UNIVERSAL DESIGN INDIA PRINCIPLES ©

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1. The UDI principles are stand alone universal design ideologies that focus in Indianness and inclusivity as they relate to age, gender, disability, caste, class, religion, poverty and urban/rural background.

2. UDI principles neither make any connection nor build on the 7 Universal Design Principles. They recognize the overarching importance of 7 Principles in the field of universal design.

	Principles	Description	Guidelines
1	Equitable/ Saman	The design is fair and non-discriminating to diverse users in Indian context	• Avoid prejudices against people of all ages, gender, disability, sizes, caste, class and religion. • Consider different capabilities of users and build in many levels of engagement. • Provide choices in access and use through flexibility and customization. • Allow personalization through inclusion of adjustable and adaptable options. • Provide equality in challenge, opportunity and energy requirement.
2	Usable/ Sahaj	The design is operable by all users in Indian context	• Provide independence, comfort, safety and support during use. • Facilitate access, operation and convenience by diverse users. • Include adaptations for those experiencing difficulty in use. • Provide clarity in use, operation and maintenance to minimize instruction and avoid confusion and error. • Adopt simple means to overcome complex operation. • Follow cultural norms to address user expectations. • Offer multi-sensory feedback to point in the right direction. • Build in intuitive operation and innate understanding of problem. • Allow easy adaptation to facilitate use by people with diverse abilities. • Prevent costly mistakes and untended consequence from misuse.
3	Cultural / Sanskritik	The design respects the cultural past and the changing present assist all users in Indian context	• Maintain social and traditional qualities in design. • Include Indian idioms to make historic and social connection. • Present in many languages for inclusive comprehension. • For all castes and society levels. • Respond to local context and conditions. • Employ appropriate technology to match user expectations.
4	Economic/ Sasta	The design respects affordability and cost considerations for diverse users in Indian context	• Ensure affordability, durability and maintainability. • Use local materials for energy savings and cost effectiveness. • Focus on low unit cost through wide distribution. • Adopt modular approach to offer choice in features and price range.
5	Aesthetics/ Sundar	The design employs aesthetic to promote social integration among users in Indian context	• Employ aesthetic to enhance universal appeal and use. • Allow personalizing aesthetics through flexibility, adaptability and modularity of colour, form, texture and interaction. • Employ appearance to inform use and safety. • Bridge wide range of meaning and comprehension gaps.