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RESTRICTED

ADVISORY MISSION TO ASSIST IN PREPARING A LONG RANGE PROGRAMME IN PRODUCT  
DEVELOPMENT INCLUDING DESIGN FOR EXPORT INDUSTRIES\*

SI/INS/75/246

INDONESIA

Terminal report

Prepared for the Government of Indonesia  
by the United Nations Industrial Development Organization,  
executing agency for the United Nations Development Programme

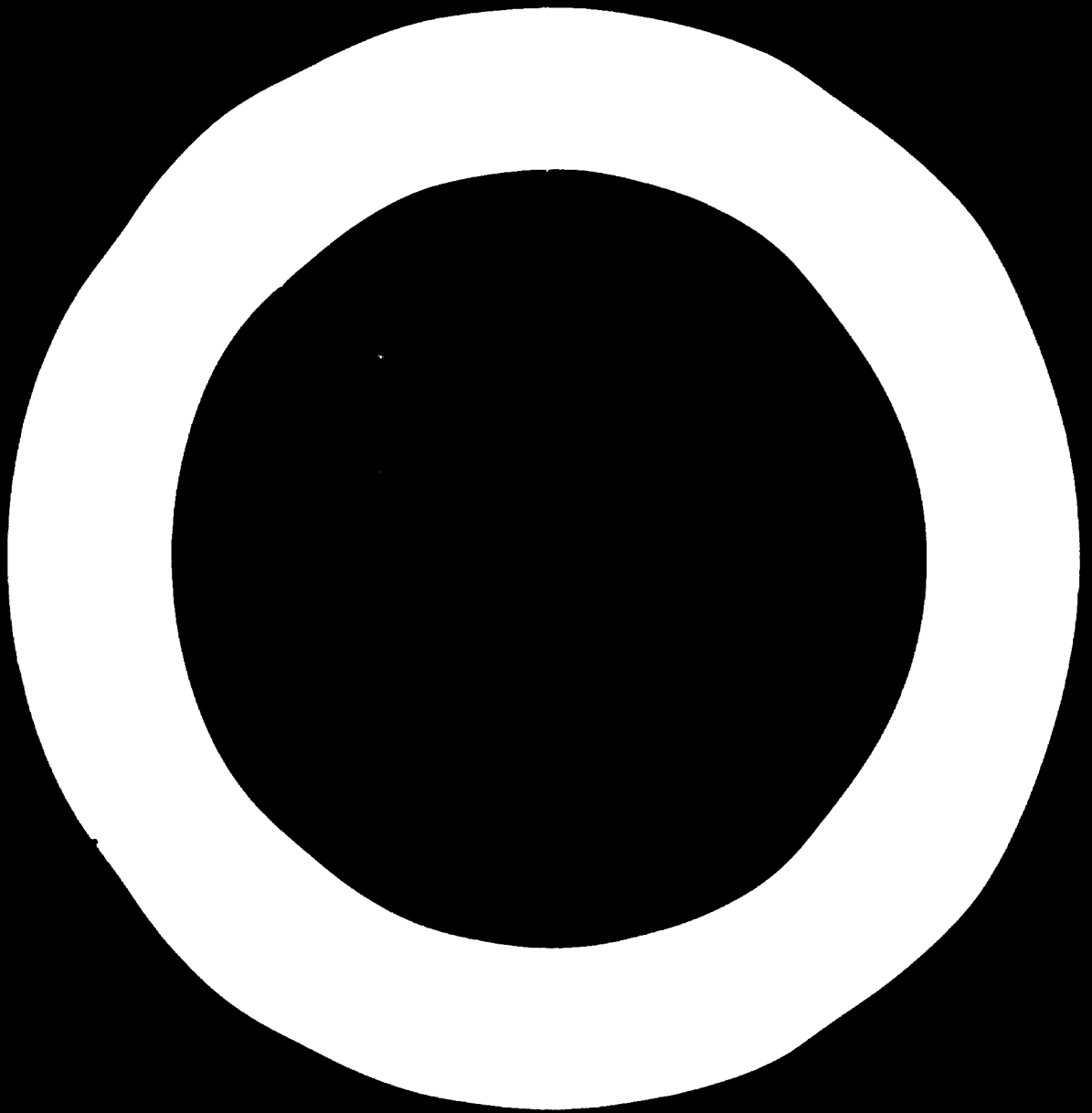
Based on the work of Carl Auböck, expert in product  
development and industrial design

United Nations Industrial Development Organization  
Vienna

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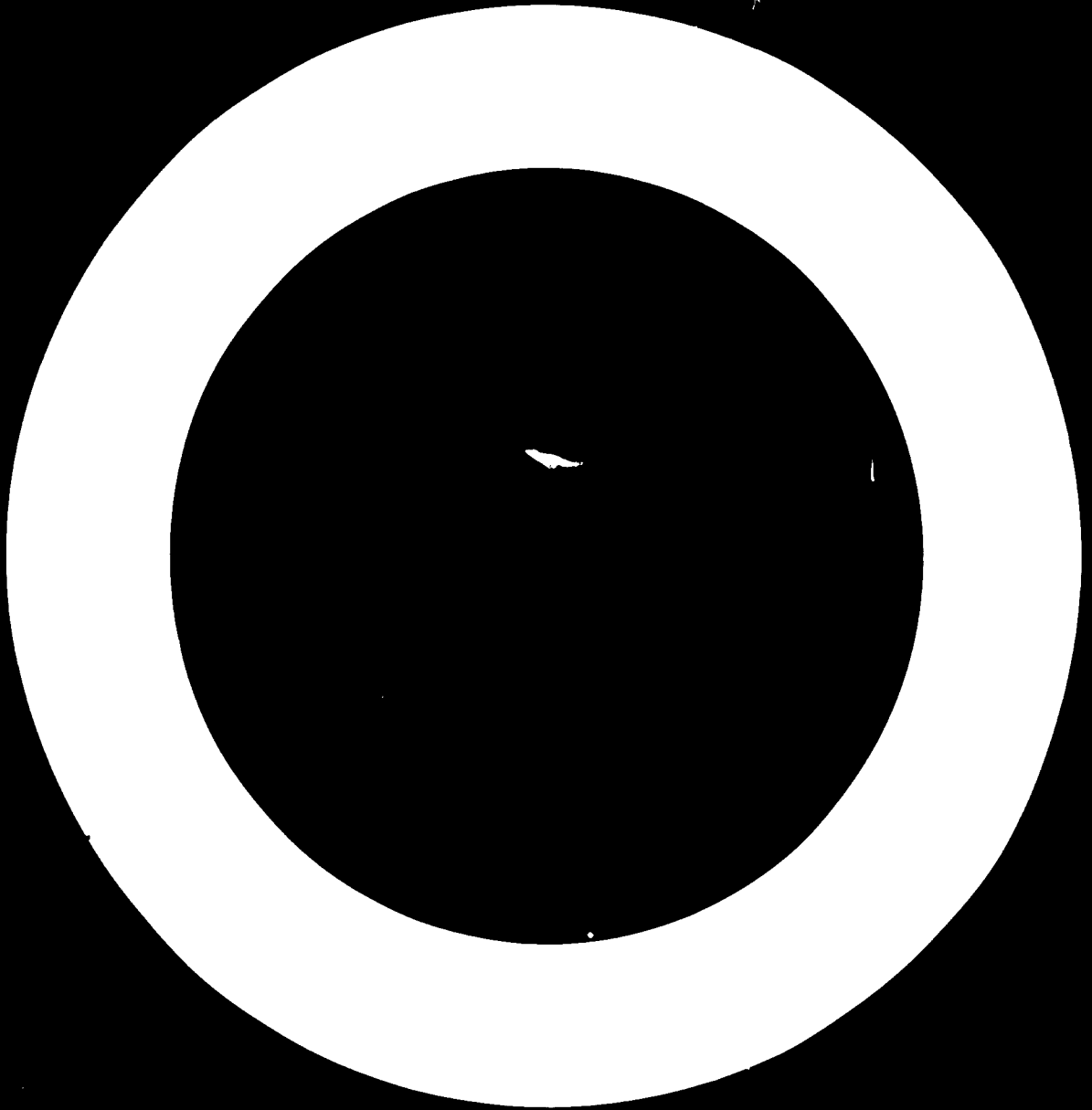


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1. FOREWORD

THIS STUDY IS THE RESULT OF A UNIDO MISSION TO INDONESIA IN DECEMBER 1975 AS A FACT FINDING EFFORT TO ANALYSE AND EVALUATE IMMEDIATE DESIGN NEEDS AND STRUCTURES OF RELATING FACTORS WHICH WOULD BE EFFECTIVE FOR THE DEVELOPMENT OF A NATIONAL PROGRAMME FOR INDUSTRIAL DESIGN. EXISTING SERVICES AND FACILITIES WITHIN THE COUNTRY, RELEVANT TO DESIGN ACTIVITIES NOW, AND IN THE FUTURE, WERE TO BE APPRAISED IN RELATION TO THEIR FORESEEABLE USEFULNESS FOR A NATIONAL DESIGN POLICY. ON THE BASIS OF THIS RESEARCH, RECOMMENDATIONS FOR POLICIES AND ACTIONS WERE TO BE FORMULATED, WHICH INDONESIAN AUTHORITIES COULD THEN ENVISAGE AS JOINT VENTURES WITH UNDP PROJECTS.

AS THE MISSION CONSISTED OF DR. KARL GOLDSCHWEND OF UNIDO VIENNA, AND MYSELF, I WOULD RECOMMEND THAT THIS STUDY BE READ IN CONJUNCTION WITH HIS REPORT ON THE SAME SUBJECT. I WOULD LIKE TO TAKE THIS OPPORTUNITY TO EXPRESS MY GRATITUDE TO HIM AND TO THE FOLLOWING PERSONS FOR THEIR ASSISTANCE AND ENCOURAGEMENT WHICH HELPED TO MAKE MY WORK POSSIBLE :

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THIS STUDY THEREFORE REFLECTS NOT ONLY THE RESULTS OF MY OWN EFFORTS CONCERNING THE PROBLEMS ON HAND, BUT ALSO INCLUDES THE VIEWS OF A NUMBER OF EXTREMELY QUALIFIED PERSONS WHOM I HAD THE PLEASURE OF MEETING AND WORKING WITH DURING MY STAY IN INDONESIA. I DO HOPE THAT MY CONTRIBUTION TO A DESIGN POLICY IN INDONESIA WILL HELP TO GIVE THIS COMPLEX AND FASCINATING PLANNING DISCIPLINE ITS PROPER PLACE WITHIN THE PRIORITIES IN THE INDUSTRIALISATION PROCESS WHICH WILL INEVITABLY CHANGE LIFE IN INDONESIA.

## 2. INTRODUCTION

### 2.1 GENERAL REMARKS

THE EXTRAORDINARY COMPLEXITY OF INDONESIA REGARDING ITS SOCIO-ECONOMIC STRUCTURE, HISTORICAL AND CULTURAL BACKGROUND, GEOGRAPHICAL POSITION, RESOURCES AND PECULIARITIES OF ALL SORTS HAS TO A GREAT EXTENT INFLUENCED THE PROCESS OF INDUSTRIALISATION, AND NOT SURPRISINGLY, UP TO NOW NOT REALLY ENCOURAGED INDUSTRIAL DESIGN AS A MULTI-DISCIPLINED ACTIVITY AS ONE UNDERSTANDS IT IN THE SECOND HALF OF THE 20TH CENTURY. FURTHERMORE, TECHNICAL ASSISTANCE BY INDONESIA AS WELL AS BY INTERNATIONAL ORGANISATIONS, E.G. UNDP, UNIDO AND OTHER UN AGENCIES, REGARDING INDUSTRIAL DESIGN HAVE SUFFERED FOR A LONG TIME, AND TO A CERTAIN EXTENT STILL DO, FROM THE LACK OF A COMPREHENSIVE OPERATIONAL DESIGN POLICY. FINALLY, THERE APPEARS TO BE NO CLEAR INTERPRETATION OF THE TERM 'INDUSTRIAL DESIGN'. IT REFERS TO THE TERMINOLOGY OF 30 YEARS AGO, AND IS OFTEN CONFUSED WITH ENGINEERING DESIGN ON THE ONE SIDE OR WITH STYLING ON THE OTHER.

WITH THE HELP OF EXISTING EXAMPLES AND PAPERS I WOULD THEREFORE LIKE TO POINT OUT WHAT HAS BECOME PART OF THE ACCEPTED STANDARD BASIS OF UNDERSTANDING AND INTERPRETATION OF THIS TERM 'INDUSTRIAL DESIGN'

AND TO GIVE BASIC GUIDELINES FOR POLICIES OF DESIGN  
IN INDUSTRIAL DEVELOPMENT. SEE APPENDICES :

- A) ENGINEERING AND INDUSTRIAL DESIGN BY  
SIR MISHA BLACK
- B) BASIC GUIDELINES FOR POLICY OF INDUSTRIAL  
DESIGN IN DEVELOPING COUNTRIES, PREPARED  
BY THE SECRETARIAT OF UNIDO. REF. No.  
UNIDO/ITD.326
- C) DESIGN FOR INDUSTRIALISATION BY GUI  
BONSIEPE, UNIDO CONSULTANT. REF. No.  
UNIDO/ITD.353

D) ICSID INFORMATION KIT

IT IS ALSO SUGGESTED TO INCLUDE IN THE AVAILABLE  
BASIC READING MATERIAL THE FOLLOWING PUBLICATIONS  
WRITTEN BY MYSELF, AND PUBLISHED AND AVAILABLE  
FROM UNIDO.

- A) CONTRIBUTIONS FOR AN OUTLINE OF INDUSTRIAL  
DESIGN AS A FEATURAL POLICY IN BRAZIL, WITH  
SPECIAL CONSIDERATIONS OF EXPORT ORIENTATED  
INDUSTRIES.  
REF TO UNIDO PROJECT : DP/BRA/73/022011-01/74
- B) STUDY FOR A CONTRIBUTION TO A REGIONAL PROGRAMME  
OF INDUSTRIAL DESIGN BY SUDENE FOR THE NORTH-EAST  
OF BRAZIL

REF TO UNIDO PROJECT : PR 74/PPRS/APP/UP IS/BRA  
73/016/11-01/74

ALL THIS READING MATERIAL WILL HOPEFULLY CONTRIBUTE CONSTRUCTIVELY TOWARDS BETTER UNDERSTANDING, AND CONSEQUENTLY THE PRACTICAL SUCCESS OF THIS STUDY.

## 2.2 OBJECTIVE OF STUDY

ENDEAVOURS IN THIS STUDY ARE DIRECTED TOWARDS CONSTRUCTIVE, USEFUL CONTRIBUTIONS FOR A COMPREHENSIVE OPERATIONAL DESIGN POLICY IN INDONESIA. HOWEVER, AS MANY EXAMPLES IN THE PAST HAVE SHOWN, EFFORTS IN THIS DIRECTION WOULD BE DOOMED FROM THEIR VERY BEGINNINGS WITHOUT THE UNDERSTANDING OF THE WIDER ASPECTS OF DESIGN AS AN IMPORTANT ELEMENT OF CHANGE IN THE PROCESS OF INDUSTRIALISATION IN A FUTURE ORIENTATED SOCIETY. AN ATTEMPT IS THEREFORE BEING MADE TO SUGGEST PROPER PROJECT STUDIES WHICH WILL LEAD TO THE FORMAL INTRODUCTION OF DESIGN AS AN INTEGRAL PART OF SOCIO-ECONOMIC GENERAL POLICIES IN INDONESIA FOR LONG TERM PROGRAMMES - LIKE THE NATIONAL 5 YEAR PLANS - ON SECTORIAL AS WELL AS NATIONAL, REGIONAL AND INTERNATIONAL LEVELS. AT THE SAME TIME IT APPEARS OF GREAT IMPORTANCE

TO BE ABLE TO START PRACTICAL ACTIVITIES AS QUICKLY AS POSSIBLE, LEADING TO THE DESPERATELY NEEDED INDUSTRIAL INFRA-STRUCTURE. THIS INFRA-STRUCTURE WILL HAVE TO BE ADJUSTED FOR THE PRODUCTION OF PROPERLY DESIGNED, MARKET ORIENTATED AND EXPORTABLE PRODUCTS, WHICH IN TURN WILL ULTIMATELY FIT INTO A WELL PREPARED LONG RANGE NATIONAL DESIGN POLICY. ONE OF THE MORE IMPORTANT CONTRIBUTIONS OF THIS STUDY MIGHT BE TO TRY AND CONVINCED INDIVIDUALS AND DECISION-MAKING GROUPS THAT IT WOULD NOT BE ADVISABLE AND INDEED COULD WELL BECOME DANGEROUS TO BLINDLY COPY CONCEPTS AND METHODOLOGIES FROM OTHER PARTS OF THE WORLD, THEREBY TRYING TO USE THEM IN A WRONG CONTEXT, AND CONSEQUENTLY NEGLECTING THE REAL NEEDS OF THE COUNTRY. AN IMPORTANT PART OF THE BASIC CONTENTS IN THIS STUDY, IS THAT BY ASSISTING THE DECISION-MAKING PROCESS FOR A DESIGN POLICY IN INDONESIA TO HELP AND AVOID TO THE GREATEST POSSIBLE EXTENT, THE PAINFUL AND FATAL MISTAKES WHICH HAVE SO SERIOUSLY AFFECTED THE RESOURCES, ECOLOGY AND ENVIRONMENT IN MANY 'INDUSTRIALISED' COUNTRIES.

### 2.3 THE EXISTING SITUATION

TRYING TO CONTRIBUTE TO A PROGRAMME FOR A NATIONAL DESIGN POLICY IN INDONESIA WOULD BE DIFFICULT, IF NOT IMPOSSIBLE, WITHOUT TAKING INTO CAREFUL CONSIDERATION THE EXISTING SOCIO-ECONOMIC SITUATION IN ORDER TO FIND OUT IF DESIGN AT THE PRESENT PERIOD, AND THE FUTURE, COULD HOPEFULLY BECOME AN IMPORTANT ELEMENT FOR INDUSTRIALISATION IN THE COUNTRY.

