



INSTITUTE OF INDIAN INTERIOR DESIGNERS

Institute of Indian Interior Designers,

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Institute of Indian Interior Designers, popularly called I.I.I.D; was founded in 1972 to establish good professional & trade practices and ethics amongst its members and to highlight and enhance the image of the Interior Design Profession and exchange know-how with similar organizations within the country & abroad. IIID is a member of APSDA : Asia Pacific Space Designers Alliance.

Today, with over 8,000 members in 28 chapters & centres across India, IIID is true representative of the Interior Design fraternity within the country as well as globally. IIID has well defined aims and objectives towards fulfilment of its duties towards the fraternity & profession and society at large.

Member Services :

- Encourage and foster ideals of the profession.
- Promote fellowship and ethical conduct.
- Advance common interests of members.
- Liaison between members and authorities.
- Act for the common benefits of members.
- Multi-category membership with the Associate, Fellow & Trade categories forming the core of the Institute.
- Other categories include Affiliate, Education, Licentiate, Student, Corporate, Press & Honorary members to include all the stakeholders of the Interior Design Profession.

Networking & Collaborations :

- Communicate & co-operate with similar national and international organizations.
- Encourage interaction & co-operation between designers, affiliated professions, artists, craftsmen & trades.

Education :

- Promote research & scientific work in connection with Interior Design.
- IIID has worked out a comprehensive syllabus periodically updated - to implement high quality education in Interior Design which is available for adoption by educational institutes.
- Conduct continuing education workshops, seminars & programmes for the benefit of its members.

Communication :

- IIID publishes "INSITE", a monthly magazine that provides a walk-through its various regional & national activities. It also includes sections that contribute to the continuing education of its members through updates on design solutions & technology and features examples of good design & design practices from around the country.
- IIID also maintains a unique web-portal on www.iiid.net.in

Awards :

- IIID promotes and acknowledges excellence in interior design at Regional as well as National level by conducting Annual Awards programme, currently as IIID-ANCHOR Awards.
- IIID has also collaborated with Godrej Interio to promote creativity in specific fields of furniture product design through its Annual IIID-GODREJ-Innovation Awards programme.

Exhibitions :

- Various chapters & centres regularly organize "SHOWCASE" exhibitions for building & interiors related materials & services.
- SHOWCASE exhibitions are typically coupled with theme based seminars & presentations to fulfil the Institute's objectives on a single platform.

Conventions :

- The bi-annual National Convention "NATCON" gathers members from across the country to deliberate on issues of significant interest and relevance to the Interior Design Profession.
- Each NATCON establishes new benchmarks in creativity and solidarity within the fraternity.

IIID Code of Conduct :

A Member of IIID has obligation to :

- Confirm to the Code of Conduct and Standards governing his profession in any state of India in which he practices, as well as the IIID Code of Conduct.
- Perform his professional service with competence and integrity that will properly serve the best interest of his clients.
- Exercise discretion and dignity in the use of his name and IIID affiliation in advertising or publicity concerning products, merchandise or services.
- Serve the interests of his client and the rights of those whose contracts he administers.
- Preserve confidential information derived from his client and not release information concerning his projects without the consent of his client.
- Seek every opportunity to advance the dignity and prestige of all of the design disciplines.
- Maintain satisfactory credit standing as an obligation to his profession and to his community.
- Refrain from making any statement that unjustifiably injures the reputation of another designer.
- Encourage qualified young people to study interior design, assist those entering the field and maintain a program of self-improvement and education for himself.
- Contribute to the exchange and advancement of technical information within his field and the allied professions dealing with the art and science of environmental design.
- To strive to achieve aims and objectives of the Institute and abide by its Constitution, Code of Conduct and Rules and Regulations adopted by the Institute from time to time.

Code of Conduct for Associate, Affiliate & Fellow Members :

Responsibility towards Public :

- Members shall advise compliance with all existing laws, regulations and codes governing business procedures and the practice of Interior Design as established by the Central or State Government or other jurisdiction in which they practice.
- Member shall at all times consider the health, safety and welfare of the public in spaces they design and shall make people aware whenever possible of risks/hazards if existing in built environment around them.
- Members shall not seal or sign drawings, specifications, or other interior design documents except where the member or the member's firm has prepared, supervised or professionally reviewed and approved such documents.
- Members shall not engage in any form of false or misleading advertising or promotional activities and shall not directly or indirectly provide misleading information about their professional practice.
- Members shall not take any undue action intended to influence the judgement of a public official for the purposes of any project.
- Members shall exercise discretion and dignity in their general professional conduct and in the use of their name and I.I.I.D affiliation in self-promotional activities.

