



**Don Norman**  
Design Award

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## **FOR IMMEDIATE RELEASE**

### **Don Norman Design Award Recognizes Palliative Care for Remote Tribal Communities Project in India for Excellence in Humanity-Centered Design**

SAN DIEGO, CA – September 11, 2024 -- Don Norman Design Award (DNDA), a non-profit organization that promotes and supports the practice and education of humanity-centered design (HCD+), today announced that it will award its highest award of Excellence to the Karuna Evam Shanti Vahini Foundation for its Palliative Care for Remote Tribal Communities Project in India.

The project focuses on those who live on the margins: chronically ill patients and their family members from the tribal (Bhil) communities living in a remote part of Maharashtra, India who have limited access to healthcare. The initiative is designed to demonstrate that community-led service delivery for chronically ill patients who face barriers in accessing healthcare can provide both quality care and long-term sustainability.

The DNDA awards program and non-profit were inspired by the work of Don Norman, design pioneer, educator, and champion of humanity-centered design. Norman's legacy spans more than 50 years of academic teaching and corporate leadership. He is the author of 21 books, including the world-famous reference book "The Design of Everyday Things" and the latest "Design for a Better World: Meaningful, Sustainable, Humanity Centered."

"The Palliative Care for Remote Tribal Communities Project exemplifies the vision of DNDA – a world where design embraces the well-being of humanity and encompasses diverse cultures, the environment, and all living beings," said Don Norman. "I applaud the Karuna Evam Shanti Vahini Foundation and their life-changing work. I extend my

heartfelt thanks to the international panel of jurors who gave their valuable time to evaluate the submissions and select the award recipients.”

“For us, this award, a tribute to the legacy of Keshav Desiraju, recognizes that community-centered interventions anchored in our shared humanity do work, that indeed they’re a sustainable way forward in our journey towards health equity and justice,” said Sonalini Mirchandani, Director, Karuna Evam Shanti Vahini Foundation.

“We are extremely pleased with the caliber of the projects submitted and the widespread interest in the award program’s inaugural year,” said Anil Kripalani, CEO of the Don Norman Design Award. “In less than two months, we received nearly 100 submissions from early career practitioners in 26 countries and many educational organizations and worked on a compressed timeline to complete judging in August. We look forward to recognizing the DNDA 2024 Laureates in person at our upcoming summit.”

The Award of Excellence celebrates groups whose projects address at least one of the United Nations Sustainable Development Goals, follow the spirit of humanity-centered design and provide evidence of great potential to make a substantial difference to the lives of the community for which it is intended. Award of Excellence recipients will receive an iconic trophy and a monetary prize.

Early career practitioners of HCD+ design, innovators and entrepreneurs globally were invited to apply. The full list of DNDA 2024 Laureates is available [here](#).

Award recipients will be honored at the DNDA 2024 Summit, November 14-15, 2024 in San Diego, CA, where ideas, innovations, and inspirations converge in humanity-centered design. For more information on the DNDA 2024 Summit, please visit [dnda.design](https://dnda.design).