INDONESIA, FAR FROM BEING A HOMOGENEOUS REGION, SHOWS REMARKABLE COMPLEXITY, NOT ONLY BECAUSE ITS 13,000 ISLANDS MAKE IT THE LARGEST ARCHIPELAGO IN THE WORLD, BUT ALSO BECAUSE OF THE EXTREME DIVERSITY OF THE DISTRIBUTION OF THE POPULATION RESOURCES, COMMUNICATION AND PRODUCTION FACILITIES ETC., AS WELL AS THE VARIOUS CULTURAL BACKGROUNDS OF THE PEOPLE, RANGING VIRTUALLY FROM STONE AGE TO JET AGE. THIS SITUATION CREATES DISTINCT DIFFERENCES ALMOST FROM ONE ISLAND TO ANOTHER. A TOTAL AREA OF APPROX. 2,028,000 KM<sup>2</sup> AND A GROWING POPULATION OF APPROX. 130 MILLION (END OF 1974), OF WHICH ROUGHLY 2/3 LIVE IN JAVA, PRODUCE A GROSS NATIONAL PRODUCT (ESTIMATE 1974/75), OF Rp. 7,565 MRD. THE

YEARLY PER CAPITA INCOME (1974), WITH APPROX. US \$120 RANGES AMONG THE LOWEST IN SOUTH EAST ASIA. COMPARATIVE STATISTICS SHOW CLEARLY THAT THE PRODUCTION AND EXPORT EMPHASIS LIES IN THE AREAS OF MINERAL, PETRO-CHEMICAL, AGRICULTURAL, RAW MATERIALS AND PRODUCTS, WHEREAS THE IMPORTS MAINLY CONSIST OF MACHINES, TRANSPORT EQUIPMENT AS WELL AS VARIED CAPITAL AND CONSUMER GOODS.

IMPORT (1974)

MACHINE AND TRANSPORT EQUIPMENT	35.5%
FINISHED PRODUCTS	23.9%
CHEMICALS	15.2%
FEEDSTUFFS AND ANIMALS	14.4%
FUEL AND LUBRICANTS	4.8%
RAW MATERIALS	3.0%
MISCELLANEOUS	3.2%

EXPORT (1974)

MINERALS INCLUDING OIL	72.9%
FORESTRY PRODUCE	9.8%
AGRICULTURAL PRODUCE	7.8%
PLANTATION PRODUCE	5.6%
FINISHED AND HALF PRODUCTS	2.2%

VEGETABLES 1.4%  
MISCELLANEOUS 0.3%

IMPORTANT TYPICAL PRODUCTION NUMBERS (1974)

OIL	386,680 MIO BL
RICE	1,869,000 TO
KAUTSCHUK	887,000 TO
PALM OIL	308,700 TO
TEXTILES	552,500,000 M
UREA	209,000 TO
CEMENT	828,900 TO
RE-INFORCED IRON	150,000 TO

THE INDONESIAN ECONOMIC STRUCTURE CAN THEREFORE BE CONSIDERED AT THIS STAGE AS MAINLY AGRICULTURAL (40% OF GNP ENTAILING 43% OF WORKING POPULATION), WITH A FAIR AMOUNT OF PRODUCTION OF RAW MATERIALS BUT VERY LITTLE PROCESSING INDUSTRY OR PRODUCTION OF CAPITAL AND/OR CONSUMER GOODS. THESE AREAS ARE BEING SERVED MOSTLY BY FOREIGN INDUSTRIES, NOT ONLY BY EXTREMELY COMPETITIVE ASIAN ONES IN THE GEOGRAPHICAL VICINITY OF JAPAN, TAIWAN, KOREA, HONG KONG, SINGAPORE ETC., BUT ALSO BY AUSTRALIAN AMERICAN AND EUROPEAN ONES. A GREAT NUMBER OF THE INDUSTRIAL AND COMMERCIAL ACTIVITIES ARE CONDUCTED



AS JOINT VENTURES WITH COUNTERPART INPUTS. WHERE BRANCHES OF MULTI-NATIONAL INDUSTRIES ARE ESTABLISHED, IN MOST CASES EXPERTISE AND KNOW-HOW IS BEING BROUGHT IN FROM THE FOUNDER INDUSTRY, WHICH OFTEN RESTRICTS AND ISOLATES THE BRANCHES WITHOUT IMPROVING THE GENERAL INDUSTRIAL DEVELOPMENT IN THE COUNTRY.

GOVERNMENT EFFORTS TO IMPROVE THE INDUSTRIAL DEVELOPMENT ARE MANIFOLD. THE VARIOUS CONCERNED MINISTRIES - INDUSTRY, TRADE, EDUCATION, RESEARCH, ETC., - HAVE WITHIN THEIR ORGANISATIONAL STRUCTURES, OFTEN WITH INTERNATIONAL ASSISTANCE, PROVIDED FOR WELL EQUIPPED INSTITUTES FOR RESEARCH AND TECHNOLOGY, EDUCATIONAL AND LEARNING FACILITIES FOR INDUSTRIAL DISCIPLINES, INCLUDING DESIGN, AND EXPORT PROMOTING ORGANISMS. AT THE SAME TIME, TRANSMIGRATION OF THE WORKING POPULATION WITHIN THE INDONESIAN ARCHIPELAGO IS BEING STIMULATED AND ENCOURAGED IN ORDER TO IMPROVE THE BALANCE OF THE POPULATION AND INDUSTRIAL EXPANSION IN INDONESIA. THE FIVE YEAR DEVELOPMENT PLANS (THE SECOND ONE REPELITO II - 1974/75 - 1978/79 NOW BEING IN PROGRESS), ATTACH INCREASING IMPORTANCE TO THE SUCCESSFUL INDUSTRIALISATION OF THE COUNTRY, ENCOURAGING ALL ACTIVITIES WHICH MIGHT ADD TO THE DEVELOPMENT PROCESS.

HOWEVER, IN SPITE OF ALL THE LAUDABLE EFFORTS AND MATERIAL INPUTS FOR A BALANCED INDUSTRIALISATION, THE RESULTS SEEMS TO LEAVE A LOT TO BE DESIRED AS FAR AS PRODUCT DEVELOPMENT AND ADAPTATION ARE CONCERNED. INDUSTRIAL DESIGN AS PART OF THE PRODUCT PLANNING AND DEVELOPING PROCESS IS ALMOST NOT, IF AT ALL, IN EVIDENCE. MIS-INTERPRETATION OF THE TERM AND/OR GENERAL LACK OF INTEREST AS WELL AS ONLY MINIMAL UNDERSTANDING OF THE ROLE AND POSITION OF DESIGN WITHIN THE INDUSTRIALISATION PROCESS, NOT TO SPEAK OF THE SADLY MISSING PRACTICAL KNOW-HOW IN THE FIELD HAVE CERTAINLY OVER THE RECENT PAST NOT HELPED TO MAKE IT MORE POPULAR. BUT ALL THIS DOES NOT SEEM TO BE THE CORE OF THE EXISTING SITUATION CONCERNING INDUSTRIAL DESIGN IN INDONESIA. FOR ALMOST BY DEFINITION, INDUSTRIAL DESIGN HAPPENS TO BE A MULTI-DISCIPLINARY ACTIVITY, REQUIRING THE LOYAL CO-OPERATION OF A GREAT NUMBER OF PERSONS FOR ITS FINAL SUCCESS. THIS IS CERTAINLY ALSO TRUE FOR ANY STATE POLICY FOR DESIGN. IT IS THEREFORE OF EXTREME IMPORTANCE TO OBSERVE THAT THE VARIOUS ACTIVITIES, SUPPOSED TO LEAD TO DESIGN POLICIES IN DECISION-MAKING BODIES WITHIN INDONESIAN MINISTRIES, INDUSTRIES, INSTITUTES, SCHOOLS ETC., UP TO NOW DO NOT SEEM TO BE REALLY CO-ORDINATED OR EVEN IN CLOSE CONTACT. INDUSTRIAL DESIGN RE-

QUIRING TOP MANAGEMENT DECISIONS, ALSO HAPPENS TO NEED THE WILL AS WELL AS THE ABILITY FOR CO-OPERATION. IT CONSISTS, IN OTHER WORDS, TO A GREAT EXTENT OF AN ATTITUDE IN WHICH A RELAXED TEAM SPIRIT CAN BE ONE OF THE PRE-REQUISITES OF SUCCESS. THIS ABILITY TO WORK TOGETHER CONSTRUCTIVELY DOES NOT NECESSARILY HAVE TO BE NATURE'S GIFT. IT CAN BE LEARNED, TRAINED AND IMPROVED UP TO A POINT, JUST LIKE MANY OTHER SKILLS WITHOUT WHICH ANY SUCCESSFUL INDUSTRIAL EFFORT SEEMS TO BE HARD TO IMAGINE. THE BEST AVAILABLE EQUIPMENT OR OTHER MATERIAL INPUT WILL CERTAINLY NOT BE ABLE TO MAKE UP FOR A LACK OF ENDEAVOUR FOR AN ATTITUDE GEARED TO CO-OPERATIVE EFFORTS, PRODUCTIVE PRECISION THINKING AND STRAIGHT FORWARD ACTION. THE PRESENT SITUATION, IN SPITE OF THE MANY COMMENDABLE ATTEMPTS TO ENCOURAGE THE INDUSTRIAL CLIMATE NECESSARY FOR PRODUCT DEVELOPMENT, STILL LEAVES A WIDE OPEN FIELD FOR STIMULATION, TRAINING AND INCREASE OF THE QUALITIES MENTIONED ABOVE.

NOT SURPRISINGLY UNDER THE CIRCUMSTANCES, NO ACTIVE DESIGNERS' ASSOCIATION OR DESIGN COUNCIL EXISTS IN INDONESIA AT THIS STAGE, NOR DOES IT HOLD ANY PERMANENT CONTACTS OR RELATIONS IN THE FIELD OF DESIGN OR VIA THE INTERNATIONAL COUNCIL OF SOCIETIES

FOR INDUSTRIAL DESIGN (ICSID) IN BRUSSELS, BELGIUM. CONSEQUENTLY, NEITHER GOVERNMENT NOR INDUSTRY HAVE A POSSIBILITY TO VOICE THEIR IDEAS, NEEDS, WISHES AND INTENTIONS TO A QUALIFIED REPRESENTATIVE PROFESSIONAL SOCIETY FOR DESIGN AND VICE VERSA. THE GOVERNMENT SIMPLY BY ITS PURCHASING POWER COULD EASILY BE THE BIGGEST AND MOST IMPORTANT DESIGN CLIENT IN THE COUNTRY, SETTING DESIGN AND QUALITY STANDARDS, WHICH IN MANY CASES COULD EFFECTIVELY STIMULATE INDUSTRY, TRADE AND EXPORT EFFORTS. THE ABSCENCE OF A DESIGN SOCIETY OR DESIGN COUNCIL MAKES IT EXTREMELY DIFFICULT TO ENVISAGE ANY STATE POLICY FOR DESIGN, MAINLY DUE TO THE TOTAL LACK OF A QUALIFIED COUNTERPART OR VIS À VIS FOR GOVERNMENT AND INDUSTRY.

IS THERE THEN IN THE EXISTING SITUATION, WITH A MORE OR LESS SMOOTHLY RUNNING ECONOMY BASED ON THE USE OF THE NATURAL RESOURCES OF THE COUNTRY, ANY REASON TO BE CONCERNED WITH A COMPARATIVELY COMPLEX FIELD? A FIELD WHICH RANGES FROM A NECESSARY CHANGE OF INFRA-STRUCTURE TO THE UNDERSTANDING THAT DESIGN IS NOT A 'THING' A COMMODITY, BUT A TOTAL SOCIAL ACTIVITY - CERTAINLY NOT A COLLECTION OF NARROW SPECIALITIES, BUT AN ABSOLUTELY UNDISTORTED MIRROR OF EVERY SOCIETY.

- 20 -

WOULD IT NOT BE TEMPTING AND EASIER TO AVOID THE  
CONFRONTATION WITH THE CHALLENGE WHICH DESIGN  
INEVITABLY PRESENTS, AND LIMIT PRODUCT DEVELOPING  
ACTIVITIES TO JUST COPYING AND ADAPTING EXISTING  
PRODUCTS AND HOPE FOR THE BEST? IN OTHER WORDS,  
IS THERE IN THE EXISTING SITUATION A REAL NEED  
FOR DESIGN IN INDONESIA?

### 3. DESIGN IN INDONESIA?

IN VIEW OF THE EXISTING SITUATION, THE INEVITABLE QUESTION COMES UP, WHETHER AT THIS STAGE IT WOULD BE TIMELY TO SERIOUSLY START THINKING ABOUT A VIABLE DESIGN POLICY IN INDONESIA, WHEN SO MANY OF THE NECESSARY PRE-REQUISITES DO NOT SEEM TO BE IN EVIDENCE AT PRESENT.

IT IS TRUE THAT A RICH DIVERSIFIED CULTURAL HERITAGE AND TRADITION EXISTS IN INDONESIA, WHICH STEMS FROM VARIOUS SOURCES AND IS QUITE DIFFERENT IN THE REGIONS AND ISLANDS OF THE ARCHIPELAGO. HOWEVER, THIS EXISTING CULTURAL SUBSTANCE, IN MANY INSTANCES VERY MUCH ALIVE AMONG THE PEOPLE, IS STILL WAITING TO BE TRANSMITTED INTO A CONTEXT RELEVANT TO THE LAST QUARTER OF THE 20TH CENTURY, IN ORDER NOT JUST TO BE ABLE TO SURVIVE BUT TO BE ABLE TO BECOME AN INTEGRAL CONSTRUCTIVE PART OF THE VARIOUS FORESEEABLE STAGES OF INDUSTRIALISATION IN THE COUNTRY. IT WOULD BE MISLEADING TO BELIEVE THAT THE SIMPLE COPYING OF TRADITIONAL PRODUCTS BY INDUSTRIAL MEANS (AS FOR INSTANCE IN TEXTILES AND METALS), OR THE BLOWING UP OF PRODUCTIONS RELYING ON CHEAP MANUAL LABOUR (F.I. RATTAN AND BAMBOO), WOULD IN ITSELF CONSTITUTE A VALUABLE DESIGN EFFORT.

CONCENTRATING ON THE ACTUAL INDUSTRIAL AND ECONOMIC PRE-REQUISITES FOR DESIGN ACTIVITIES, ONE CANNOT HELP BUT REALISE THAT IN SOME AREAS THE FIELD WILL HAVE TO BE PREPARED PROPERLY BEFORE ONE CAN EXPECT SUCCESSFUL ACTIONS. WE ALREADY KNOW THAT INDUSTRIAL DESIGN, LIKE THE ASPARAGUS BEETLE, SEEMS TO EMERGE WHEN THE LOCAL SITUATION IS RIPE FOR IT. RIPENESS CAN BE IDENTIFIED BY A CERTAIN TECHNICAL SOPHISTICATION IN THE INDUSTRIAL COMMUNITY AND BY A LEVEL OF PRODUCTION THAT COVERS A BROAD RANGE OF ITEMS. IN ATTEMPTING TO START ANY DESIGN POLICY FOR PRODUCT DEVELOPMENT IN INDONESIA AT THIS STAGE, ONE WOULD INEVITABLY HAVE TO FACE THE UNDER MENTIONED PROBLEMS AND OTHERS WHICH WOULD NO DOUBT FOLLOW.

1. THE URGENT NEED TO CREATE, WHERE NOT ALREADY EXISTING, THE NECESSARY INFRA-STRUCTURE TO PROVIDE PRODUCTION OF CAPITAL AND CONSUMER GOODS WITH THE PROPERLY PROCESSED RAW MATERIALS AND/OR HALF FINISHED PRODUCTS, WITHOUT WHICH NO INDUSTRIAL PRODUCTIONS CAN BE EXPECTED TO RUN SMOOTHLY. THIS IN ITSELF IS A PROJECT OF CONSIDERABLE DIMENSION INVOLVING QUALIFIED ENGINEERING AND INDUSTRIAL DESIGN EXPERTISE.

2. AT THE MOMENT THE RANGE OF EXISTING PRODUCTS SUITABLE FOR ADAPTATION OR RE-DESIGN IS RATHER LIMITED, THE GREATER PART OF CAPITAL AND/OR CONSUMER GOODS BEING IMPORTED OR PRODUCED WITHIN THE COUNTRY ARE MADE AND LICENSED THERE, BUT DEVELOPED ELSEWHERE. THE GREAT NEED FOR NEW PRODUCTS TO BE DEVELOPED IS ONLY MARGINALLY COVERED.
  
3. EXPORT EFFORTS OF CAPITAL AND/OR CONSUMER GOODS ARE CLEARLY SUFFERING FROM THE FACT THAT INDUSTRY AT THE MOMENT SEEMS TO BE MUCH MORE GEARED TOWARDS EXPORTS OF RAW OR HALF PROCESSED MATERIALS, E.G. PETRO-CHEMICAL PRODUCTS, METALS, BAUXITE, WOOD ETC., THE SIMPLE REASON BEING THAT AS LONG AS THESE MATERIALS ARE RELATIVELY EASILY AVAILABLE, THERE SEEMS TO BE LITTLE REASON FOR INDUSTRY TO BOTHER WITH THE INFINITELY MORE COMPLEX MARKETING, DEVELOPING AND SELLING PROCEDURES OF MORE SOPHISTICATED PRODUCTS. THE FACT IS, THAT BY THIS ONGOING SALE OF THE COUNTRY'S SUBSTANCE, GREAT DAMAGE FOR THE SOCIO-ECONOMIC STRUCTURE OF THE COUNTRY CAN BE EXPECTED FOR THE FUTURE. THIS SEEMS TO BE WELL



KNOWN TO GOVERNMENT AGENCIES WHO ARE DESPERATELY TRYING TO ENCOURAGE VALUE INCREASING PRODUCT DEVELOPMENTS BY MAKING USE OF LOCAL MATERIALS AND RESOURCES. THE EQUIVALENT EFFORTS IN INDUSTRY, IF EXISTING AT ALL, SEEM TO BE ONLY AT AN INITIAL STAGE.

