entire proposal/ project is to be under the purview of the design policy but shared between consultants and Government Departments respectively
3. Nodal unit for data management in order to coordinate geo spatial data, establish standards for data acquisition and quality, data collection and organization, data accessibility in the public domain, etc.
4. Ensure local participation of impacted communities in design decisions for strategies and programs
5. Assessment of Development parameters
  - a. Clear guidelines for highlands, midlands, lowlands including coastal development
  - b. Land suitability analysis as a tool for land use planning
  - c. District and Panchayat Level assessment through people survey in addition to the geo spatial analysis
6. Promote use of Nature Based Solutions such as: sand dunes, mangroves as alternatives to hard structures for coastlines; inland waterways with soft edges as alternatives to concrete stabilization instead of walls; afforestation for carbon capture for climate mitigation
7. Incentivize ecological conservation of the city/state/country identified vulnerable landscapes and waterscapes. For example, through Transferable Development Rights, Tax Breaks, etc.

8. Building capacity in LSGD for climate resilience and adaptation (eg: setting up of biodiversity boards, etc.)
9. Build community awareness through curriculum enhancement to emphasize aesthetic, economic and ecological values. Capacitating the local officials on the same through training and exchange programs.
9. Include the values of ecosystem functions in all developmental programs and projects
10. Incentivize the use of biodegradable and ecofriendly materials for construction of buildings and infrastructure
11. Promote reuse by providing incentives at the neighborhood level
12. Realign development parameters in coastal and freshwater zones to avoid flooding and enhance climate resilience
13. Revisit the state coastal zone management plans to include issues arising from Climate Crisis
14. Promote local livelihood oriented tourism
15. Empanel experts to complement/ supplement internal capacity for the entire lifecycle of projects

# 5

## Public and Open Spaces Design, Street Design, Tourist Zone Characteristics, Urban Furniture, Social & Physical Infrastructure

1. Create a separate cadre for urban design professionals within existing urban bodies for design and management of public spaces, parks and other public infrastructures
2. Public space design to have in-built resilience to climate change
3. Devise urban design framework that respect the character of a place and protect livelihoods, heritage and culture
4. Enhance value creation through design and delivery of public spaces
5. Equitable and inclusive public spaces are to be prioritized by ensuring accessibility and usability for all
6. Include urban design as a development tool at all policy levels (such as in master plans, urban regeneration plans, metropolitan area development plans, district plans, ward plans, etc.)
7. Mandate GIS mapping of all types of assets (ecological, cultural, social including public spaces)
8. Develop evidence based parameters for evaluation and monitoring of Public health, Ecological resilience and shock response
8. Public participation: Citizens and Designers to be involved from preliminary stage to assess needs and create a sense of belonging. People to become custodians of the public spaces by enabling the people in the process for Monitoring and Maintenance of public spaces.

# Intangible cultural assets and spatial dimensions

## 6

1. Recognition of the values of the intangible cultural assets
2. Institutionalizing documentation, mapping, research and development through appropriate measures
3. Conservation and development of spaces for practice, continuity and access of Intangible Cultural Assets (such as protection of local traditional land use principles and building techniques; protection of spaces that are based on traditional planning systems; public funding in support of intangible cultural assets and practices)
4. Developing programs and school for new media, contemporary dance forms, arts and expressions
5. Technical support and training to be provided to the practitioners of intangible cultural assets and their knowledge system to access technology based practice to build capacity with a special focus on women
6. All amenities to be compliant with the Accessibility Act (1998) and special training programs must be introduced to enhance awareness of stakeholders
7. Introduce Social Security System for practitioners of intangible cultural practices
8. Promoting and rewarding intangible cultural practices which use Green and sustainable practices
9. State supported authenticity driven innovations in performing arts and somatic disciplines, including Ayurveda etc.



