

# Designers need to find alternative to Chinese model of mass production

Bilkul News, Ahmedabad, Nov 8: The capacity of mass production in China is vanishing fast and designers need to find an alternative model to cater to the huge markets in India, China and Africa for the next 30 years. This is what Jean Joseph Boillot said during his talk at a three-day international conference called "Design for a Billion" at the Indian Institute of Technology Gandhinagar (IITGN) on Friday (November 7, 2014). An economist and professor of social sciences, Boillot is an advisor to CEPII Business Club on Large emerging economies like India and China.

Boillot said, "The concept of design for a billion is the challenge for the next 30 years. This is because the Chinese' super cycle of mass production is vanishing. We need to find a new model for this window opportunity which was with the Chinese for the last 30 years."

Boillot explained that China's capacity of mass production is ending as the country is aging fast, the level of environmental pollution in the country is getting worse and the young population prefers to work in better working conditions. He said, "Unless we can design what is the model for the billion, we can miss the window opportunity. The key to finding this model is looking for it in the next 30 years."

More than 200 designers, researchers, educators, practitioners, and entrepreneurs from across the world took part at the conference to discuss the implications and future of design for mass impact.

The speakers of the event also shared their experiences and knowledge in the area of designing for the masses. Referring to designing for different markets, Vice President of Whirpool Design, Suresh Sethi who was also one of the speakers of the event said, "It is very important for designers to understand the needs of the local people and their cultural desire." Sethi said that unlike that of the west, choices of Indian consumers are not linear but rather has multiple levels and designers have to understand the values of self as well as appreciate that of the consumers.

The event also presented various products designed by many young designers including washable and reusable sanitary napkins for women, a device to pull out foreign objects from nostrils and a device to stop bleeding due to deep wounds.