4. IN TRYING TO PROMOTE EXPORT ACTIVITIES FOR PRODUCTS YET TO BE DEVELOPED, MARKETING TECHNIQUES ARE VERY OFTEN EMPLOYED WHICH SEEM TO STEM PARTLY FROM THE HABITS OF THE EXPORT BUSINESS OF RAW MATERIALS, PARTLY FROM THE IDEA THAT HOME AND EXPORT MARKETS ARE SO TOTALLY DIFFERENT THAT IT WOULD BE NECESSARY TO DEVELOP TWO BASICALLY DIFFERENT LINES OF PRODUCTS : ONE FOR THE NEEDS OF THE HOME MARKET WHERE QUALITY AND DESIGN CONSIDERATIONS COULD BE WIDELY NEGLECTED, AND ANOTHER FOR EXPORT MARKETS WHERE, WHAT ONE COULD OR WOULD NOT DO FOR THE HOME MARKET WOULD ALL OF A SUDDEN BE EXPERTLY POSSIBLE, AND DONE WITH ALL THE SOPHISTICATION WHICH WOULD SUPPOSEDLY BE WASTED ON THE HOME MARKET.

THIS APPROACH, UNFORTUNATELY SO MUCH IN EVIDENCE IN NEWLY INDUSTRIALISED AREAS IN

THE WORLD, INEVITABLY LEADS TO A FEW EXTREMELY UNDESIRABLE EFFECTS LIKE CREATING TWO ARTIFICIALLY MAINTAINED LEVELS OF PRODUCTION, QUALITY, PRICES AND INDEED STANDARDS OF LIVING, THAT IN CONSEQUENCE MAKE THE COUNTRY JUST ANOTHER 'SWEAT SHOP OF THE WORLD', WHERE, FOR A WHILE AT LEAST, THE CHEAP PRICE OF LABOUR IN THE COUNTRY CREATES THE KIND OF EXPORT MARKET WHICH WILL IMMEDIATELY COLLAPSE WHEN THE COST OF LABOUR WILL INEVITABLY RISE WITH THE STANDARD OF LIVING. IF, ON THE OTHER HAND, THE HOME MARKET COULD BE CATERED FOR IN SUCH A WAY THAT A GREAT PART OF THE PRODUCTS INVOLVED WOULD ALSO BE EXPORTABLE, THE SOCIO-ECONOMIC ADVANTAGES WOULD BE OBVIOUS. TO CREATE A HOME MARKET AS A BASIS FOR EXPORT ACTIVITIES WOULD OF COURSE REQUIRE A MUCH CLEARER VISION OF DIRECTIONS FOR PRODUCT DEVELOPMENT THAN SEEMS TO EXIST NOW. A VISION VERY MUCH INVOLVING INDUSTRIAL DESIGN IN THE PROCESS AS ONE POSSIBLE VALUE INCREASING ADDITIVE. HOWEVER, IN ALL FAIRNESS IT SHOULD BE SAID THAT THE ONE WAY OF APPROACH, AS DESCRIBED HERE, WOULD PROBABLY NOT TOTALLY EXCLUDE THE OTHER. THE POINT SEEMS TO BE TO RECOGNISE THE EXISTING SITUATION AND TO BE ABLE TO DRAW THE RIGHT CONCLUSIONS FOR THE

PRIORITIES IN THE FUTURE.

5. IT IS NOT SURPRISING TO NOTE THAT INDUSTRIES AND EVEN MORE SO, SMALLER SCALE PRODUCERS SEEM TO BE HESITANT TO CONDUCT THE KIND OF RESEARCH - DESIGN RESEARCH INCLUDED - WHICH WOULD PUT THEM IN A QUALIFIED POSITION FOR PRODUCT DEVELOPMENT IN THE ABOVE MENTIONED SENSE. APART FROM THE INITIAL COSTS WHICH MIGHT NOT BE EASY TO BEAR, THERE IS THE PERMANENT DREAD THAT THE COMPETITION MIGHT GET THE ULTIMATE BENEFIT OF THE RESEARCH RESULTS WITHOUT RUNNING EVEN INTO A FRACTION OF THE EXPENSES. ONE OF THE OBVIOUS ANSWERS TO THE PROBLEM MIGHT BE TO POOL RESOURCES IN CO-OPERATIVE EFFORTS IN ORDER TO MUTUALLY BENEFIT FROM THE RESULTS OF SUCH RESEARCH. SIMILAR CO-OPERATIVE EFFORTS COULD BE IMAGINED IN MARKETING, MODEL AND PROTOTYPE MAKING ETC., WERE IT NOT FOR THE COMPARATIVELY LITTLE INTEREST, SENSE OR TRADITION FOR SUCH CO-OPERATIVE EFFORTS IN THE COUNTRY. IN THIS SITUATION THE GOVERNMENT HAS MADE EVERY CONCEIVABLE EFFORT TO PROVIDE THESE AND OTHER TYPES OF BASIC RESEARCH AND PREPARATORY WORK AS A PUBLIC SERVICE IN NUMEROUS INSTITUTES, THE RESULTS OF WHICH ARE TO BE MADE AVAILABLE TO EVERYBODY INTERESTED.

BUT EVEN HERE THE PROBLEM SEEMS TO EXIST, THAT MORE OFTEN THAN NOT, PUBLIC SERVICE IS BEING CONFUSED WITH FREE HANDOUTS. IN OTHER WORDS, AS LONG AS THESE SERVICES ARE PROVIDED FREE THEY MIGHT BE GRACIOUSLY ACCEPTED. THE MOMENT THEY HAVE TO BE PAID FOR - EVEN IN A FRACTION OF THE ACTUAL COSTS - THE INTEREST IN THEM DWINDLES DOWN TO VERY LITTLE OR NOTHING. IT IS EASY TO IMAGINE HOW DIFFICULT IT WOULD BE UNDER SUCH CIRCUMSTANCES TO INTRODUCE INDUSTRIAL DESIGN AS A PROFESSIONAL SERVICE TO BE PART OF THE INDUSTRIAL COST STRUCTURE AND CONSEQUENTLY PAID FOR. MORE CLEARLY, THE SUCCESSFUL MOTIVATION OF WELL DEFINED AREAS OF INTEREST IN PRODUCT PLANNING DISCIPLINES AND SKILLS WITHIN INDUSTRY FOR ITS OWN BENEFIT APPEARS, AT LEAST AT THE MOMENT, NOT REALLY TO BE IN EVIDENCE.

6. THE MANY EFFORTS OF GOVERNMENT AND GOVERNMENTAL AGENCIES, INSTITUTES, SCHOOLS AND UNIVERSITIES AS WELL AS IN INDUSTRY ITSELF TO HELP AND ASSIST PRODUCT DEVELOPING AND DESIGN KNOW-HOW TO INCREASE SEEM TO SUFFER FROM THE FACT, THAT UP TO NOW THE NUMEROUS INDIVIDUAL ENDEAVOURS WERE NOT REALLY CO-ORDINATED IN A COMPREHENSIVE NATIONAL DESIGN POLICY. THE SECOND FIVE YEAR DEVELOPMENT PLAN

1974/75 - 1978/79 (REPELITA II) DOES NOT EVEN MENTION THE WORD DESIGN, NOT TO SPEAK ABOUT A PROPER POSITION WITHIN THE FRAMEWORK ON THE PROGRAMMES FOR THE PLAN. REALISING THAT DESIGN IN FACT ENCOMPASSES MUCH MORE THAN MERE PRODUCT DEVELOPMENT, AND IN FACT IS ONE OF THE MORE IMPORTANT ENVIRONMENTAL PLANNING DISCIPLINES AND THEREFORE IN ANY CASE VERY MUCH A GOVERNMENT CONCERN, THE ABSCENCE OF A WORKABLE CO-ORDINATED NATIONAL DESIGN POLICY IN THE FIVE YEAR PLAN AND OTHERWISE CONSTITUTES CLEARLY A SEVERE LACK THAT, WHETHER ONE REALISES IT OR NOT, SERIOUSLY AFFECTS THE SOCIO-ECONOMIC AS WELL AS THE ENVIRONMENTAL SCENE IN INDONESIA.

HOW THEN DO ALL THESE AND OTHER EXISTING PROBLEMS AFFECT THE POSSIBILITIES FOR EFFECTIVE DESIGN DEVELOPMENT BOTH NOW AND IN THE FUTURE? WHAT CHANCES, IF ANY, ARE LEFT FOR REALISTIC DESIGN POLICIES? OR DO WE HAVE TO RESIGN - AT LEAST FOR SOME TIME TO COME - TO AN APPARENTLY HOPELESS SITUATION?

PART OF THE ANSWER TO THESE PENETRATING QUESTIONS SEEMS TO BE THAT IT WOULD CERTAINLY BE WISE TO ASSUME, THAT IN A FIELD WHICH REQUIRES AT LEAST

AS MUCH SPIRITUAL AWARENESS AS TECHNICAL KNOW-HOW, ONE COULD NOT UNDER THE CIRCUMSTANCES EXPECT AN IDEAL OR EVEN SATISFYING SITUATION WITHIN A FAIRLY SHORT PERIOD. IT TAKES - TO GIVE AN EXAMPLE - 4 - 6 YEARS OF SCHOOLING AND TRAINING TO PRODUCE A QUALIFIED DESIGNER, WHICH MEANS THAT EVEN IF A WORKABLE DESIGN POLICY WOULD EXIST, IF THE PUBLIC, INDUSTRY AND GOVERNMENT WOULD REALLY BE LOOKING FOR DESIGN SERVICES RIGHT NOW, THE SPECIALISTS NEEDED TO DO THE REQUIRED JOBS WOULD NOT EXIST IN THE NECESSARY NUMBER FOR SOME TIME TO COME. CERTAINLY GAP-STOPPING ACTIONS COULD AND SHOULD OCCUR WHERE NECESSARY, BUT WOULD INEVITABLY MAKE THE NEED FOR CONCERTED DESIGN POLICIES MORE PAINFULLY APPARENT IN THE LONG RUN.

TAKING THE EXISTING SITUATION INTO ACCOUNT, IT IS INTERESTING TO OBSERVE THAT THERE SEEMS TO BE VERY LITTLE CAUSE FOR PESSIMISM. ON THE CONTRARY, SURPRISING AS IT MAY SOUND, THE VERY ABSENCE OF MANY OF THE PRE-REQUISITES FOR WHAT ONE MIGHT DEFINE AS A 'DESIGN CLIMATE' CONSTITUTES A PIONEER SITUATION FOR THE PROMOTION AND DEVELOPMENT OF DESIGN, WHICH REALLY COULD BE A MOTIVATION FOR REASONABLE OPTIMISM IN THIS DIRECTION.

THE FACT THAT VIRTUALLY EVERYTHING HAS TO BE

BEGUN WITH GROUNDWORK GIVES A UNIQUE CHANCE TO AVOID AT LEAST PART OF THE DIFFICULT AND OFTEN PAINFUL STAGES AND EXPERIENCES WHICH ULTIMATELY LEAD TO ONLY PATCHWORK DESIGN POLICIES. MOREOVER, THERE WILL BE A TIME ELEMENT TO CONSIDER BEFORE INDUSTRY, GOVERNMENT, SCHOOLS, AND LAST BUT NOT LEAST, THE PUBLIC WILL BE READY TO CONTRIBUTE AND BENEFIT FROM A LONG RANGE DESIGN POLICY. CONSEQUENTLY, THERE WILL NOT BE TOO MUCH TIME PRESSURE ON POLICIES FOR THE FORESEEABLE FUTURE - A CONSIDERABLE PART OF THEM WILL NOT BE IMMEDIATELY APPLICABLE ANYWAY. FOR THIS FUTURE ONE CAN SYSTEMATICALLY AND EFFECTIVELY PREPARE WITHOUT SHORT-SIGHTED HASTE, BUT WITH QUIET DETERMINATION, IN ORDER TO REDUCE MISTAKES TO A MINIMUM. THIS WOULD CERTAINLY MAKE IT WORTHWHILE TO START DEVELOPING DESIGN POLICIES. EVEN IF PART OF THEM WOULD NOT BE APPLICABLE IMMEDIATELY, BUT IN THE FUTURE UNDER CONDITIONS YET TO BE ATTAINED, IT WILL BE IMPORTANT TO TRY TO DETERMINE WITHIN THE INDUSTRIALISATION PROCESS THE AREAS OF INTEREST IN WHICH DESIGN WILL BE INSTRUMENTAL FROM THE INDONESIAN SIDE, THUS FORMULATING THE REAL NEEDS OF THE COUNTRY. PARALLEL EFFORTS WILL THEN HAVE TO PROVIDE FOR INFRA-STRUCTURAL IMPROVEMENTS AS WELL AS FOR SHORT, MEDIUM AND LONG TERM PLANS, ENCOURAGING

WHERE POSSIBLE, IMMEDIATE DESIGN ACTION WITHIN THE WIDER PARAMETERS OF A COMPREHENSIVE POLICY.

IT IS HARD TO IMAGINE THAT A POLICY OF THE ABOVE OUTLINED SORT COULD BE PUT INTO REALITY AND ON A NATIONWIDE SCALE WITHOUT GOVERNMENTAL EFFORT. THEREFORE, A PROGRESSIVE NATIONAL POLICY FOR DESIGN ENCOURAGED, DEVELOPED AND CO-ORDINATED BY THE GOVERNMENT SEEMS TO BE THE MOST PROMISING AND REALISTIC APPROACH TO EFFECTIVE DESIGN DEVELOPMENT IN INDONESIA.



#### 4. A NATIONAL POLICY FOR DESIGN

##### 4.1 OUTLINE

AS THERE CAN BE LITTLE DOUBT THAT A COMPREHENSIVE NATIONAL DESIGN POLICY FOR INDONESIA WILL FIRST AND FOREMOST BE A GOVERNMENT RESPONSIBILITY, FOR THE REASONS MENTIONED ABOVE, AN OUTLINE OF IT SHOULD CONTAIN CONSIDERATIONS SUCH AS :

##### 4.1.1.

THE FORMAL INTRODUCTION OF AN OPERATIONAL DESIGN POLICY INTO THE PRESENT FIVE YEAR PLAN (REPELITO 11 1974/75 - 1978/79), CONTAINING JOINT VENTURES WHERE DESIRABLE OR NECESSARY IN CONNECTION WITH AVAILABLE COUNTERPART FUNDS. IT IS NOT ADVISABLE AND INDEED IT WOULD BE A MISTAKE TO PROPOSE SUCH ACTIONS ONLY FOR THE FORTHCOMING FIVE YEAR PLAN, MAINLY DUE TO THE FORESEEABLE LOSS OF VALUABLE TIME AND THE COMPARATIVELY LONG PREPARATORY PERIOD. ALL EFFORTS SHOULD IMMEDIATELY BE MADE TO MAKE DESIGN FORMALLY AN IMPORTANT PART OF THE PRESENT FIVE YEAR PLAN (REPELITO 11), AND CONTINUE INTO THE NEXT ONE, EVEN THOUGH THE PRESENT FIVE YEAR PLAN HAS ALREADY STARTED. ANY LOSS OF TIME IN THIS PARTICULAR AREA WOULD RESULT IN UNDESIRABLE, IF NOT FATAL CONSEQUENCES.

##### 4.1.2.

DEVELOPING OF SHORT, MEDIUM AND LONG RANGE PROGRAMMES AND STRATEGIES IN SUCH A WAY THAT ACTIONS

COULD, WHERE NECESSARY, BE STARTED SIMULTANEOUSLY IN ORDER NOT TO LOSE THE BENEFIT OF PRAGMATIC, PRACTICAL IMMEDIATE WORK. AT THE SAME TIME ONE COULD AIM AT WIDER PARAMETERS OF LONG TERM COMPREHENSIVE PROGRAMMES WITH A MORE SYSTEMATIC AND RESEARCH-BASED APPROACH. THESE SIMULTANEOUS ACTIVITIES APPEAR TO BE ADVISABLE FOR MANY REASONS, ONE OF THEM BEING THE IMPORTANCE OF PROVISION OF CAREFUL PRECAUTION FOR A FORESEEABLE FUTURE - EVEN IF THE PRACTICAL APPLICATION OF THE FINDINGS WOULD NOT BE IMMEDIATE, BUT BECOME NECESSARY AT A POINT WHERE THERE WOULD BE NO TIME LEFT FOR LONG PREPARATORY WORK.

#### 4.1.3.

IN ORDER TO IMPROVE AND/OR PROTECT THE QUALITY OF THE ENVIRONMENT AS WELL AS PRODUCTS, CONCENTRATING ON EXPORT ORIENTATED INDUSTRIES, THE INEVITABILITY OF THE INTER-DISCIPLINARY CHARACTER OF THE ENVISAGED DESIGN POLICY BECOMES APPARENT. FOR OBVIOUS REASONS, IT WOULD BE A BASIC MISTAKE TO TRY TO BLINDLY TRANSFER THE BASIC CONSIDERATIONS, OPERATIONAL METHODS AND/OR EXPERIENCES FROM OTHER CONTINENTS AUTOMATICALLY TO INDONESIA. THEREFORE, THE IMPORTANCE OF AN EFFECTIVE CO-ORDINATING ORGANISM WHICH WOULD ALSO BE ABLE TO STIMULATE REGIONAL CO-OPERATION IN

SOUTH EAST ASIA BETWEEN COUNTRIES OF SIMILAR INTERESTS AND PROBLEMS, I.E. PHILIPPINES, AUSTRALIA, INDIA, JAPAN ETC., BECOMES ESPECIALLY APPARENT.

