

# Pune product designer wins national award for third time

By Rahul Chandawarkar

**Pune:** City-based product designer Satish Gokhale seems to have taken a leaf from cricketers Kumble and Tendulkar's book, by scoring a hat trick of wins (third straight award in as many years) at the Businessworld National Institute of Design's national design awards announced in New Delhi recently.

Not only did the director of Pune firm Design Directions win his third straight award, he also won three individual awards this year.

Competing against 100 entries from multinational companies and Indian firms, Gokhale was awarded the 'Continuous Excellence in Design Award', the 'Best Industrial Equipment award' and the 'Best Medical equipment' award for the year 2005.

In 2003, Gokhale had been conferred with 'Best Designer of the Year' award and last year, he won the 'Award for Best Medical Equipment'.

Sporting bright smiles in their office, off Bhandarkar road, Satish and his visual communicator wife Falguni



The Gokhales with their micro hardness testing machine

say they are happy the industrial design is getting the attention it deserves.

"Today's industrial customer is more demanding



*vis-a-vis* the look of the final product," says Satish. "It is a buyer's market, which has global brands. Indian manufacturers have to deliver a

globally competitive design."

According to Satish, most industrial products are intrinsically boring to look at. "It is up to us designers to convert these products into exciting and good-looking products," he says.

Satish derives his inspiration by visiting international industrial fairs and exhibitions. "It is important to understand where global technology is headed. You have to be in tune with current trends.

This year, Satish and his firm designed a sleek micro

hardness testing machine for Pune firm Chroma Systems and a colour doppler ultra sound machine for Larsen and Toubro.

Says Chroma managing director, Shailesh Vaidya, "The award-winning design will boost sales. Our customers will feel good about buying this product."

What next? Satish just smiles and says, "Pursue excellence, what else! We have a team of motivated professionals, who are completely focused in delivering quality products."