



The Meaning of Our Logo

Our Logo consists of three basic elements. It depicts a 'swan', 'a flowing river' and the 'sun'. These three elements put together signify the essence of our work.

In India, the 'swan' is a symbol of knowledge and education.

So our first focus is to train personnel of the manufacturing industries in the art and science of Design Innovation – the ability to see systems in totality, find inherent imperfections in the system that stops it from performing at its peak and then create micro innovations supported by a new way of maintenance philosophy to improve the system as a whole and sustain the gains for years to come.

All real and dynamic systems flow and change course as per the situation. Darwin said that it does not matter how strong or fit you are. You still may not survive. He said that the species that have survived through the ages have been most responsive to change. The 'flowing river' signifies this attribute of subtle and extreme 'responsiveness'. This is our second focus. We critically observe the present situation and offer your insights to improve your responsiveness to get better of current situation.

The last element in the logo is the 'sun'. It signifies the omnipresent energy, which is the life force that sustains and maintains systems. In the real world, it signifies our innate ability to solve problems that continuously appear and need to be addressed in a holistic manner. So this is our third and last focus. To teach our holistic approach to see problems in the proper light and address them in a systematic manner.

To conclude the three primary purpose of our existence are the following:

- a) Train personnel in the art and science of Design Innovation
- b) Offer insights to improve 'responsiveness'.
- c) Develop the ability to address and solve problem on a continuous basis.

So, when you combine these three elements together what you develop is an innate organizational ability to respond to competitive challenges that are thrown at us continuously.

Note:

The word 'Design' is an all encompassing term that involves every human activity. It means design and maintenance of systems, work processes, training methods, products, machines, organisations, factory layout, work flow, buildings etc.