Responsibility towards Clients / Customers :

- Member's Contractual Agreement with a client shall clearly set forth the scope and nature of the project involved, the professional services to be performed, and the method of compensation for those services.
- Members shall not undertake any professional responsibility unless they are, by training and experience, competent to adequately perform the work required. They shall discharge this responsibility with due integrity that will serve the best interest of their clients as well as the rights of those whose contracts they administer.
- Members shall fully disclose to a client all compensation on which the Member shall receive in connection with the project and shall not accept any form of undisclosed compensation from any person or firm with whom the member deals in connection with the projects.
- Members shall not divulge any confidential information about the client or the client's project, or utilise photographs or specifications of the project, without the express permission of the client, with an exception for those specifications or drawings over which the designer retains project rights.
- Members shall be candid and truthful in all their professional communications.
- Members shall act with fiscal responsibility in the best interest of their clients and shall maintain sound professional relationships with suppliers, industry and trades to ensure the best service possible to the clients. Interior Designers and Interior Furnishing Contractors to ensure the best services possible to the client.

Responsibility towards other Professional Members :

- Members shall not interfere with the performance of another professional member's contractual or professional relationship with a client on the job assigned.
- Members shall not initiate or participate in any discussion or activity which might result in any unjust injury to another professional member's reputation or business relationships directly or indirectly.
- Members shall not attempt, directly or indirectly, to supplant another member, by means of unfair inducements. Members shall not knowingly accept any professional assignment upon which another member has been acting without notifying the other member and upon being personally satisfied that the client has served contractual relationships with the said member.
- Members may, when requested and when it does not present a conflict of interest, render a second opinion to a client or serve as an expert witness in a judicial or arbitration proceeding.
- Members shall not endorse the application for Institute of Indian Interior Designers, membership and or certification of an individual known to be unqualified with respect to education, training, experience or character nor shall a member knowingly misrepresent the experience, professional expertise or moral character of that individual.
- Members shall only take credit for work that actually been created by that Member or the Member's firm and under the Member's scope of work.

Responsibility to Suppliers of Goods & Services :

- Members shall offer equal and fair opportunity to suppliers of goods and services.
- Members shall act with fairness and integrity in the administration of the contracts between the clients and the suppliers of goods and services. They shall endeavour to see that suppliers get a fair compensation for their supply and shall discharge their obligations in good and proper time in keeping with fair business practices.
- Members shall acknowledge the contribution by their suppliers of goods and services by giving appropriate credits where due, in recognition of the team work which is so essential for the successful completion of a given project.

Responsibility to the Profession :

- Members shall maintain standards of professional and personal conduct that will reflect in a responsible manner on the Institute and the profession.
- Members shall seek to continually upgrade their professional knowledge and competence with respect to the Interior Design profession.
- Members shall endeavour to contribute to the up gradation of the profession through dissemination of information and positive and active support to the Institute of Indian Interior Designers to enhance the status of the profession individually and collectively.

Code of Conduct for Trade Members

(Manufacturers & Suppliers) :

Responsibility towards Public :

- Members shall comply with all existing laws regulations and codes governing business procedures as established by Central or State Government or other jurisdiction in which the member has manufacturing or supply business.
- Members shall at all times consider the health, safety and welfare of the public, when supplying materials or services for any Interior project and shall make people aware whenever possible of the risks/ hazards, if existing in the use of their products, materials and services.
- Members shall not engage in any form of false or misleading advertising or promotional activities and shall not directly or indirectly provide misleading information about their products and services.
- Members shall not take any undue action intended to influence the judgement of a public official, professional for the purposes of any project.
- Members shall exercise discretion and dignity in their general business conduct and in the use of their name and I.I.I.D affiliation in promotional activities.
- Members shall provide all possible information and technical data about their products and services correctly in product literature and give true facts and figures about limitations and advantages.

