

# Designers need to find alternative to Chinese model: Economist Jean Joseph

[Ankur Tewari](#), TNN | Nov 8, 2014, 05.32PM IST

AHMEDABAD: 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, says economist Jean Joseph Boillot.

Addressing a three-day international conference 'Design for a Billion' at Indian Institute of Technology Gandhinagar ( IIT-Gn) on Friday, 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 is an advisor to the CEPPI Business Club on large emerging economies like India and China.

Boillot explained that China's capacity of mass production is on decline as the country is aging fast, the level of environmental pollution in China is high and the young population prefers better working conditions. "We can miss the window of opportunity if our designs do not cater to the model for the billion. The key to finding this model is looking into the next 30 years."

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On Friday, 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 Whirlpool 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.