#### 4.1.4.

THE NEED FOR IMMEDIATE ACTION FOR A COMPREHENSIVE NATIONAL POLICY FOR DESIGN IN INDONESIA SHOULD MANIFEST ITSELF CLEARLY IN A CONCEPTUAL, PILOT PROGRAMME COMMISSIONED AND ACCEPTED BY THE GOVERNMENT. A PROGRAMME WHICH WOULD GIVE DETAILED RECOMMENDATIONS AS A BASIS FOR THE NATIONAL POLICY FOR DESIGN AND WOULD ITSELF BECOME PART OF THE FIVE YEAR PLANS.

THIS CONCEPTUAL PILOT PROGRAMME SHOULD BE WORKED OUT BY QUALIFIED EXPERTS INCLUDING PEOPLE WHO WOULD LATER BE WORKING IN THE CO-ORDINATING ORGANISATION AND WITH EXPERTS FROM ABROAD. AT THIS EARLY STAGE INTERNATIONAL CO-OPERATION SEEMS TO BE OF UTMOST IMPORTANCE AND WOULD ALSO INCLUDE CLOSE WORKING CONTACT WITH THE INTERNATIONAL COUNCIL OF SOCIETIES OF INDUSTRIAL DESIGN (ICSID).

#### 4.2 PRIORITIES

##### 4.2.1.

DETERMINING THE PRIORITIES FOR A NATIONAL POLICY FOR DESIGN APPEARS TO BE VERY MUCH OF AN INTERNAL INDONESIAN TASK RATHER THAN A MATTER OF OUTSIDE

RECOMMENDATION AND ADVICE. CERTAINLY, THE VARIOUS CRITERIA AND AREAS FOR PRIORITIES CAN TO A CERTAIN EXTENT BE DETERMINED IN DRAFT FORM, BUT THERE CAN BE LITTLE DOUBT THAT THE FINAL RANGING OF PRIORITIES SO MUCH AFFECTS OTHER ELEMENTS OF THE SOCIO-ECONOMIC AND POLITICAL SCENE IN INDONESIA, THAT IT WOULD BE NAIVE TO ASSUME THAT THE FINAL DECISION-MAKING PROCESS FOR THE DESIGN POLICY, AND CONSEQUENTLY ALSO THE PRIORITIES COULD BE CONDUCTED WITHOUT THE LEADERSHIP FROM THE INDONESIAN SIDE. THEREFORE, THE FOLLOWING SUGGESTED PRIORITIES SHOULD BE LOOKED UPON AS A DRAFT RATHER THAN A FINAL ARRANGEMENT OF ORDER, SUBJECT TO NEEDS AND PREFERENCES, AS FORMULATED BY THE INDONESIAN AUTHORITIES, THE MAIN OBJECTIVE BEING TO INCREASE THE INDONESIAN DESIGN POTENTIAL SUCCESSFULLY. PRIORITY SHOULD THEREFORE BE GIVEN TO MANY AREAS INCLUDING THE FOLLOWING. :

• THE URGENT NECESSITY TO CREATE THE PROPER INFRA-STRUCTURE FOR THE KIND OF INDUSTRIAL PRODUCTION FOR WHICH DESIGN SERVICES WOULD BE NEEDED. THIS WOULD APPLY TO THE PROCESSING OF RAW MATERIALS, SEMI-FINISHED PRODUCTS ETC.

• HEIGHTENING ATTENTION TO THE INCREASE OF TECHNICAL SKILL AND EXPERTISE FOR PRODUCT ADAPTATION AS A

PRELIMINARY EXPERIENCE TO PRODUCT DEVELOPMENT. THE FACT WILL REMAIN THAT THERE APPEARS TO BE VERY FEW EXISTING DOMESTIC PRODUCTS WHICH ARE SUITABLE FOR ADAPTATION. THEREFORE, MUCH GREATER IMPORTANCE WILL HAVE TO BE ATTACHED TO THE DEVELOPMENT OF NEW PRODUCTS FOLLOWING QUALIFIED MARKETING CONSIDERATIONS, AND INCLUDING DESIGN SERVICES.

• PASSING OF ADEQUATE PATENT AND STANDARD LAWS.

• FULFILLING THE NEED FOR SOFTWARE IN TRAINING CENTRES.

• CREATING ADDED VALUE TO NATURAL PRODUCTS (METALS, PETRO-CHEMICALS, WOOD ETC), BY PRODUCT DESIGN AND GENERAL INDUSTRIAL VOLUME INCREASE IN EXISTING INDUSTRIES BY MEANS OF PRODUCT IMPROVEMENT (I.E. EXPECTED LEATHER INDUSTRY INCREASES APPROX. 10% ONLY BY PRODUCT IMPROVEMENT. IN OTHER INDUSTRIES IT INCREASES UP TO 200% AND MORE).

• POTENTIAL DESIGN POLICY ASSESSMENT IN ORDER TO FIND OUT THE PRESENT AND FUTURE ROLES, THE CAPABILITIES AND VOLUMES OF FACTORIES, INSTITUTES, EDUCATION AND TRAINING FACILITIES, DESIGN CENTERS, EXHIBITIONS ETC.

• THE CO-ORDINATION OF GOVERNMENTAL PRODUCTION AND TRADE ORGANISMS IN SPECIAL CONSIDERATION OF DESIGN AND PRODUCT PLANNING ACTIVITIES, INVOLVING APART FROM THE MINISTERIES OF INDUSTRY AND TRADE, ALSO THE MINISTRY OF RESEARCH.

#### 4.3 PROGRAMMES

##### 4.3.1.

• THE DEVELOPMENT OF PROGRAMMES FOR A DESIGN POLICY INVOLVES PROJECT RECOMMENDATIONS AS WELL AS PLANNING FOR PROPER CO-ORDINATION AND EXECUTION OF THE PROGRAMMES. MORE SPECIFICALLY, THE PROGRAMMES WOULD FALL INTO THE FOLLOWING CATEGORIES :

• FORMULATION OF REQUESTS CONCERNING DESIGN CAPABILITIES BY THE MINISTERIES OF INDUSTRY AND TRADE FOR SCHOOLS, UNIVERSITIES AND OTHER LEARNING INSTITUTES.

• ASSESSMENT OF THE ROLE AND ACTIVITIES OF DESIGN CENTRES AND PERMANENT EXHIBITIONS AS DISTINCTLY DIFFERENT FROM THE EUROPEAN MODELS WHICH WOULD BE SPECIFICALLY ADJUSTED TO INDONESIAN NEEDS AND REQUIREMENTS, AND ALSO TO TRAINING AND DEVELOPMENT CENTRES, INCLUDING SOFTWARE AND ENGINEERING SERVICES DEPARTMENTS.

\* DEFINITION AND ESTABLISHMENT OF AN INDUSTRIAL DESIGN SERVICE WITH SPECIAL CONSIDERATION ON KNOW-HOW INCORPORATION AND FIELD ADVISORY SERVICES.

\* CO-OPERATION PROGRAMMES WITH OTHER DESIGN PROGRAMMES IN SOUTH EAST ASIA AND AUSTRALIA.

\* DEVELOPMENT OF PRODUCT STRUCTURE CHARTS AND LISTS FOR PRODUCT DEVELOPMENT AND PRIORITIES.

\* STUDY OF THE INDUSTRIAL IMPACT ON ECOLOGY AND ENVIRONMENT FOR ENVIRONMENTAL DESIGN PROGRAMMES.

\* INTERNATIONAL CO-OPERATION PROGRAMME WITH THE INTERNATIONAL COUNCIL OF SOCIETIES OF INDUSTRIAL DESIGN (ICSID).

\* PROMOTE EXPERIMENTAL DESIGN, MODEL AND PACKAGING WORKSHOPS WHERE POSSIBLE, IN CONNECTION WITH EXISTING FACILITIES E.G. BPI ETC., INSTITUTES (I.E. TEXTILE, CELLULOSE, METAL AND CERAMICS ETC.), AND SCHOOLS.

\* PROVIDE A PROGRAMME FOR DESIGN EXPERTS INTRODUCED BY MULTI-NATIONAL COMPANIES TO SPEND PART OF THEIR TIME WITH INDONESIAN TRAINING CENTRES AND/OR SCHOOLS AS A CONTRIBUTION FROM THEIR COMPANIES. THIS SHOULD

BECOME PART OF THE CONTRACT POLICY WITH THE MINISTRY OF INDUSTRY FOR CONTRACTS WITH FOREIGN FIRMS.

• CONDUCT WORLDWIDE TREND STUDIES, FORECAST EVALUATIONS AS PRELIMINARIES FOR MARKETING STUDIES AS A BASIS FOR DESIGN BRIEFINGS.

• DEFINE AND ESTABLISH AN UPGRADING PROGRAMME FOR EXISTING EDUCATIONAL AND TRAINING FACILITIES FOR INDUSTRIAL DESIGN, AS WELL AS FOR DESIGN APPRECIATION AND DESIGN MANAGEMENT FOR NON-DESIGNERS AT ALL SCHOOL AND POST-GRADUATE LEVELS. CONTINUE WITH INTRODUCTION OF NEW FACILITIES WHERE NON-EXISTENT, BUT NEEDED.

• PROVIDE PERMANENT EXHIBITION SPACE FOR WELL DESIGNED INDONESIAN PRODUCTS, COMBINED WITH BUSINESS FACILITIES, OFFICE SPACE, CLERICAL SERVICE ETC., I.E. IN JAKARTA, GEDUNG POLA FOR CAPITAL GOODS AND DEPARTMENT STORE SARINAH FOR CONSUMER GOODS. IN TRYING TO FIND SUITABLE LOCATIONS FOR POSSIBLE DESIGN CENTRES, VARIOUS BUILDINGS AND INSTITUTES HAVE BEEN TAKEN INTO CONSIDERATION IN BOTH JAKARTA AND BANDUNG. ALL VISITED INSTITUTES IN BANDUNG FOR EXPERIMENTAL WORKSHOPS, RESEARCH LABORATORIES ETC. (METAL, TEXTILE,



CERAMIC ETC.), APPEARED SUITABLE AND WELL-EQUIPPED FOR THE SUGGESTED DEDICATIONS, WHEREAS SOME OF THE BUILDINGS IN JAKARTA WHICH ARE FORESEEN FOR DESIGN CENTRE ACTIVITIES SEEMED TO BE SOMEWHAT DEBATABLE. THESE BUILDINGS WERE :

A. THE BALAI PENTELION INDUSTRI (BPI), JAKARTA

THE AVAILABLE SPACE THERE CONSISTS MAINLY OF SHEDS IN EXTREMELY BAD CONDITION (LEAKING ROOVES, GENERALLY RUN DOWN ETC.). THE MACHINE EQUIPMENT, WHILE BASICALLY NOT BAD, HAS BEEN NEGLECTED TO SUCH AN EXTENT THAT A GREAT PART OF IT IS UNUSABLE AT THE MOMENT. MOST LIKELY, IT WOULD BE POSSIBLE TO REPAIR AND RE-ACTIVATE MOST OF THE UNUSABLE MACHINERY WITHOUT INCURRING TOO MUCH EXPENSE, BUT THE REPAIR AND RE-CONDITIONING OF THE BUILDINGS WOULD PROVE TO BE QUITE COSTLY. HERE, THE OBVIOUS QUESTION OCCURS WHETHER IT WOULD BE WISE OR DESIRABLE TO GO THROUGH ALL THESE EFFORTS AND EXPENSES WITH A FORESEEABLE RATHER AMATEURISH RESULT, WHEN BASICALLY THERE ARE WELL RUN, EFFICIENT AND EXTREMELY WELL-EQUIPPED INSTITUTES EXISTING IN BANDUNG, WHICH IN ALL PROBABILITY WOULD

WOULD DO A MUCH BETTER JOB WITHOUT INVOLVING THE INITIAL EXPENSE.

B. THE GEDUNG POLA, JAKARTA

THIS FAIRLY NEW BUILDING IS AT THE MOMENT USED FOR DISPLAYING A PERMANENT EXHIBITION OF A MIXED RANGE OF PRODUCTS WHICH ARE AVAILABLE IN INDONESIA. IT ALSO HAS AVAILABLE OFFICE SPACE WHICH CAN BE RENTED BY THE EXHIBITING FIRMS. IT IS INTERESTING TO OBSERVE THAT THE EXHIBITION SPACE - GIVEN FREE TO FIRMS - IS FULLY USED, WHILE THE OFFICE SPACE, WHICH HAS TO BE PAID FOR, IS VIRTUALLY UNUSED. CONSEQUENTLY, THE BUYERS WHO WOULD COME TO THE GEDUNG POLA WOULD FIND NO POSSIBILITY TO DO BUSINESS PROPERLY BECAUSE THE EXHIBITING FIRMS ARE NOT REPRESENTED IN THE OFFICES, AND THEREFORE INFORMATION IS DIFFICULT TO OBTAIN ETC. THE EXHIBITION ITSELF SUFFERS FROM THIS LACK OF BUSINESS ACTIVITY AND DISPLAYS A MUSEUM-LIKE ATMOSPHERE WHICH IS QUITE CONTRARY TO THE PURPOSE OF THE BUILDING. THE ABSCENCE OF AIR-CONDITIONING AND ELEVATORS IN THIS MULTI-STOREY BUILDING ADD TO THE LACK OF FACILITIES WITHOUT WHICH BUSINESSMEN WILL HARDLY BE ATTRACTED.

HOWEVER, IF ONE WOULD CONCENTRATE ON DESIGN CENTRE ACTIVITIES WHICH WOULD DISPLAY CAPITAL GOODS RATHER THAN A MIXTURE OF EVERYTHING, THE SITUATION COULD BECOME SOMEWHAT DIFFERENT. IT WOULD STILL BE ADVISABLE TO INSTALL AIR-CONDITIONING, ELEVATORS ETC., IN ORDER TO BRING THE BUILDING UP TO MODERN STANDARDS. HOWEVER, THE FACTORIES WHICH PRODUCE CAPITAL GOODS, ESPECIALLY THOSE OUTSIDE OF THE JAKARTA AREA, WOULD HAVE A GOOD POSSIBILITY FOR EXHIBITING AND ESTABLISHING BUSINESS CONTACTS, PROVIDING THAT THERE WOULD BE AN OFFICE SERVICE AVAILABLE WHICH WOULD BE QUALIFIED TO CONDUCT BUSINESS AND GIVE FULL TECHNICAL INFORMATION WHEN NECESSARY. FOR MORE EFFECTIVE USE OF GEDUNG POLA AS PART OF A DESIGN CENTRE, IT IS THEREFORE SUGGESTED TO CONCENTRATE ON THE EXHIBITION OF CAPITAL GOODS WHICH WOULD PROVIDE THE NECESSARY FACILITIES AS MENTIONED ABOVE.

C. THE SARINAH DEPARTMENT STORE, JAKARTA

THIS DEPARTMENT STORE HAS FOR SOME TIME DEDICATED ONE FLOOR TO SELLING TYPICALLY INDONESIAN HANDICRAFT PRODUCTS OF RELATIVELY GOOD QUALITY. DUE TO THE DIVERSIFIED PRODUCT STRUCTURE OF THE STORE, THE INTERESTED CUSTOMERS CAN EASILY OBTAIN GOOD

INFORMATION CONCERNING AVAILABLE CONSUMER GOODS IN INDONESIA. WHEN THINKING ABOUT A PERMANENT EXHIBITION OF CONSUMER GOODS IN THE CONTEXT OF A DESIGN CENTRE ACTIVITY, THE SARINAH WOULD IN ALL PROBABILITY LEND ITSELF BEST AS ONE OF THE MOST AVAILABLE POSSIBILITIES OF INDONESIAN CONSUMER GOODS, AND COULD PROBABLY ALSO PROVIDE THE NECESSARY BUSINESS SERVICE FOR WHOLESALE CUSTOMERS. ONE OF THE ADVANTAGES OF THE SARINAH WOULD BE THAT DESIGN EXHIBITIONS OF CONSUMER GOODS WOULD, IN EFFECT, BE ALMOST AUTOMATICALLY SEEN BY THE MULTITUDE OF CUSTOMERS WHO PATRONISE THIS DEPARTMENT STORE.

RELATE ACTIVITIES OF MINISTRIES OF INDUSTRY AND TRADE TO EACH OTHER IN ORDER TO CO-ORDINATE AND EXECUTE PROGRAMMES AND SUCH PROJECTS CONCERNING INDUSTRIAL DESIGN.

IDENTIFY INDUSTRIES AND FACTORIES CAPABLE OF PRODUCT EXPORTATION IN ORDER TO MOTIVATE FOR A NATIONAL DESIGN POLICY.

4.4 Co-ORDINATION A REALISTIC APPROACH TO THE PLANNING AND IMPLEMENTATION OF A DESIGN POLICY, ESPECIALLY IN COMPLEX SITUATIONS SUCH AS THE ONE IN

INDONESIA, WHICH WITH THE RESPONSIBILITY INVOLVED, MAKES IT ABSOLUTELY IMPERATIVE TO PROVIDE FOR A QUALIFIED AND EFFECTIVE CO-ORDINATION OF THE MANIFOLD ELEMENTS OF SUCH A POLICY. UNDER THE CIRCUMSTANCES, CONTROL OF SUCH CO-ORDINATION SHOULD BE WITH THE GOVERNMENT, PREFERABLY WITH THE MINISTRY OF INDUSTRY. HOWEVER, IT WOULD BE ADVISABLE TO DELEGATE THE ACTUAL JOB OF PLANNING AND CO-ORDINATING THE POLICY TO A QUALIFIED OUTSIDE ORGANISM WHO WOULD WORK IN CONSTANT CLOSE COLLABORATION WITH THE CONTROLLING MINISTRY, AND ACT AS A CO-ORDINATING CONSULTANT AND ADVISOR ON ALL MATTERS RELEVANT TO THE EXECUTION OF THE POLICY.

IT APPEARS THAT AS A RESULT OF THE CONTACTS AND FACT FINDING RESEARCH DURING THE UNIDO MISSION REFERRED TO IN THIS STUDY, THAT IT COULD BE RECOMMENDED TO ENTRUST THIS EXTREMELY IMPORTANT JOB TO THE DEVELOPMENT TECHNOLOGY CENTRE (DTC), AT THE BANDUNG INSTITUTE OF TECHNOLOGY (ITB).