Responsibility towards Clients / Customers :

- Member's contractual agreement with a client/customer shall clearly set forth the type and quality materials and services to be supplied, rates to be charged and delivery schedule and terms of business.
- Member shall not undertake to supply any materials and/or services unless they have satisfied themselves that the materials or services offered by them confirm to minimum quality and performance standards as specified or required by the client/customer, Members shall accept full responsibility for the quality of their materials supplied

by them and services and should any defects develop during the defects liability period the member shall endeavour to replace the same or suitably compensate the client if required or recommended by design professional.

- Members shall not offer any form of undisclosed compensation to any person or firm with whom the member deals in connection with the project.
- Members shall not divulge any confidential information about the client or the client's project without the express permission of the client/customer with an exception for those specifications or products over which the manufacturer retains proprietary/trade rights.
- Members shall be candid and truthful in all their business communications.
- Members shall act with fiscal responsibility in the best interests of their clients/customers and shall maintain sound business relationships with Interior Designers, and Interior Furnishing Contractors to ensure the best services possible to the client.
- Members shall endeavour to ensure that the agents or dealers appointed by them charge a fair and reasonable price from the customer.
- Members shall not withhold or suppress stocks of goods with a view to hoarding and profiteering.
- Members shall maintain accuracy in weights and measures of goods offered for sale or supplied.

Responsibility towards other Trade Members :

- Members shall not initiate or participate in any discussion or activity which might result in an unjust injury to another Trade member's reputation or business relationships directly or indirectly.
- Members shall not attempt, directly or indirectly to supplant another member by means of unfair inducements. Members shall not knowingly entertain any business propositions upon which another member has been involved without notifying the other member and upon being personally satisfied that the client/customer has severed contractual relationships with the said member.
- Members may when requested and it does not present a conflict of interest, render a second opinion to a client/customer or serve an expert witness in a judicial or arbitration proceeding on obtaining consent in advance from the affected parties.
- Members shall not endorse the application for I.I.I.D membership of individuals or firm known to be unqualified with respect to their reputation, business dealings and moral character.

Responsibility towards Interior Designers :

- Members shall not offer unfair inducements to an Interior Designer or his employees to secure business or any favours directly or indirectly.
- Members shall provide correct information and technical data and facts and figures to the Interior Designer about their materials its properties and warranty if any and services and method of application and use.
- Members shall act with fairness and integrity when dealing with an Interior Designer. They shall endeavour to see that the supplies made are of required quality and standard, at fair price and as per agreed delivery schedule and terms of contract, in a spirit of fair business practice.

Responsibility towards the Trade :

- Members shall maintain standards of business and personal conduct that will reflect in a responsible manner on the Institute, Industry and the Trade.
- Members shall seek to continually upgrade their products and services.
- Members shall endeavour to contribute to the up gradation of the Interior Furnishing Industry and trade through dissemination of information and positive and active support to the Institute of Indian Interior Designers to enhance the status of the Institute and the Trade individually and collectively.

Code of Conduct for Trade Members

(Interior Furnishing Contractors) :

Responsibility towards Public :

- Members shall comply with all existing laws regulations and codes governing business procedures as established by Central or State Government or other jurisdiction in which the members conduct business activities.
- Members shall at all times consider the health, safety and welfare of the public when executing or handling any Interior Furnishing jobs and shall make people aware whenever possible of the risks/hazards, if existing.
- Members shall not engage in any form of false or misleading advertising or promotional activities and shall not directly or indirectly provide misleading information about their capacity, capability experience, expertise and resources.

- Members shall not take any undue action intended to influence the judgement of a public official, professional for the purpose of any project.
- Members shall exercise discretion and dignity in their general business conduct and in the use of their name and I.I.D affiliation in promotional activities.

Responsibility towards Clients / Customers :

- Members contractual agreement with a client shall clearly set forth the scope and nature of work involved, type and quality and of materials to be used, services to be performed, contract rates, completion schedule, terms of payment and any terms governing any disputes concerning the contract.
- Members shall not undertake to execute an Interior Furnishing job unless they have satisfied themselves that the materials and services which they are using therein conform to minimum and maximum quality and performance standards as specified in the contract or as required by the client. A member shall accept full responsibility for the quality of materials, services and workmanship and should any defects develop, during the defects liability period the member shall endeavour to rectify the defects or suitably compensate the client.
- Members shall not offer any form of undisclosed compensation to any person or firm with whom the member deals in connection with the project.
- Members shall not divulge any confidential information about the client or the client's project or utilise photographs or specifications of the project without the express permission of the client, and the interior designer, with an exception for those specifications or products over which the member retains proprietary/trade rights.
- Members shall be candid and truthful in all their business communications.
- Members shall act with fiscal responsibility in the best interests of their clients and shall maintain sound business relationships with Manufacturers and Interior Designers to ensure the best services possible to the clients.