# 7

## Arts, Crafts and Creative industries

1. Kerala State Culture Fund to enhance the work of SME's and institutions on art practices in a transparent manner
2. Expand global and local networks and deepen the focus on emerging urgent issues like climate change, migration, speculative design turning Kerala into a responsible global player -
3. Art Education should be integrated and investigated for neurological and creative development of children from pre-school to secondary school.
4. Invest in fringe artistic festivals that have themes around megatrends of indigenous art, climate change, waste management, pollution, migration, etc.
5. Scale up environmental art themes at popular tourist spots such as Varkala & Wayanad - bringing public attention to waste management & consumption culture
6. Enable artist and innovation exchanges between Kerala and other countries through residencies, festivals and prototype projects
7. Transform existing unused spaces, abandoned community halls into site specific locations for arts and crafts in a decentralized manner
8. Arts and Crafts could be part of the urban infrastructural development

9. Creation of supporting institutional infrastructure through mapping of cultural heritage, microhistories, social and cultural assets
10. Teaching of traditional art and crafts in schools as part of curriculum focusing on traditional practitioners conducting workshops etc..
11. District Level Innovation Centers to promote the interface of technology, arts and crafts
12. Leverage Global Expertise and institutions to create a design think tank through educational set ups like NID
13. Set aside 5 to 7% of project cost, for arts and crafts to be integrated in every tourism related project
14. Enhance the production budget and technical know-how of festivals in Kerala that infuse creativity, tradition, the arts and community based learning together
15. The Design frameworks should incorporate sufficient provisions to preserve the intangible cultural heritage of the local area and protection of livelihood of the local and indigenous folks

# 8

## Heritage Buildings and Historic Landscapes

1. General awareness about cultural heritage and its conservation to be enhanced by designing creative– outreach, toolkits and pedagogical programs.
2. To develop pilot projects for larger public projects of urban development to incorporate conservation of cultural and natural heritage
3. Preparation of special zone plans with guidelines for conserving and managing the cultural and natural assets.
4. Tourism policy to include incentives like change of land-use, property tax rebate, lease rebate, etc. to help economic revitalization.
5. Develop region specific materials and knowledge for maintenance of, and undertaking new designs within the heritage precincts
6. Specific guidelines to be prepared for cultural heritage precincts and sites/ practices
7. Encourage use of traditional materials and augment skills through technology and craft schools/ cooperatives and innovative subsidies programs.
8. Digitization of all records of heritage buildings and precincts/ practices
9. Setting up of a heritage and innovation commission within the Government namely Department of Archaeology with relevant expertise in the domain
10. Develop programs to enhance the local climate change and disaster resilience by incorporating and building upon the local traditional knowledge systems for management of natural and cultural assets.
11. Creation of a separate State level Heritage Fund with accessibility and mandatory monitoring systems.

# Tourism and Design Economy

9

1. Create a Destination Design Council for the state in the Tourism Department
2. Kerala to become a hub for design and manufacturing of 'Souvenirs'
3. Integrate craft economy and tourism economy by various means
4. District wise mapping of local arts and crafts
5. Framing destination - specific disaster mitigation plan and implementation
6. Streetscape policy guidelines to provide seamless tourist experience

# 10

## Design for Digital Experience & Service Design

1. Service design is the design of experiential touchpoints during a user's journey. The experience touchpoints can vary from digital to physical eg. a foreign tourist can overwhelmingly depend on the ticketing machine kiosk as much as on information on the ticket on a later part. The design of these touchpoint artefacts are all part of a continuum of experiences collectively called "Service Design."
2. Service Design is designing for a multi-modular stakeholder experience beyond the dyadic provider-consumer space - extend design also to various enablers of the services i.e. ticketing counters to metro security check points.
3. Revitalize the experiential and immersive narratives through the design industry and creative economy - imagine unusual and imaginative, eg. Norway's Slow TV cameras.
4. Digital Artefacts such as ticketing machines should not be abandoned pieces with broken down, terrible interfaces, instead should go through a certified Human Centered Design and quality audit.
5. Resolve fragmented travel experiences. Kerala Tourism should create its own highly integrated travel app featuring multimodular transport - integrating bus, ferry, train, bicycle, trekking & walking routes within the travel app - as a measure of integrating ethics, privacy, protection, reliability from multinational platforms such as Google maps.
6. Create a highly immersive web experience for each prime tourist spot in the State





DEPARTMENT OF TOURISM AND PWD  
GOVERNMENT OF KERALA