THE NATURE AND QUALITY OF THE DTC STRUCTURE VERY WELL MEETS THE DESIGN POLICY REQUIREMENTS FOR A PROJECT-ORIENTATED, CO-ORDINATING TASK FORCE WITH MULTI-DISCIPLINARY, MULTI-ORGANISATIONAL AREAS OF INTEREST AND QUALIFICATION.

THE NEED FOR UNBUREAUCRATIC, FLEXIBLE QUALITIES FOR PROJECT-ORIENTATED CO-OPERATION WOULD MAKE DTC A USEFUL TOOL FOR CO-ORDINATING AND HELPING TO IMPLEMENT A DESIGN POLICY ENSURING SYSTEMATIC AS WELL AS PRAGMATIC APPROACHES. FURTHERMORE, THE DTC COULD OBVIOUSLY DRAW EASILY ON ALL AVAILABLE RESOURCES AT THE ITB FOR SELECTED TECHNOLOGIES AND SPECIFIC PROFESSIONAL SKILLS.

#### 4.5 EXECUTION

THERE CAN BE LITTLE DOUBT THAT ANY NATIONAL POLICY FOR DESIGN WILL ONLY BE AS GOOD AS THE CAPABILITY TO PUT IT INTO REALITY. THEREFORE, GREATEST IMPORTANCE SHOULD BE ATTACHED TO THE CAREFUL PLANNING OF THE EXECUTION OF PROGRAMMES AND PROJECTS CONCERNING SUCH A POLICY. THE INVOLVED MINISTERIES FOR INDUSTRY, TRADE, RESEARCH AND EDUCATION, AS WELL AS INDUSTRIAL AND EXPORT ORGANISATIONS, WILL HAVE TO FORM A TASK FORCE FOR THE PROMOTION AND EXECUTION OF THE POLICY, PART OF WHICH WILL BE THE PREPARING AND CO-ORDINATING ORGANISATION (I.E. DTC BANDUNG). THIS EXECUTIVE TASK FORCE SHOULD OPERATE IN FIVE YEAR PROGRAMMES ACCORDING TO THE RHYTHM OF THE FIVE YEAR PLANS (REPELITA II, III, ETC.). IN ORDER TO MAINTAIN THE QUALITIES OF OUR PRAGMATIC, ELASTIC APPROACH TO THE PROBLEMS

OF DESIGN DEVELOPMENT IN INDONESIA, THE EXECUTION OF A DESIGN POLICY SHOULD PREFERABLY START SIMULTANEOUSLY IN VARIOUS SPECIALISED AREAS AND ON VARIOUS LEVELS (I.E. INFRA-STRUCTURAL, ENGINEERING INPUT, SOFTWARE, MARKETING, EDUCATIONAL ETC.), BUT ALWAYS IN TOUCH WITH THE WIDER, MORE COMPREHENSIVE ASPECTS OF THE NATIONAL DESIGN POLICY.

5. PROJECT RECOMMENDATIONS  
AND FOLLOW-UP  
PROGRAMMES

THE FOLLOWING PROJECT RECOMMENDATIONS ARE SUBMITTED TO THE INDONESIAN AUTHORITIES VIA THE UNIDO PROJECT IS/INS/75/046/11-01/14 FOR CONSIDERATION. IT SHOULD BE EMPHASISED AT THIS POINT THAT THE OPTIMAL IMPLEMENTATIONS OF THE RECOMMENDED PROJECTS AS WELL AS THE FOLLOW-UP PROGRAMME COULD IN ALL PROBABILITY BE BEST ACHIEVED IN INTERNATIONAL CO-OPERATION WITH QUALIFIED EXPERTS AND ORGANISATIONS IN THE FIELD OF INDUSTRIAL DESIGN.

UNDP/UNIDO PROJECTS : WORKING CONTACTS WITH ICSID AS WELL AS WITH SCHOOLS, UNIVERSITIES AND DESIGN CENTRES AND ORGANISATIONS IN OTHER COUNTRIES WILL MAKE IT POSSIBLE TO PROVIDE A USEFUL INPUT OF KNOW-HOW AND EXPERIENCE FOR INDONESIA, IN ORDER TO AVOID THE DANGER OF BLINDLY COPYING ACTIONS AND PROGRAMMES IN OTHER PARTS OF THE WORLD, WITHOUT HAVING THE NECESSARY BACKGROUND INFORMATION TO UNDERSTAND THE MOTIVATIONAL DIFFERENCES AND TO DRAW THE RIGHT CONCLUSIONS CONCERNING DESIGN PROBLEMS IN INDONESIA. WHEREVER POSSIBLE, PROJECTS AND PROGRAMMES SHOULD BE PREPARED AND CONDUCTED WITH COUNTERPART FUNDS AND AS JOINT VENTURES, CERTAINLY NOT ONLY FOR BUDGET REASONS BUT - MUCH MORE IMPORTANT - IN ORDER TO PROMOTE



OPTIMAL USE OF LATENT AVAILABLE KNOWLEDGE AND INFORMATION WHICH IS OTHERWISE DIFFICULT TO OBTAIN. THE LIST OF RECOMMENDATIONS SHOULD BY NO MEANS BE CONSIDERED AS COMPLETE. THERE CAN BE LITTLE DOUBT THAT THERE WILL EXIST ADDITIONAL AND OTHER DIFFERENT APPROACHES TO TACKLE THE PROBLEMS ON HAND, APART FROM THE FACT THAT SOME OF THE RECOMMENDATIONS MIGHT ALREADY BE PLANNED FOR IMPLEMENTATION. ONE CAN ALSO BE CERTAIN THAT WITH THE START OF A SYSTEMATIC DESIGN POLICY IN INDONESIA, NEW AND UNFORESEEABLE DIFFICULTIES WILL EMERGE WHICH WILL HAVE TO BE DEALT WITH AS THEY OCCUR. HOWEVER, ONE OF THE QUALITIES OF THESE RECOMMENDATIONS AND INDEED OF THE DESIGN POLICY ITSELF, SHOULD BE THAT THERE SHOULD BE ROOM ENOUGH FOR NEW THOUGHTS AND IDEAS TO BECOME PART OF THE POLICY WHENEVER NECESSARY IN ORDER TO MAKE SURE THAT NEWLY EMANATING PROBLEMS WILL NOT OBSTRUCT THE DEVELOPMENT OF DESIGN IN INDONESIA.

THE PROJECT RECOMMENDATIONS SHOULD THEREFORE BE REGARDED AS AN OUTLINE RATHER THAN A LIMITED ENUMERATION OF EXISTING RECONGNISABLE NECESSITIES. AS THE PROJECTS THEMSELVES ARE OF A MAJOR NATURE AND IMPORTANCE, EACH OF THEM WILL REQUIRE UNDIVIDED QUALIFIED ATTENTION IN THE PLANNING IM-

PLEMENTATION AND FOLLOW-UP STAGES, BUT ALSO THE PROPER POSITION AND MATERIAL MEANS WITHIN THE FIVE YEAR PLANS OF THE COUNTRY.

THE FOLLOW-UP PROGRAMME AND THE IMPLEMENTATIONS MARK ANOTHER CRUCIAL STAGE IN THE NATIONAL DESIGN POLICY FOR INDONESIA. THE NECESSARY STEPS FROM DECISION-MAKING TO THE ACTUAL EXECUTION IN DETAIL ARE OF SUCH VITAL IMPORTANCE TO THE POLICY THAT GREATEST ATTENTION SHOULD BE DEVOTED TO THIS PARTICULAR PART OF THE OPERATIONAL ACTIVITIES. THIS MEANS NOT ONLY THE CAREFUL SELECTION AND/OR TRAINING OF QUALIFIED PEOPLE FOR THE FOLLOW-UP WORK, BUT ALSO PERIODICAL RE-CONSIDERATION OF THE ASPECTS OF THE POLICY IN ORDER TO CORRECT OR CHANGE ELEMENTS OF THE POLICY ACCORDING TO EXPERIENCES, NEW NEEDS AND REQUIREMENTS ETC.

TO START THE FOLLOW-UP PROGRAMMES ACCORDING TO THESE NECESSITIES, THE FOLLOWING PROPOSAL SHOULD BE TAKEN INTO CONSIDERATION : REGULATION ANNUAL OR BI-ANNUAL INTERVALS OF CONSECUTIVE 5 - 10 SEMINAR DAYS OF A WORKING GROUP ON INTER-MINISTERIAL DECISION-MAKING LEVEL INCLUDING THE CO-ORDINATING TASK FORCE. AT THESE SEMINARS, BRAIN STORMING AND GROUP DYNAMICS PLUS OTHER INVOLVEMENTS WOULD SERVE AS MOTIVATIONAL EX-

PERIENCES ENDING UP WITH RECOMMENDATIONS AND DECISIONS WHICH WILL BE IMPLEMENTED ACCORDING TO THE LEVEL OF PARTICIPANTS. TAKING THESE ASPECTS INTO CONSIDERATION, THE FOLLOWING RECOMMENDED PROJECTS AND FOLLOW-UP PROGRAMMES ARE SUGGESTED AS FOLLOWS :

5.1 BASIC CONCEPTS - LONG MEDIUM AND SHORT TERM POLICY

5.1.1. TO INCORPORATE THE PLAN FOR AN INDOONESIAN NATIONAL DESIGN POLICY IN THE PRESENT AND FUTURE NATIONAL FIVE YEAR PLANS (REPELITA II, III ETC.).

5.1.2. TO HELP PREPARE THE GOVERNMENT FOR ITS ROLE AS ONE OF THE MOST IMPORTANT DESIGN CLIENTS IN THE COUNTRY.

5.1.3. TO HELP PREPARE THE QUALIFIED INTRODUCTION OF DESIGN AS AN INDISPENSABLE ELEMENT IN THE CULTURAL, SOCIAL AND ECONOMIC LEGISLATION IN THE COUNTRY.

FOLLOW-UP

\* A CO-ORDINATING TASK FORCE TO PREPARE A DRAFT FOR CONSIDERATION AND INTRODUCTION OF A DESIGN POLICY

IN FIVE YEAR PLANS AND LEGISLATION.

- PREPARE A PROGRAMME FOR A PURCHASING POLICY FOR THE GOVERNMENT, INCLUDING DESIGN QUALITY AS ONE OF THE IMPORTANT ELEMENTS.

5.2. ENVIRONMENTS, INFRA-STRUCTURE

- 5.2.1. TO FIND AND IDENTIFY DOMESTIC DESIGN TASKS AS CASE STUDIES, THE SOLVING OF WHICH COULD BE RELEVANT TO DESIGN PROBLEMS FOR EXPORTS.

- 5.2.2. TO HELP CREATE THE PROPER INFRA-STRUCTURE FOR INDUSTRIAL PRODUCTION (PROCESSING OF RAW MATERIALS, MANUFACTURING OF SEMI-FINISHED PRODUCTS, SPARE PARTS, REPAIR AND SERVICING ENTERPRISES ETC.).

- 5.2.3. TO ANALYSE FUTURE ORIENTATED TENDENCIES OF DESIGN AND ENVIRONMENTAL PLANNING IN CONNECTION WITH CHANGING HUMAN REQUIREMENTS.

FOLLOW-UP

- CONDUCT MARKET STUDIES TO DISCOVER AREAS OF

DEMAND ABROAD (I.E. ALUMINIUM, SEMI-FINISHED PRODUCTS ETC.), CO-INCIDING WITH A DOMESTIC DEMAND FOR WHICH AN ADEQUATE SUPPLY FROM INDONESIA COULD BE STIMULATED.

\* SET UP TEST PRODUCTIONS OF SPARE PARTS AND/OR SEMI-FINISHED PRODUCTS ALSO AS A LEARNING AND KNOW-HOW EXERCISE FOR BASIC DESIGN.

\* INVESTIGATE CURRENT ENVIRONMENTAL STUDIES IN INDONESIA, IN WHICH ASPECTS OF PRODUCT PLANNING FOR HOME AND EXPORT MARKETS COULD BE DETERMINED IN ORDER TO FIND AND ISOLATE AREAS OF ENVIRONMENTAL DESIGN RESEARCH (I.E. FOOD PACKAGING, RESOURCES, AND WASTE CONTROL ETC.).

### 5.3

#### INFORMATION, COMMUNICATION

5.3.1. TO START A TWO-WAY DESIGN INFORMATION AND COMMUNICATION PROGRAMME TO AND FROM INDONESIA.

5.3.2. TO CREATE A REGULAR PRESS AND MEDIA RELEASE PROGRAMME ON DESIGN.

5.3.3. TO KEEP IN CONSTANT TOUCH WITH INTERNATIONAL DESIGN EVENTS VIA THE PROPOSED DESIGN CENTRES. (COMMUN-

ICATION GROUPS).

5.3.4. TO START A DESIGN DATA BANK WITH COMPUTED RELEVANT INFORMATION ON DESIGN (SIMILAR TO C.C.I. DATA BANK IN FRANCE).

FOLLOW-UP

\* START A PUBLIC RELATIONS PROGRAMME ON DESIGN USING ALL AVAILABLE MASS MEDIA - PRESS, RADIO, TV ETC. - IN ORDER TO INFORM THE PUBLIC IN REGARD TO THE INTENTIONS OF THE NATIONAL DESIGN POLICY. STUDY EXAMPLES ABROAD, E.G. JAPANESE 'DESIGN YEAR' PROGRAMME.

\* START A DESIGN EXHIBITION PROGRAMME AT HOME AND ABROAD TO SUPPLY INFORMATION AND MOTIVATION FOR THE PUBLIC.

\* PRODUCE ENGLISH VERSIONS OF ALL MATERIAL RELEVANT TO INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT IN ORDER TO HELP CREATE AN INDONESIAN PROFILE ABROAD LIKE A CORPORATE IMAGE.

\* INCREASE PERMANENT CLOSE COMMUNICATION WITH INTERNATIONAL ORGANISATIONS - ICO, UNIDO, ICSID,

UNCTAD, UNESCO ETC.

• APPLY FOR ICSID ASSOCIATE MEMBERSHIP FOR A CO-ORDINATING TASK FORCE.

• START A NEWSLETTER OR MAGAZINE AS A QUARTERLY INFORMATION BULLETIN ON THE NATIONAL DESIGN POLICY IN INDONESIA. POSSIBLE EXAMPLES : 'DESIGN CANADA', FEDERAL DESIGN MATTERS' (PUBLISHED BY THE NATIONAL ENDOWMENT OF THE ARTS, WASHINGTON D.C. 20506), ETC.

MARKETS, EXPORTS

5.4.

IDENTIFICATION OF THE DOMESTIC DESIGN PROBLEMS AS ONE OF THE MOST IMPORTANT BASIS FOR AN EXPORT PROFILE.

5.4.1.

STUDY OF TARGET MARKETS IN EXPORT AND DOMESTIC AREAS, ACCORDING TO DIFFERENT CATEGORIES. DEVELOPING OF FULL DESIGN BRIEFS FOR THESE AREAS AND CATEGORIES FOR THE USE OF INDUSTRIES.

5.4.2.

ORIENTATION OF TRADING ORGANISATIONS - TO CREATE AND STIMULATE WHERE NOT EXISTING - TOWARDS INDUSTRIAL DESIGN IN PRODUCT DEV-

5.4.3.

ELOPMENT AS A QUALITY AND MARKETING FACTOR.

5.4.4.

STUDY OF POSSIBLE GROUPINGS OF INDUSTRIES (ESPECIALLY SMALL AND MEDIUM SIZED INDUSTRIES, COTTAGE INDUSTRIES ETC.), IN ORDER TO MAKE IT EASIER FOR THEM TO SHARE MARKETING AND DESIGN SERVICES AS WELL AS OBTAINING THE BENEFIT OF A MORE EFFECTIVE GENERAL INPUT FROM THE NATIONAL DESIGN POLICY.

FOLLOW-UP

- PROGRAMME FOR TEST SERIES OF NEW DESIGNS DIRECTED TOWARDS TARGET MARKETS AT HOME AND ABROAD.
- START A PROGRAMME FOR EXPERIMENTAL RETAIL ORGANISATIONS IN TARGET MARKET AREAS, SIMILAR OR COMPARABLE TO RETAIL SHOPS, I.E. SARDINIAN PRODUCTS IN ITALY.
- ENCOURAGE FORMING OF CO-OPERATIVES OF NUMBERS OF ENTERPRISES FOR MORE EFFECTIVE AND ECONOMIC MARKET RESEARCH, DESIGN BRIEFING AND INFRA-STRUCTURAL WORK WHICH WOULD BE PRELIMINARY TO THE ACTUAL DESIGN INPUT.



5.5. INDUSTRIAL RELATIONS

5.5.1. TO STIMULATE BETTER UNDERSTANDING OF DESIGN AS AN IMPORTANT TOP MANAGEMENT RESPONSIBILITY, AS WELL AS BETTER MUTUAL CONTACTS CONCERNING DESIGN BETWEEN INDUSTRY AND :

- \* EXPORT/TRADING ORGANISATIONS
- \* DESIGNERS
- \* GOVERNMENT
- \* EDUCATIONAL INSTITUTIONS

5.5.2. TO INCREASE THE LEVEL OF DESIGN APPRECIATION FOR TOP MANAGERS, INDUSTRIALISTS, PUBLIC SERVANTS ETC.

FOLLOW-UP

\* SET UP COURSES FOR DESIGN MANAGEMENT AND APPRECIATION, WHICH WOULD INCLUDE SUBJECTS LIKE OPERATIONAL METHODOLOGY, GROUP DYNAMICS ETC., AIMED AT TOP PEOPLE IN MANAGEMENT.

\* PROVIDE MID-CAREER TRAINING FACILITIES FOR INDUSTRIAL DESIGNERS AS JOINT VENTURES FOR INDUSTRIAL EXECUTIVES AND DESIGNERS THEMSELVES AS IN-PLANT TRAINING, JOB EXCHANGE PROGRAMMES, SEMINARS, COURSES ETC.