- Members shall charge only fair and reasonable price from their clients.

Responsibility towards other Trade Members :

- Members shall not initiate or participate in any discussion or activity which might result in an unjust injury to another Trade member's reputation or business relationships directly or indirectly.
- Members shall not attempt, directly or indirectly to supplant another member, by means of unfair inducements, Members shall not knowingly entertain any business propositions upon which another member has been involved without notifying the other member and upon being personally satisfied that the client/customer has severed contractual relationships with the said member.
- Members may when requested and it does not present a conflict of interest, render a second opinion to a client/customer or serve as expert witness in a judicial or arbitration proceeding on obtaining consent in advance from the affected parties.
- Members shall not endorse the application for I.I.I.D membership of individuals or firm known to be unqualified with respect to their reputation business dealings and moral character.

Responsibility towards Interior Designers :

- Members shall not offer unfair inducements to an Interior Designer or his employees to secure business or any favour directly or indirectly.
- Members shall provide correct information about their capacity capability, resources, experience and expertise to the Interior Designer.
- Members shall act with fairness and integrity when dealing with an Interior Designer. They shall endeavour to see that the supplies and services rendered are of required quality and standard, at fair price as per agreed delivery schedule and terms of contract, in a spirit of fair business practice.
- Members shall not offer their services under a Turnkey Contract to include Interior Design Constancy Services to any prospective client unless the member is a qualified Interior Designer or has on his staff or has employed the services of a qualified Interior Designer.

Responsibility towards the Vocation :

- Members shall maintain standards of business and personal conduct that will reflect in a responsible manner on the Institute, the Industry and Trade.
- Members shall seek to continually upgrade their products and services, technical knowledge and competency with respect to Interior Furnishing.
- Members shall endeavour to contribute to the up gradation of the Interior Furnishing Industry and trade through dissemination of information and positive and active support to the Indian Institute of Interior Designers to enhance the status of the Institute, Industry and Trade individually and collectively.

Member :



Asia Pacific Space Designers Alliance

IIID Mission Statement

“ To consolidate and expand the contribution of the Interior Design Profession towards improving quality of life in contemporary and future societies by the sharing of knowledge, experience and understanding of responsibilities”

IIID Executive Committee (2015-17)

President	Pratap Jadhav, Pune
Im. Past President	Nitin Saolapurkar, Bangalore
VP (Associate)	Sarosh Wadia, Surat
VP (Trade)	Sameer Joshi, Mumbai
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Jt. Hon. Secretary	Rajeev Sathe, Mumbai
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Member	Hitesh H. Modi, Vadodara
Member	Jignesh I. Modi, Surat
Member	Pooja Pathak, Nagpur
Member	Shantanu Chaudhari, Hyderabad
Member	Naresh Pachisia, Mumbai

Chapter / Centre Chairpersons (2014-17) & local addresses

CENTRAL : MAHARASHTRA

Ahmednagar Centre : MR. AMOL SURYAKANT KHOLE ASK Dreams Interiors, Flat.No.05, Pandurang Complex,Lal Taki, Opp.Gurukul, Ahmednagar 414001 Mob. : +919271712393	Kolhapur Chapter : MR. NAVIN LAD Flat No.306, Grand Uno Apts, Opp. Vivekanand College, Tarabhai Park, Kolhapur 416003, Mob. : +919422412928	Mumbai Chapter : MR. KETAN VAIDYA 203/B, Raj Kamal CHS, 4 Paranjpe Scheme B, Subhash Road, Vile Parle (E), Mumbai 400057 Mob. : +919867336930	Nagpur Chapter : MR. TRILOK THAKRE M-4A, Premium Plaza, Mata Mandir Road, DharamPeth, Nagpur 440010 Mob. : +919373102334
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