

## CII Design Excellence Award 2023



A team lead by Rajesh Gogu, Head of Exterior & Advance Design, Maruti Suzuki India Ltd and an "alumnus of the Department of Design and Manufacturing (erstwhile Centre for Product Design and Manufacturing), Indian Institute of Science, MDes programme (2001 batch)" wins the CII Design Excellence Award 2023 under the "Mobility Category" during the 23rd India Design Summit 2023, New Delhi, India ([https://ciidesign.in/index.php/ciidesign/eligibility\\_categories#about\\_awards](https://ciidesign.in/index.php/ciidesign/eligibility_categories#about_awards)).

The Confederation of Indian Industry (CII) is a non-government, not-for-profit, industry-led and industry-managed organization. Founded in 1895, India's premier business association has over 9100 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from around 288 national and regional sectoral industry bodies. (<https://www.cii.in/>)

The CII is keen to encourage design as a tool for business competitiveness and innovation through its National Committee on Design (<https://ciidesign.in/>). CII Design is an initiative of CII, for promoting & leveraging design towards sustainable economic growth among Indian organizations. Among the major initiatives of CII Design is the "CII Design Excellence Awards" (established in 2011) that acknowledge and celebrate Indian design and innovation. They strive to create new paradigms of design in India while promoting the unique amalgamation of traditional with contemporary design. CII Design Excellence Awards is endorsed by the India Design Council (<https://indiadesigncouncil.org/>) and is supported by Design Intelligence Award (<https://en.di-award.org/>) and World Design Organization (<https://wdo.org/>). CII India Design Summit is a flagship event of CII organized for the past 20 years. The summit is a platform to create an enduring partnership between design and organizations leading to innovation and increased economic competitiveness.