• SET UP A PROGRAMME FOR TASK GROUPS TO MAINTAIN CONTACT WITH INDUSTRIES, GOVERNMENT AGENCIES, SMALL (COTTAGE) ENTERPRISES, AS A FIELD SERVICE TO INFORM DECISION MAKERS ABOUT DESIGN MATTERS FOR BETTER DESIGN MANAGEMENT. THE PROGRAMME SHOULD INCLUDE AUDIO-VISUAL AIDS, AND WHERE NECESSARY, QUALIFIED EXPERTS FROM ABROAD.

## 5.6 INTERNATIONAL AND REGIONAL CO-OPERATION

- 5.6.1. TO ESTABLISH WORKING CONTACT AND PERMANENT CO-OPERATION WITH EXISTING ORGANISATIONS HAVING SIMILAR PROBLEMS IN THE IMMEDIATE VICINITY OF INDONESIA, PHILIPPINES, AUSTRALIA ETC.
- 5.6.2. TO ESTABLISH MEMBERSHIP WITH THE INTERNATIONAL COUNCIL OF SOCIETIES OF INDUSTRIAL DESIGN (ICSID) IN BRUSSELS, BELGIUM, IN ORDER TO GAIN ALL NECESSARY INTERNATIONAL DESIGN CONTACTS.
- 5.6.3. TO STUDY AND EVALUATE EXISTING STATE DESIGN POLICIES IN OTHER COUNTRIES - CANADA, BRASIL, GREAT BRITAIN ETC - FOR POSSIBLE ELEMENTS OF RELEVANCE FOR INDONESIA.

5.6.4.

TO ENCOURAGE THE EXCHANGE OF QUALIFIED DESIGN PROFESSIONALS, EDUCATORS AND STUDENTS AS WELL AS INTERNATIONAL PARTICIPATION IN DESIGN PROJECTS IN INDONESIA I.E. INTERNATIONAL DESIGN COMPETITIONS AND ICSID INTER-DESIGNS, FOR INTERNATIONAL DESIGN EXPERTISE INPUT, GIVING SPECIAL ATTENTION TO CAREFUL PREPARATION, INTERNATIONAL JURIES ETC.

FOLLOW-UP

\* CONDUCT A COMPARATIVE STUDY ON POLICIES OF DESIGN CENTRES AND/OR DESIGN COUNCILS IN CANADA, GREAT BRITAIN, THE PHILIPPINES, AUSTRALIA AND BRASIL, AS A PREPARATORY EFFORT FOR DEFINING THE STRUCTURE OF INDONESIAN DESIGN CENTRES AND A NATIONAL DESIGN POLICY.

\* PLAN ICSID INTERDESIGNS FOR VARIOUS REGIONS OF INDONESIA FOR INCREASED PROFESSIONAL MULTI-DISCIPLINARY INTERNATIONAL CO-OPERATION.

\* APPLY FOR UNDP ASSISTANCE FOR MORE QUALIFIED DESIGN EXPERTS FOR VARIOUS PROJECTS AND PROGRAMMES WITHIN THE NATIONAL DESIGN POLICY.

• PREPARE A DESIGN CONGRESS OR WORKSHOP SEMINAR FOR COUNTRIES IN SOUTH EAST ASIA TO DEFINE COMMON DENOMINATORS AND AREAS OF INTEREST FOR COMBINED EFFORTS AND ACTIVITIES.

• SET UP A DETAILED PROGRAMME FOR ALL ASPECTS OF INTERNATIONAL CO-OPERATION IN ORDER TO CO-ORDINATE THE EXPECTED IN-PUT OF DESIGN EXPERTISE WITHIN THE NATIONAL DESIGN POLICY.

## 5.7

### RESEARCH

5.7.1. TO INVOLVE THE MINISTRY OF RESEARCH IN THE DESIGN POLICY FOR IDENTIFYING AND STUDYING EXPERIMENTAL DESIGN RESEARCH AREAS.

5.7.2. TO STUDY NATURAL RESOURCES IN INDONESIA AND THEIR BEARING AND INFLUENCE ON INDUSTRIAL DESIGN.

5.7.3. TO STUDY CULTURAL PHENOMENA IN INDONESIA AND THEIR RELEVANCE AND INFLUENCE TO PROBLEMS OF INDUSTRIAL DESIGN (REGIONAL IDENTITY ETC.).

5.7.4. TO STUDY SOCIO-ECONOMIC FACTORS, RELEVANT

TO A DESIGN POLICY IN INDONESIA AND THEIR IMPACT  
ON DESIGN APPROACHES.

FOLLOW-UP

\* PREPARE A PROGRAMME TO :

A. CENTRALISE ADVANCED AND EXPERIMENTAL DESIGN RESEARCH AS MUCH AS POSSIBLE SO AS TO AVOID DUPLICATION OF WORK AND EFFORT AND TO GAIN OPTIMAL EFFECT.

B. DECENTRALISE APPLIED DESIGN RESEARCH USING EXISTING FACILITIES - INSTITUTES , SCHOOLS - WHERE POSSIBLE, FOR DESIGN PROCESSES RE-QUIRING PRACTICAL DESIGN KNOW-HOW.

\* CREATE PROGRAMMES FOR GOVERNMENT ASSISTANCE WITHIN INDUSTRY, TO PROMOTE APPLIED DESIGN RESEARCH IN PLANTS AND FACTORIES.

\* SET UP PROGRAMMES ON SHORT, MEDIUM AND LONG TERM PLANNING FOR Indonesian RESOURCES, USE AND CONTROL BY DESIGN - MATERIAL, MANPOWER, SKILLS ETC.

5.8 LEARNING, EDUCATION, TRAINING

5.8.1. UPGRADE AND BRING UP TO DATE THE CURRICULA OF EXISTING AND NEW DESIGN SCHOOLS ACCORDING TO THE INTENTIONS OF THE NATIONAL DESIGN POLICY, THE FORMULATION OF REQUESTS TO BE MADE BY THE MINISTERIES OF INDUSTRY, TRADE AND RESEARCH.

5.8.2. USE EXISTING INSTITUTES I.E. BALAI KERAMIK, METAL INDUSTRY DEVELOPMENT CENTRE, CELLULOSE RESEARCH INSTITUTE, INSTITUTE FOR TEXTILE TECHNOLOGY, DEVELOPMENT TECHNOLOGY CENTRE ETC., ETC., TO DEVELOP TRAINING FACILITIES FOR DESIGNERS AS PART OF THE DESIGN POLICY.

5.8.3. STUDY POSSIBILITIES OF CREATING DESIGN CENTRES IN DIFFERENT PARTS OF THE COUNTRY (BASICALLY DIFFERENT FROM THE EUROPEAN MODEL), DECENTRALISED AS TRAINING AND INFORMATION CENTRES FOR DESIGN INCLUDING PACKAGING, PRODUCT ADAPTATION AND DEVELOPMENT ETC. STUDY PHILIPPINE EXAMPLE.

5.8.4. CREATE EXPERIMENTAL WORKSHOPS TO TRAIN FOR PROTO-TYPE MAKING ETC., MAKING USE OF EXISTING FACILITIES WHEREVER POSSIBLE E.G. IN BANDUNG AND JAKARTA.

5.8.5. CREATE AND ESTABLISH A PERMANENT FIELD ADVISORY SERVICE - PERHAPS PARTLY IN CONNECTION WITH DESIGN CENTRES - MAINLY FOR SMALL AND MEDIUM ENTERPRISES IN REMOTE PARTS OF THE COUNTRY.

5.8.6. PROVIDE IN-PLANT AND/OR SANDWICH TRAINING FACILITIES FOR MIDDLE LEVEL PLANT ENGINEERS AND MID-CAREER DESIGNERS.

5.8.7. STUDY REQUIREMENTS AND NEEDS FOR SOFTWARE RELEVANT TO DESIGN IN TRAINING CENTRES.

5.8.8. CONDUCT STUDIES TO PREPARE INTRODUCTION OF INDUSTRIAL DESIGN FOR GRADUATE AND POST-GRADUATE COURSES ON A UNIVERSITY LEVEL FOR DESIGNERS AND NON-DESIGNERS (ENGINEERS, ECONOMISTS ETC.), TO BRING IN PEOPLE FROM DIFFERENT FIELDS TO DESIGN AND DESIGN MANAGEMENT.

FOLLOW-UP

\* COURSES FOR INDUSTRIAL DESIGNERS WITH FIRST DEGREES TO BETTER QUALIFY THEM FOR WORK IN MORE COMPLICATED AND INTRICATE AREAS OF INDUSTRIAL DESIGN E.G. INSTRUMENT DESIGN,

MACHINERY DESIGN, ELECTRONICS, ADVANCED TECHNICAL AND SCIENTIFIC QUALIFICATION.

COURSES FOR NON-DESIGNERS IN INDUSTRIAL RELATED FIELDS (MANAGEMENT, LAW, ENGINEERS, DIPLOMATS), FOR DESIGN APPRECIATION AND MANAGEMENT, THE VISUAL ARTS PHENOMENA ETC.

COURSES FOR CO-OPERATIVE LEARNING PROCESSES WITH MULTI-DISCIPLINARY PARTICIPATION IN ORDER TO CREATE A DESIGN-MINDED ATMOSPHERE STIMULATED FOR TEAM WORK. THE PROGRAMMES WILL INCLUDE THE FOLLOWING :

A. A PROGRAMME FOR JOINTLY SPONSORED SPECIAL LECTURES, E.G. THE DUNHILL LECTURES IN AUSTRALIA OR SIMILAR, WITH CAREFULLY SELECTED, HIGHLY QUALIFIED LECTURERS FROM INDONESIA AND ABROAD. THE LECTURES SHOULD BE PUBLISHED AS BOOKS OR BROCHURES.

B. A PROGRAMME FOR INSTITUTES, UNIVERSITY DEPARTMENTS PRIMARILY DEALING WITH MATTERS OF INDUSTRIAL DESIGN WHICH COULD BE FOUNDED, STAFFED AND ADDITIONALLY MAINTAINED TO THE REGULAR LEARNING FACILITIES, OR ONLY OVER A CERTAIN PERIOD OF TIME, WORKING ON SPEC-



IFIC DESIGN PROBLEMS IN THE DIRECT SPHERE OF INTEREST OF INDUSTRY AND THE MINISTRY OF INDUSTRY.

C. A PROGRAMME FOR SCHOLARSHIPS AND RESEARCH FELLOWSHIPS ON POST-GRADUATE LEVEL SPONSORED BY INDUSTRY AND THE MINISTRY OF INDUSTRY, FOR SPECIFIC AREAS OF LEARNING IN INDONESIA AND ABROAD.

D. A TRAINING PROGRAMME FOR EXPORT ORIENTATED INDUSTRIAL DESIGNERS AS A POST-GRADUATE OR MID-CAREER SPECIALISATION COURSE.

E. A PROGRAMME TO FIND OUT WHICH PRODUCT GROUPS DESIGN CRITERIA ETC., COULD BE BASED ON THE EXISTING INDONESIAN SUPPLY NOW AND IN THE FUTURE.

5.9

KNOW-HOW TRANSFER AND INCREASE FOR :

A) TECHNOLOGY  
ENGINEERING  
CREATIVE DESIGN

B) DESIGN EVALUATION AND MANAGEMENT

- 5.9.1. TO STUDY AND PROVIDE FACILITIES FOR KNOW-HOW TRANSFER AND INCREASE (I.E. BY CREATING SCHOLARSHIPS FOR STUDIES ABROAD FOR MEDIUM LEVEL TECHNICIANS AND ADMINISTRATION, E.G. HAWKEYE INSTITUTE OF TECHNOLOGY, WATERLOO, IOWA, U.S.A. OR SIMILAR).
- 5.9.2. TO TRANSFER INTERNATIONAL KNOW-HOW AND EXPERTISE IN DESIGN FROM ABROAD BY INVITING DESIGNERS FROM ABROAD TO WORK AND/OR TEACH IN THE COUNTRY.
- 5.9.3. TO ORGANISE THE INCREASE AND KNOW-HOW TRANSFER OF DESIGN PERCEPTION, EVALUATION AND MANAGEMENT FOR NON-DESIGNERS WORKING IN INDUSTRY OR GOVERNMENT.
- 5.9.4. TO MAKE USE OF DESIGN EXPERTS FROM ABROAD BEING BROUGHT IN BY MULTINATIONAL COMPANIES, BY HAVING THEM SPEND PART OF THEIR TIME IN INDONESIA WITH TRAINING PROGRAMMES AS A CONTRIBUTION OR PART OF THE GOVERNMENTAL CONTRACTS OF THEIR COMPANIES.

FOLLOW-UP

- \* SET UP DESIGN TRAINING SEMINARS FOR DESIGNERS AS REFRESHER COURSES TO KEEP UP WITH THE LATEST WORKING DEVELOPMENTS IN THE PROFESSION.
  
- \* INTRODUCE COURSES FOR TEAMWORK IN DESIGN, WORKING GROUPS FOR OPERATIONAL METHODOLOGY, DESIGN EVALUATION, GROUP DYNAMICS ETC., AS MID-CAREER TRAINING FACILITIES.
  
- \* SET UP A PROGRAMME FOR ACQUIRING APPLIED DESIGN KNOW-HOW WITHIN INDONESIA BY TRAINING MEDIUM LEVEL FACTORY TECHNICIANS IN DESIGN MATTERS, AS A LINK BETWEEN DESIGNERS, TOP MANAGEMENT AND PRODUCTION (E.G. FURNITURE SCHOOL IN CANTÙ, ITALY). SIMILAR DESIGN APPRECIATION COURSES SHOULD BE SET UP FOR PEOPLE IN DISTRIBUTION AND SALES.
  
- \* FILM PROGRAMMES ON INTERNATIONAL KNOW-HOW IN DESIGN (I.E. FROM THE DESIGN COUNCIL, LONDON). THE FILMS COULD BE USED FOR IN-PLANT TRAINING AND DESIGN MISSIONS TO INDUSTRIES, AND EVENTUALLY TO THE DEVELOPMENT OF INDONESIAN DESIGN FILM PROGRAMMES WHICH WOULD BE ADAPTED TO THE INDONESIAN SITUATION AS A KNOW-HOW TRANSFER

INSTRUMENT.

\*  
USE EXPERIMENTAL WORKSHOPS TO IMPROVE AND/OR INCREASE THE QUALITY PRODUCTION OF REGIONAL HANDICRAFTS IN COLLABORATION WITH ARTISTS.

\*  
PROGRAMME FOR SCHOLARSHIPS AND/OR TRAVEL GRANTS FOR INDONESIAN DESIGNERS TO WORK ABROAD, IN ORDER TO ACQUIRE INTERNATIONAL INDUSTRIAL EXPERIENCE AND PRACTICAL KNOW-HOW.

\*  
PROGRAMME FOR DESIGN INFORMATION AND TRAINING CENTRES WITH SPECIAL CONSIDERATION FOR COURSES ON THE INCREASE OF PRACTICAL KNOW-HOW, BASED ON SPECIFIC DESIGN SUBJECTS FOR MID-CAREER DESIGNERS.

\*  
ESTABLISH A DESIGN CENTRE (BASICALLY DIFFERENT FROM EUROPEAN EXAMPLES), AS A CENTRE FOR THE TRAINING OF APPLIED DESIGN AND KNOW-HOW RESEARCH, INFORMATION, ADVANCED DESIGN AND DESIGN APPRECIATION, COMMUNICATION AND DOCUMENTATION. IT WOULD ALSO BE USED AS A MEETING PLACE FOR MANAGEMENT, DESIGNERS AND ADMINISTRATORS ETC.

\*  
USE EXPERIMENTAL WORKSHOPS TO IMPROVE AND/OR

INCREASE THE QUALITY PRODUCTION OF REGIONAL HANDCRAFTS IN COLLABORATION WITH ARTISTS.

\* PROGRAMME FOR ORGANISING ICSID INTERDESIGNS IN INDONESIA, THUS REAPING THE BENEFIT OF THE PRESENCE OF NUMEROUS WELL QUALIFIED DESIGNERS FROM DIFFERENT COUNTRIES WHO WOULD WORK TOGETHER WITH THEIR INDONESIAN COLLEAGUES ON DESIGN PROBLEMS RELEVANT TO INDONESIA. INFORMATION AND MATERIAL ON ICSID INTERDESIGNS IN VARIOUS COUNTRIES AND ON VARIOUS THEMES ARE AVAILABLE FROM THE ICSID OFFICE IN BRUSSELS, BELGIUM.

\* AN IN-PLANT TRAINING PROGRAMME FOR DESIGN DEPARTMENTS IN INDUSTRIES AND FOR INDIVIDUAL DESIGNERS, TO GET THEM BETTER ACQUAINTED WITH INDUSTRIAL PRODUCTION METHODS, PRACTICAL PLANNING AND IMPLEMENTATION PROCEDURES.

\* MAKE PLANT FACILITIES - MODEL WORKSHOPS ETC. - AVAILABLE IN ORDER TO INCREASE KNOW-HOW TRAINING FOR DESIGNERS AND DESIGN STUDENTS.

\* JOB EXCHANGE PROGRAMME FOR IN-PLANT OR IN-OFFICE EXPERIENCE FOR DESIGNERS (COMPARABLE

TO THE EXCHANGE PROGRAMME OF GK-DESIGN TOKYO AND THE PHILIPS' DESIGN DEPARTMENT, EINDHOVEN). DESIGNERS WILL THUS OBTAIN POSSIBILITIES TO COMPARE WORKING METHODS IN DIFFERENT COUNTRIES, AND TO ACQUIRE INCREASED PRACTICAL KNOWLEDGE IN THEIR PROFESSIONAL WORK. THE EXCHANGE OF DESIGNERS FROM INDONESIA WITH DESIGNERS FROM OTHER COUNTRIES WILL ALSO BRING AN INFUX OF TECHNICAL SKILL AND EXPERIENCE.

A TRAVEL ASSISTANCE PLAN FOR DESIGNERS WITHIN THE COUNTRY TO AID INDUSTRIAL DESIGN MISSIONS TO INDUSTRIES AND, IF EXISTING, TO THEIR DESIGN DEPARTMENT. THESE MISSIONS FOR THE INCREASE OF DESIGN KNOW-HOW WITHIN INDUSTRY SHOULD BE CARRIED OUT BY TASK GROUPS CONSISTING OF 2 - 4 PEOPLE WHICH WOULD INCLUDE ENGINEERS AND ECONOMISTS.

A CO-OPERATION PROGRAMME WITH THE INTERNATIONAL AND INDONESIAN BUREAU OF STANDARDS FOR QUALITY STANDARDS IN INDUSTRIAL DESIGN, QUALITY CONTROL IN DESIGN BY STANDARDISATION THROUGH THE BUREAU OF NORMALISATION AND STANDARDS, USING INTERNATIONAL EXPERIENCE AND TECHNICAL SKILL.

A PROGRAMME FOR THE EXCHANGE OF EXPERIENCE AND

KNOW-HOW IN DESIGN WITHIN INDONESIA. THIS PROGRAMME SHOULD BE PLANNED FOR TECHNICAL SKILL TRANSFER IN DESIGN FROM BASICALLY DIFFERENT NON-COMPETITIVE INDUSTRIES TO EACH OTHER, FOR THEIR MUTUAL BENEFIT IN DESIGN EXPERTISE.

\* START A PROGRAMME FOR A STUDY OF TOLERANCE PRIORITIES IN DESIGN AS QUALITY AND COST FACTORS FOR PRODUCT IMPROVEMENT.

\* ESTABLISH DESIGN LIBRARIES IN REGIONAL CENTRES CONCENTRATING ON PRACTICAL INFORMATION (SWEET'S FILE FOR DESIGNERS ETC.).

\* ESTABLISH A DESIGN DATA BANK TO START PROCESSING DATA WHICH WOULD BE RELEVANT TO KNOW-HOW INCREASE (CASE STUDIES, KNOW-HOW EXPERIENCE ETC.), IN INDUSTRIAL DESIGN.

## 5.10 PRODUCT PLANNING FOR ADAPTATION DEVELOPMENT AND DIVERSIFICATION

5.10.1. TO STUDY AND PREPARE VIABLE METHODS FOR SYSTEMATIC PRODUCT ADAPTATION AS A PRELUDE AND INFRA-STRUCTURAL BASIS FOR INDUSTRIAL DESIGN ORIENTATED PRODUCT DEVELOPMENT.

5.10.2. To work out product structure charts (lists) for product development and priorities for effective product diversification.

5.10.3. To include practical product adaptation courses in training programmes.

FOLLOW-UP

\* START EXPERIMENTAL WORKSHOPS WITH THE FOLLOWING STRUCTURES :

- A) MODEL/PROTO-TYPE
- B) ERGONOMY-TIME/MOTION STUDY
- C) PRESENTATION
- D) CRAFTSMAN (EXPERIMENTAL)

\* INTRODUCE SPECIALISED LANGUAGE COURSES IN DESIGN CURRICULUM.

\* INTRODUCE TECHNICAL TRAINING COURSES DEALING WITH MORE SOPHISTICATED DESIGN PROCESSES AND KNOWLEDGE OF COMPLICATED MACHINERY.

\* INTRODUCE A COURSE ON PLASTICS.



\* ESTABLISH AN INTRODUCTORY INFORMATION COURSE FOR INDUSTRIAL DESIGN.

\* MAKE MACHINE FACILITIES OF INSTITUTES AVAILABLE FOR THE TRAINING OF DESIGN STUDENTS.

5.11

QUALIFIED SERVICES

5.11.1.

TO PROVIDE QUALIFIED ENGINEERING DESIGN ASSISTANCE TOGETHER WITH INDUSTRIAL DESIGN SERVICES IN DESIGN CENTRES, INSTITUTES AND ALSO FIELD SERVICES FOR REMOTE AS WELL AS SMALL AND MEDIUM (COTTAGE) INDUSTRIES. (COMPARE WITH SIMILAR SERVICE SYSTEM IN CANADA).

5.11.2.

TO PASS ADEQUATE PATENT LAWS AND REGULATIONS, TO IMPROVE STANDARDS AND NORMALISATION, TAKING INDUSTRIAL DESIGN ASPECTS INTO CONSIDERATION.

5.11.3.

TO PREPARE CODES OF ETHICS AND FEES FOR INDUSTRIAL DESIGNERS.

5.11.4.

TO ORGANISE SHARING PLANS BETWEEN SMALLER PRODUCTIONS FOR DESIGN SERVICES AND GROUPINGS OF DESIGN COMMISSIONS WITH FULL DESIGN BRIEFINGS.

FOLLOW-UP

- \* PLAN AND INTRODUCE A GOVERNMENTAL DESIGN ASSISTANCE PLAN TO AID THE INITIAL DESIGN DEVELOPMENT COSTS.
- \* SET UP A DESIGN UNIT IN ORDER TO MAKE DESIGN SERVICES EASILY AVAILABLE AS PACKAGE DEALS TO INDUSTRY.
- \* ARRANGE FOR DESIGN PACKAGE DEALS TO FURTHER A MORE INTERESTING COMMISSION VOLUME IN ORDER TO ATTRACT HIGH GRADE DESIGN EXPERTISE.
- \* START A PROGRAMME TO FIND AND IDENTIFY DOMESTIC DESIGN TASKS, THE SOLVING OF WHICH COULD BE RELEVANT TO EXPORT DESIGN PROBLEMS.
- \* ADD TO THE EXISTING NUCLEUS GROUPS (NAFED ETC.), WHO WOULD CO-OPERATE WITH SMALL AND MEDIUM INDUSTRY PROJECTS, MORE CONSULTANT DESIGNERS WITH INDIVIDUAL SHORT/MEDIUM TERM CONTRACTS, FOR EASILY AVAILABLE DESIGN SERVICE.
- \* ORGANISE GROUPINGS OF DESIGN TASKS (PRODUCTS, PRODUCTIONS, MARKETS), IN ORDER TO ACHIEVE MORE INTERESTING AND MORE MANAGEABLE PRO-

GRAMME/PROJECT VOLUMES.

- \* HELP TO PRODUCE FULL DESIGN BRIEFINGS FOR DESIGN TASKS AND/OR TARGET MARKETS FOR DESIGN ASSISTANCE

5.12 MOTIVATION. PROMOTION

- 5.12.1. TO PLAN AND PREPARE PERMANENT EXHIBITIONS, STARTING AT JAKARTA WITH GEDUNG POLA FOR CAPITAL GOODS, AND SARINAH DEPARTMENT STORE FOR CONSUMER GOODS.

- 5.12.2. TO PREPARE AN IMAGE BUILDING MOTIVATIONAL DESIGN AWARENESS PROGRAMME DIRECTED TO TARGET AREAS AT HOME AND ABROAD.

- 5.12.3. TO PREPARE PROMOTIONAL DESIGN PROGRAMMES ABROAD VIA TRADE AND/OR CULTURAL ATTACHÉS OR DELEGATIONS.

FOLLOW-UP

- \* SET UP A PROGRAMME FOR TRAVELLING DESIGN EXHIBITIONS BOTH AT HOME AND ABROAD.

\* INSTITUTE MASS MEDIA PROGRAMMES - TV, RADIO, FILMS, NEWSPAPERS ETC. - FOR PROMOTION OF INTENTIONS OF THE GOVERNMENT DESIGN POLICY.

\* PROGRAMME FOR INTERNATIONAL DESIGN COMPETITIONS TO DISCOVER QUALIFIED DESIGN TALENT RATHER THAN MERE PRODUCTS - THE COMPETITIONS AIM WOULD BE A COMMUNICATIVE EFFORT TO FIND QUALIFIED PEOPLE WHO WOULD WORK ON COMPLEX DESIGN PROBLEMS -.

\* PROGRAMME FOR INDONESIAN DESIGN AWARDS (E.G. INDONESIAN DESIGN, WHICH WOULD BE AWARDED FOR GOOD DESIGN, FEDERAL AND STATE DESIGN AWARDS ETC.).

\* EXHIBITION AND LECTURE PROGRAMMES WITHIN INDONESIA TO FURTHER THE UNDERSTANDING OF THE FEDERAL POLICY FOR DESIGN.

\* FOLLOW-UP PROGRAMMES AFTER INTERNATIONAL DESIGN COMPETITIONS FOR EXHIBITIONS, DESIGN CLINICS ETC., AS A DIRECT FOLLOW-UP IN ORDER TO REACH TANGIBLE RESULTS AS QUICKLY AS POSSIBLE.

\* IMAGE BUILDING PROGRAMMES SET IN DIVISIONS FOR: HIGHLY INDUSTRIALISED COUNTRIES, SOCIALIST

COUNTRIES, DEVELOPING COUNTRIES VIA: CULTURAL PROMOTION, PUBLICATIONS, EXHIBITIONS, FILMS, CASSETTES, RECORDER, VIDEO TAPES, AUDIO-VISUAL MATERIAL, SLIDE SHOWS WITH SOUND TRACKS ETC.

PROGRAMMES FOR PUBLISHING THE PROCEEDURE OF COMPETITIONS AND FOLLOW-UPS (OR SIMILIAR ACTIONS), IN ORDER TO GET NATIONAL AND INTERNATIONAL INTEREST. THIS COULD BE PART OF AN EXPORT AND 'DESIGN INDONESIA' PROMOTION.

## 5.13

### POLICY Co-ORDINATION

#### 5.13.1.

TO ESTABLISH THE NECESSARY WOKING STRUCTURE WITHIN THE MINISTRY OF INDUSTRY FOR THE IMPLEMENTATION AND CONTROL OF THE NATIONAL DESIGN POLICY AND THE ABOVE MENTIONED RECOMMENDATIONS.

#### 5.13.2.

TO CREATE A PROJECT-ORIENTATED TASK FORCE FOR THE CO-ORDINATION OF THE NATIONAL DESIGN POLICY AS A MULTI-DISCIPLINARY, MULTI-ORGANISATIONAL UNIT.

FOLLOW-UP

- PROGRAMMES FOR CONSTANT EVALUATION AND RE-DEFINITION OF IMPLEMENTED PROJECTS.
- PREPARE A TIME/WORK/MANPOWER SCHEDULE FOR PROGRAMME RECOMMENDATIONS AND FOLLOW-UPS.
- ENTRUST THE DEVELOPMENT TECHNOLOGY CENTRE (DTC) BANDUNG, WITH THE JOB OF FORMING THE TASK FORCE FOR CO-ORDINATING PROJECTS AND PROGRAMMES OF THE NATIONAL DESIGN POLICY OVER WHOM THE MINISTRY OF INDUSTRY WILL HAVE OVERALL RESPONSIBILITY AND CONTROL.
- PROGRAMMES FOR THE CONSTANT REVIEW OF DESIGN OBJECTIVES AS WELL AS DESIGN POLICIES.
- PREPARE CO-ORDINATION OF PROGRAMMES/PROJECTS CONCERNING INDUSTRIAL DESIGN HAVING SPECIAL EMPHASIS ON ESTABLISHING PRIORITIES.
- ESTABLISH SHORT, MEDIUM AND LONG RANGE PROGRAMMES AND THEIR CO-ORDINATION.

## 6. UNDP PROJECTS

AS THE CLOSE CO-OPERATION OF INDONESIAN AUTHORITIES WITH THE UNITED NATIONS ASSISTANCE PROGRAMMES FOR INDONESIA CAN BE OF GREAT IMPORTANCE FOR MANY ASPECTS OF INTERNATIONAL CO-OPERATION WITHIN THE CONTEXT OF A NATIONAL DESIGN POLICY, IT SEEMS APPROPRIATE THAT IN THIS CHAPTER WE TAKE A CLOSER LOOK AT THE UNDP COUNTRY PROGRAMME IN ORDER TO DISCOVER IN WHICH WAY INDUSTRIAL DESIGN HAS BEEN MADE PART OF THE PROGRAMME

IN VIEW OF WHAT HAS BEEN FOUND AND IDENTIFIED IN THIS STUDY, IT IS NOT SURPRISING THAT THE WORD 'INDUSTRIAL DESIGN' DOES NOT EVEN APPEAR IN THE UNDP COUNTRY MANAGEMENT PLAN JULY - DECEMBER 1975, OR IN THE INDONESIAN FIVE YEAR PLANS (REPELITAS).

ONE CAN MUCH LESS SUCCEED IN FINDING A CLEARLY DEFINED REQUIREMENT FOR DESIGN EXPERTISE AND SERVICES WITHIN THE FRAMEWORK OF CO-OPERATION BETWEEN THE INDONESIAN GOVERNMENT AND THE UNDP COUNTRY PROGRAMME.

IT IS TRUE THAT SOME OF THE PROJECT TITLES SEEM TO INDICATE THAT THE SERVICES OF INDUSTRIAL DESIGNERS WOULD BE EXPECTED IN ONE PROJECT OR ANOTHER, BUT IT IS ALSO QUITE CLEAR TO SEE

THAT IN MANY OTHER PROJECTS WHERE INDUSTRIAL DESIGN SHOULD BE AN INTEGRAL PART, NOTHING OF THE SORT HAS REALLY BEEN PROVIDED FOR OR EVEN FORESEEN.

HOWEVER, IT WOULD BE WRONG TO WHOLLY BLAME EITHER THE UNDP PROGRAMMING SYSTEM OR THE INDONESIAN AUTHORITIES, ON WHOSE REQUESTS THE UNDP PROJECTS ARE FORMULATED, FOR THIS LACK OF SUBSTANCE IN THE PROJECTS. THE REASON FOR THIS LACK IS, THAT UP TO NOW, NO CLEARLY DEFINED NEED FOR A DESIGN POLICY HAD BEEN FORMULATED, ONLY SCATTERED AND ISOLATED PROJECTS WITH A CERTAIN DESIGN CONTEXT WERE REQUESTED, AND CONSEQUENTLY FORESEEN WITHIN THE UNDP COUNTRY PROGRAMME.

TAKING THE UNDP COUNTRY MANAGEMENT PLAN, JULY - DECEMBER 1975 AS A GOOD EXAMPLE, IT DOES NOT SEEM TOO DIFFICULT TO REFER TO PROJECTS, SOME OF WHICH ALREADY APPEAR TO BE FORESEEN FOR DESIGN ACTIVITIES AND OTHERS WHO DO NOT, AT LEAST AT THE MOMENT, BUT WHERE DESIGN COULD AND SHOULD BE INCORPORATED AS AN IMPORTANT PART OF THE RESPECTIVE PROJECT. THESE PROJECTS ARE :



COUNTRY PROGRAMME MANAGEMENT PLAN  
SECTION II - PART A  
MONITORING OF PROJECT IMPLEMENTATION

JULY - DECEMBER 1975

VISIT = MONITORING  
M.R. = MID-TERM REVIEW  
T.R. = TRIPARTITE REVIEW  
E.M. = EVALUATION MISSION  
ACR = AGENCY CLOSING ACTION REQUIRED  
(FIELD OPERATIONS TERMINATED)

PM REP = PM'S PROGRESS REPORT  
PROREV = PROJECT REVISION  
TERM. REP = AGENCY TERMINAL REPORT  
ASSESS. = TERMINAL ASSESSMENT REPORT

PROJECT NUMBER	SECTOR PROJECT TITLE	EXEC. AGENCY	UNDP CONTR. (LATEST)	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	REMARKS
INS/72/045	<u>EDUCATION</u> HIGHER EDUC.	UNESCO	215,150							
INS/72/049	EDUC. DEV. <u>GENERAL ECONOMIC AND SOCIAL POLICY AND PLANNING</u>	UNESCO	360,762							
INS/72/070	PROG. PLANNING <u>INDUSTRY</u>	UNDP	15,400							
INS/71/006	PROMOTION ADVISOR	UNIDO	84,350							ACR
INS/71/531	TEXTILE IND. PHASE I	UNIDO	1,134,784	TERM. REP ASSESS						ETD PM AUGUST
INS/71/535	INDUSTRIAL ADVISORY TEAM	UNIDO	111,928							ACR
INS/72/040	COOP. TRAINING AND DEV.	ILO	128,650							ACR

PROJECT NUMBER	SECTOR PROJECT TITLE	EXEC. AGENCY	UNDP CONTR (LATEST)	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	REMARKS
	<u>INDUSTRY</u>									
INS/73/011	TECH. SUPPORT IJJDF	UNDP	108,000	PROREV						
INS/73/016	IND. ADMIN. ADVISER	UNIDO	37,800	VISIT				TERM.REP		
INS/73/017	IND: LEGIS ADVISER	UNIDO	36,200			TERM.REP				
INS/73/019	SMALL IND. PLANNING	UNIDO	102,800				PM.REP	VISIT		
INS/74/003	JAKARTA FAIR	UNIDO	101,900	TR	PROREV				PM.REP	
INS/74/012	IND. POLICY ANALYSIS	UNIDO	101,500		PM.REP	TR				
INS/74/013	FIELD EXT. SERVICE	UNIDO	125,100					PM.REP	VISIT	
INS/74/014	PRODUCT ADAPTATION	UNIDO	122,100				PM.REP	VISIT		
INS/74/034	BLDG. MATERIALS	UNIDO	300,300						PM.REP	FULL PD TO BE SIGNED IN OCT FOR \$ 1.5M
INS/74/041	SNR. ADVISER BASIC INDUS.	UNIDO	51,250							
INS/74/045	ENTREPRENEURSHIP TRAINING	UNIDO	55,350			TERM.REP				
INS/74/046	SMALL-SCALE INDUS. DEVELOPMENT	UNIDO	37,800					PM.REP	VISIT	
	<u>INTERNATIONAL TRADE</u>									
INS/72/052	EXPORT DEV.	UNCTAD	786,300	MR	PROREV		PM.REP			
	<u>LABOUR MANAGEMENT AND EMPLOYMENT</u>									
INS/72/030	MANPOWER PLANNING	ILO	656,308	PM.REP	TR					
INS/72/031	ADVIS. TEAM LABOUR AFFAIRS	ILO	156,165							ACR

PROJECT NUMBER	SECTOR PROJECT TITLE	EXEC. AGENCY	UNDP CONTR. (LATEST)	AUG.	SEPT.	OCT.	NOV.	DEC.	REMARKS
INS/72/042	LABOUR MANAGEMENT AND EMPLOYMENT TECH. TEACHERS TRAINING	ILO	312,300	PROREV			VISIT		
INS/72/060	VOC. TRAINING PLANNING	ILO	68,330		PM, REP VISIT	VISIT			
INS/73/005	VOC. TRAINING I. JAYA	ILO	659,450		PROREV				TR TO BE AFTER NEW PM ARRIVAL
INS/74/047	ADVISORY TEAM LABOUR AFFAIRS (PHASE II)	ILO	156,000		PM, REP				TR TO BE HELD AFTER PM ARRIVAL

COUNTRY PROGRAMME MANAGEMENT PLAN  
SECTION II - PART B  
APPROVED PROJECTS NOT OPERATIONAL

JULY - DECEMBER 1975

PROJECT NUMBER	SECTOR PROJECT TITLE	EXEC. AGENCY	PA	UNDP BUDGET (LESS PA)	GOVERNMENT BUDGET (IN RUPIAH 000)	ANTICIPATED OPERATIONAL DATE
INS/72/041	GENERAL ECONOMIC AND SOCIAL POLICY AND PLANNING FINANCIAL SYSTEMS DEV.	UNOTC	66,278	233,800	197,636	OCTOBER
	<u>INDUSTRY</u>					
INS/74/002	STANDARDISATION/ QUALITY CONTROL *	UNIDO	36,000	379,400	70,000	AUGUST
INS/74/011	INDUSTRIAL PROGRAMMING DATA	UNIDO		88,800	5,500	OCTOBER
INS/74/018	TEXTILE INDUSTRY PHASE II	UNIDO	242,200	1,014,600	520,000	SEPTEMBER
INS/74/032	ASSISTANCE TO MIDC (METALS)	UNIDO	157,500	839,000	58,500	OCTOBER
INS/74/033	SPARE PARTS DEVELOPMENT	UNIDO		122,850	8,708	JULY
	<u>LABOUR MANAGEMENT AND EMPLOYMENT</u>					
INS/74/048	TEACHING SKILL DEV.	ILO	149,800	475,500	1,940	SEPTEMBER
INS/75/003	CO-OPERATIVE TRAINING DEVELOPMENT (PHASE II)	ILO	146,800	1,043,200	72,613	SEPTEMBER

COUNTRY PROGRAMME MANAGEMENT PLAN  
PIPELINE LIST  
SECTION II - PART C.

EXEC AGENCY	PROJECT NUMBER	SECTOR PROJECT TITLE	PROPOSED UNDP BUDGET (LESS PA)	PROPOSED GOV'T BUDGET (000 Rp)	APPROVED P.A.	INVESTMENT ORIENTATION	PROJECT DATA SHEET
		<b>CULTURE AND SOCIAL AND HUMAN SCIENCES</b>					
UNESCO		DEVELOPMENT OF A NATIONAL LIBRARY SERVICE	513,000				8
		<b>EDUCATION</b>					
IBRD/ UNESCO/ ILO/ UNOTC	INS/75/034	TECHNICAL EDUCATION, VOCATIONAL AND MANAGEMENT TRAINING	4,500,000		25,000	IP	9
UNESCO	INS/74/015	NATIONAL RESOURCES DATA SYSTEM	177,400			IS	11
UNOTC	INS/75/006	DEVELOPMENT OF RURAL HOUSING (PILOT STUDY)	404,900			IS	12
UNDP	INS/75/010	REGIONAL DEVELOPMENT PLANNING, IRIAN JAYA	325,000				13
UNDP	INS/75/040	IMPROVING GOVERNMENT PROCUREMENT SYSTEM	355,000				14

EXEC. AGENCY	PROJECT NUMBER	SECTOR PROJECT TITLE	PROPOSED UNDP BUDGET (LFSS PA)	PROPOSED GOV'T BUDGET (000 Rp)	APPROVED P.A.	INVESTMENT ORIENTATION	PROJECT DATA SHEET
UNESCO	INS/74/010	<u>EDUCATION</u> DATA FOR DEVELOPMENT	18,180		1.750		16
UNIDO	INS/74/020	<u>INDUSTRY</u> TRAINING IN APPROPRIATE TECHNOLOGY	730,500	201,000			24
UNIDO		ESTABLISHMENT OF A PACKAGING CENTRE, JAKARTA	400,000				25
UNIDO		ASSISTANCE TO THE LEATHER INSTITUTE, JOYAKARTA	297,000				29
UNIDO		INDUSTRIAL INFORMATION CENTRE	280,000				30
UNIDO	INS/73/004	SUPPORT NETWORK TO SMALL-SCALE INDUSTRIES	1,000,000		25,996		31
UNCTAD		PRODUCTS DESIGN PROJECT	400,000				32
UNIDO	INS/74/050	DEVELOPMENT OF AGRICULTURAL MACHINERY FOR LOCAL MANUFACTURE	107,500	8,075			35
		<u>INTERNATIONAL TRADE</u>					
UNCTAD		EXPORT DEVELOPMENT (P.A.)	120,000			IS	37
UNCTAD		TRADE PLANNING AND DEVELOPMENT	1,000,000			IS	38

EXEC. AGENCY	PROJECT NUMBER	SECTOR PROJECT TITLE	PROPOSED UNDP BUDGET (LESS PA)	PROPOSED GOV'T BUDGET (000 Rp)	APPROVED P.A.	INVESTMENT ORIENT-ATION	PROJECT DATA SHEET
		<u>LABOUR MANAGEMENT &amp; EMPLOYMENT</u>					
ILO	INS/74/022	VOCATIONAL TRAINING CENTRE, SURABAYA	1,100,000			IS	39
ILO	INS/75/005	MANAGEMENT TRAINING ASSIS-TANCE, BAPINDO	96,650	12,000		IS	40
ILO	INS/75/029	NATIONAL PRODUCTIVITY AND MANAGEMENT DEV. CENTRE	98,050				43
		<u>SCIENCE AND TECHNOLOGY</u>					
UNESCO	INS/74/016	SCIENTIFIC AND TECHNOLOGICAL POTENTIAL, PLANNING AND ANALYSIS	451,200	19,500			46

COUNTRY PROGRAMME MANAGEMENT PLAN  
 PIPE LINE LIST (PROJECT REVISIONS)  
 SECTION II - PART D  
 JULY - DECEMBER 1975

EXEC. AGENCY	PROJECT NUMBER	SECTOR PROJECT TITLE	PROPOSAL ADDITIONAL UNDP INPUTS (IN US\$)	PROPOSED GOV'T BUDGET (IN 000 Rp)	APPROVED BUDGET (IN US\$)	PROJECT DATA SHEET
UNESCO	INS/71/537	<u>EDUCATION</u> DEVELOPMENT OF THE NATIONAL EDUCATION PROGRAMME	NOT YET KNOWN		3,700,000	65
FAO	INS/74/044	<u>GENERAL ECONOMIC AND SOCIAL POLICY AND PLANNING</u> ADVISORY SERVICES TO THE BUREAU OF PLANNING, SEC. GENERAL'S OFFICE	28,340	6,760	111,150	69
UNIDO	INS/74/003	<u>INDUSTRY</u> ASSISTANCE TO THE JAKARTA FAIR	95,000	10,000	101,900	71
UNCTAD	INS/72/052	<u>INTERNATIONAL TRADE</u> NATIONAL AGENCY FOR EXPORT DEVELOPMENT	427,000		786,300	72



TAKING THE FACT INTO CONSIDERATION THAT DURING 1976 SEVERE FINANCIAL RESTRICTIONS AND CUTBACKS WILL MAKE IT DIFFICULT TO BECOME FULLY OPERATIONAL IN MANY OF THE DESIRED PROJECTS, IT SEEMS APPROPRIATE TO SUGGEST TO USE THIS YEAR AS FULLY AS POSSIBLE FOR CAREFUL PLANNING OF PROJECTS THAT WILL INCLUDE INDUSTRIAL DESIGN AS AN EXPLICIT PART OF THE COUNTRY PROGRAMME FROM 1977 ONWARDS. ON THE BASIS OF THIS STUDY AND INCLUDING OTHER AVAILABLE MATERIAL ON THE SUBJECT, IT WOULD THEREFORE SEEM ADVISABLE :

TO FORM A TOP GROUP OF UNDP EXPERTS ON A DECISION-MAKING LEVEL TO RE-ARRANGE THE FUTURE COUNTRY PROGRAMMES, SO THAT DESIGN WILL BE A CLEARLY DEFINED PART OF THE UNDP PROJECTS FOR INDONESIA AS PART OF THE NATIONAL DESIGN POLICY. THIS JOB COULD PARTLY BE DONE AT HEADQUARTERS, BUT ITS MORE IMPORTANT PHASES WILL HAVE TO BE CARRIED OUT IN THE COUNTRY IN CLOSE CONTACT WITH THE CONCERNED INDONESIAN AUTHORITIES.

SIMULTANEOUSLY TO START A SERIES OF PRACTICAL DESIGN PROJECTS FOR PRODUCTS, COLLECTIONS ETC., IN ORDER TO DIRECTLY PROVE THE IMMEDIATE RESULTS OF PRODUCT DEVELOPMENT, INFRA-STRUCTURE, MARKETING AND PRODUCTION CAPABILITIES ETC.

IT SHOULD THEN BE POSSIBLE TO ADJUST THE PROJECTS WITHIN THE COUNTRY PROGRAMME IN SUCH A WAY AS TO CO-ORDINATE THEM WITH THE NEEDS AND REQUIREMENTS OF A NATIONAL DESIGN POLICY IN INDONESIA, IN WHICH THE INDIVIDUAL PROJECTS WILL BE AN ORGANIC PART OF A WIDER RANGE OF PROGRAMMES WITHIN THE DESIGN POLICY.

THUS, PRAGMATIC, ELASTIC AND YET QUALIFIED HANDLING OF THE COUNTRY PROGRAMME CONCERNING PROBLEMS OF DESIGN WOULD BE POSSIBLE WITHOUT LOSING THE OVERALL VIEW ON THE TOTAL SCOPE OF A NATIONAL POLICY FOR DESIGN, IN WHICH THE POSSIBLE INPUT OF UNDP PROJECTS IN THE SUGGESTED MANNER COULD VERY WELL BECOME ONE OF THE DECISIVE ELEMENTS FOR SUCCESSFUL RESULTS.

## 7. CONCLUSION

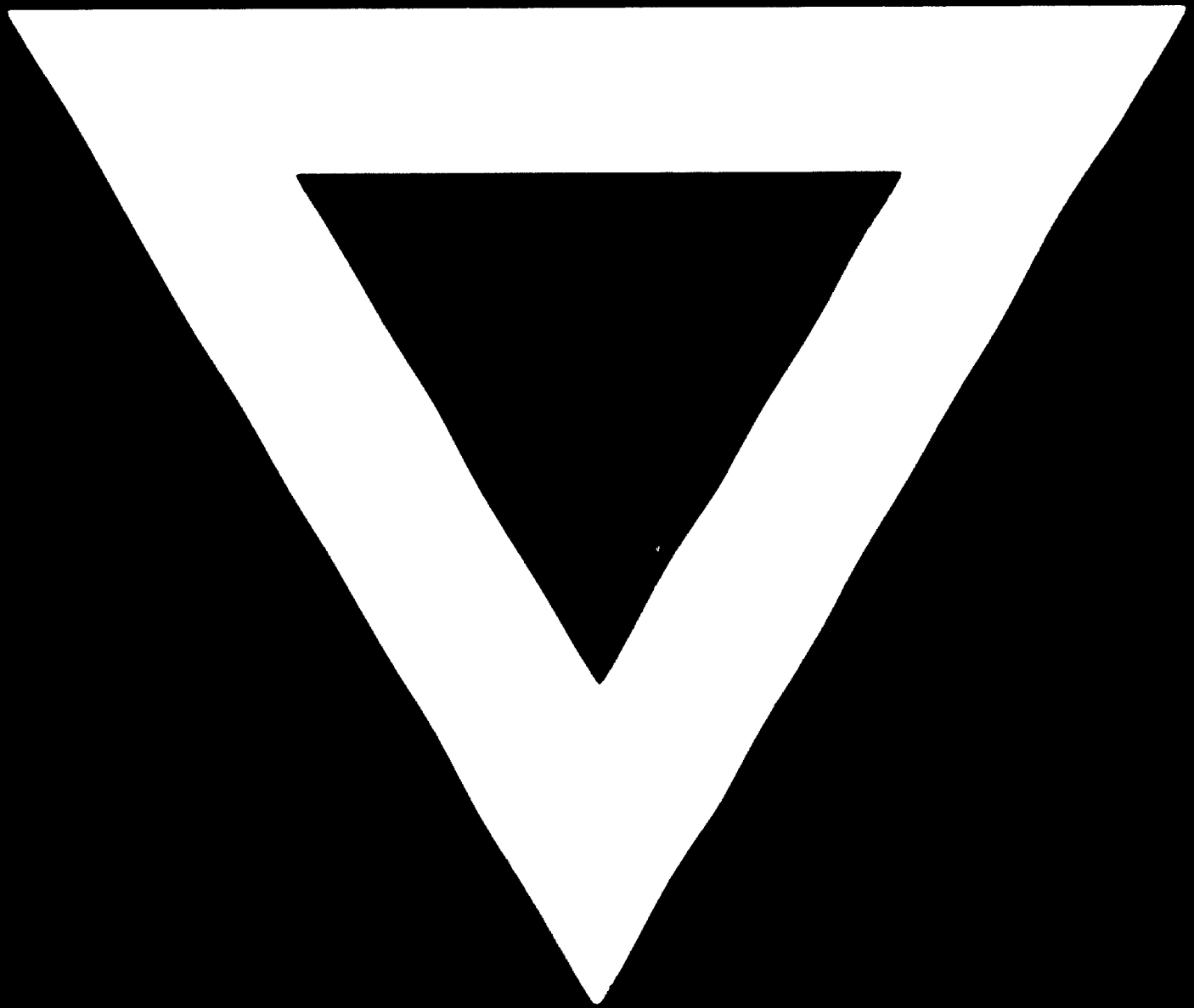
THE EXISTING SITUATION IN INDONESIA IN REGARD TO MATTERS OF PRODUCT DEVELOPMENT AND INDUSTRIAL DESIGN PRESENTS A NUMBER OF EXTREMELY COMPLEX DIFFICULTIES WHICH ARE NOT EASILY COMPARABLE WITH PROBLEMS IN OTHER AREAS OF INDUSTRIALISATION AND ENVIRONMENT IN THE COUNTRY. IT HAS ALREADY BEEN STATED, THAT AT THE PRESENT STAGE, MANY OF THE ELEMENTS OF A FULLY OPERATIONAL NATIONAL DESIGN POLICY MIGHT BE CONSIDERED PREMATURE AND DEBATABLE FOR A REALISTIC APPROACH AND A SUCCESSFUL IMPLICATION. HOWEVER, IN VIEW OF THE FAST MOVING RHYTHM OF DEVELOPMENT IN INDONESIA, AND THE IMMINENT DANGER OF NEGLECTING THE NECESSARY GROUNDWORK FOR A DESIGN POLICY, DUE TO THE MIS-UNDERSTANDINGS AND CHANNELLING EFFORTS IN THE WRONG DIRECTIONS, IT SEEMS HIGHLY ADVISABLE TO CONCENTRATE EFFORTS ON PLANNING FOR A NATIONAL DESIGN POLICY AT A PERIOD IN WHICH THE FORESEEABLE PRE-REQUISITES OF SUCH A POLICY CAN BE IDENTIFIED AND ISOLATED.

THUS, THERE APPEARS TO BE A GOOD CHANCE TO SERVE THE REQUIREMENTS AND NEEDS OF THE COUNTRY IN ITS INDUSTRIAL DEVELOPMENT AT A STAGE WHERE WITHOUT THE START OF A DESIGN POLICY, A NUMBER OF EXTREMELY UNDESIRABLE SIDE EFFECTS OF INDUSTRIALISATION FOR THE ENVIRONMENT, THE SOCIO-ECONOMIC

STRUCTURE ETC., COULD BE EXPECTED. BEING ABLE TO START THE PLANNING OF A DESIGN POLICY AT AN EARLY STAGE WOULD GIVE THE ADVANTAGE FOR THE COUNTRY OF HOPEFULLY BEING BETTER PREPARED FOR THE CHALLENGES WHICH INDUSTRIALISATION WILL PRESENT IN THE FUTURE, WHETHER ONE LIKES IT OR NOT!

THEREFORE, IN ORDER TO PREPARE PROPERLY FOR THIS FUTURE, AND TAKING THE PRESENT STRUCTURE OF THE COUNTRY INTO CONSIDERATION, IT SEEMS, ABOVE ALL, THE GOVERNMENTS RESPONSIBILITY TO CREATE KNOWLEDGE OF, AND UNDERSTANDING FOR THE IMPORTANCE OF DESIGN AND HELP TO MOTIVATE INDIVIDUALS AND GROUPS CONCERNED, TO CO-OPERATE FOR A NATIONAL DESIGN POLICY. THE CAPACITY OF INDUSTRY FOR PROPER PRODUCT DEVELOPMENT, QUITE BEYOND MERE COPYING OR STYLING, THE INTELLIGENT USE OF THE MANIFOLD RESOURCES OF THIS FASCINATING COUNTRY, AND THE INTEREST AS WELL AS THE CAPABILITY TO USE DESIGN AS A HUMAN FACTOR RATHER THAN A TECHNOLOGICAL COMMODITY ONLY, WILL TO A GREAT EXTENT INFLUENCE THE LIVES OF PEOPLE AND THEIR ENVIRONMENT IN INDONESIA, AND THEREFORE BE DECISIVE FOR THE FUTURE OF THE COUNTRY.

**C-722**



**79.01.15**