

39
CONVOCATION
दीक्षांत समारोह

A decorative graphic consisting of several plus signs (+) arranged in a cluster. The numbers 2, 0, 1, and 9 are interspersed among the plus signs, forming the year 2019.

Director's

Welcome address & Review
39th Annual Convocation of
National Institute of Design

Friday, January 11, 2019



राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

NID mentored the newly set up **National Institutes of Design at Kurukshetra and Vijayawada** with our faculty and staff continuously contributing to design education. The same is being done for **NID Bhopal and NID Jorhat**.

During this year, various activities of the **INDIA DESIGN COUNCIL** were coordinated by NID Ahmedabad for design promotion and benchmarking design education in the country.

Dear friends, today's convocation ceremony also includes the **Graduate Show** that displays the innovative and creative works of this year's graduates. I invite each one of you to view this show.

As we celebrate this joyous occasion, we also deeply mourn the passing away of renowned designers, **SHRI SUDARSHAN DHEER** and **SHRI V.M. PARMAR**. NID acknowledges their contributions with reverence and respect.

Dear graduating students, this was a very productive academic year and each one of you has been mentored exceptionally by NID's distinguished faculty members.

You are on the threshold of your careers as designers and this institute has equipped you well enough to shoulder responsibilities and challenges that will come your way. You must be well-acquainted with the potential of design - it can empower - it can transform. The unique value system that NID has inculcated in you will certainly have transformed you into empathetic individuals. You are sensitive to the concerns of the people and society that you will be called upon to serve. I am confident that you will be torchbearers of ethical and responsible design.

Change in our society and environment has accelerated unprecedentedly. Design education has equipped you to deal with this change by adopting a value-centric approach. This institute has nurtured you as creative leaders for tomorrow who should participate in the socio-economic development of India, while inspiring many others to collaborate in meaningful ways.

I wish you all the best for the future. May God bless you all.

The **NID Bengaluru Campus** is headed by **Dr. BIBHUDUTTA BARAL**. Key events in the campus were:

- An India-UK Design Education Workshop called “**Future of Design Education**” was organized on 09th & 10th March, 2018.
- An abstract on ‘**Indian Bamboo Furniture Making**’ by **SHRI C.S. SUSANTH** was selected for BARC – China, Global Bamboo International Summit.
- ENSAD Paris had organized a seminar cum exhibition of bamboo products. NID’s Centre for Bamboo Initiatives had exhibited its products at this event.
- NID has also set up a design incubation centre at Bengaluru under the leadership of **SHRI V. RAVISHANKAR**.

NID Gandhinagar Campus is headed by **Ms. KRISHNA PATEL**. The students and faculty here participated in several forums for design promotion and design innovation initiatives during the year.

- The Innovation Centre for Natural Fibre is doing commendable work. **SHRI P.B. JHALA**’s paper: “**Design Driven Innovations in Jute Diversified Products for Value Addition and Better Market**” received the Best Paper Award in the National Seminar on Market Driven Innovations in Natural Fibres held at Kolkata.
- Jute Diversified Products were presented to **SHRI SURESH PRABHU, Hon’ble Minister of Commerce and Industry and Civil Aviation, Govt. of India**, in an exhibition organized during his visit to the Gandhinagar Campus on March 11, 2018.
- **ATIRA and NID** have developed a **Nanofiber and Silver-based Filter Face Mask**, which was launched for Ahmedabad Traffic Police by Commissioner of Police **SHRI A.K. SINGH** on May 14, 2018.



Shri Vijai Singh Katiyar

*Officiating Director
National Institute of Design*

Director’s Welcome address & Review 39th Annual Convocation of National Institute of Design

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Good evening. It is indeed an honour and privilege to address this august gathering on the occasion of the 39th convocation at the National Institute of Design. We have all assembled here to witness the convocation ceremony of our young graduates for whom, this is a moment of triumph and celebration.

On behalf of the NID community, I take this opportunity to extend our hearty welcome to the Chief Guest for this evening, **PROF. RAHUL MEHROTRA**, renowned architect and Chair of the Department of Urban Planning & Design at the Harvard University Graduate School of Design. We are deeply honoured to have you with us today. Thank you for accepting our invitation and gracing this ceremony.

We have gathered here to celebrate a truly remarkable moment in the lives of our students. I would now like to extend a warm welcome to **Dr. NAUSHAD FORBES—Chairperson, NID Governing Council**. I would also like to welcome **esteemed members of the Governing Council**, members of the Senate, graduating students and their parents, distinguished guests, and friends from the media.

I take this opportunity to convey my appreciation and acknowledge the commendable work done by **former Director NID Shri Pradyumna Vyas**, who led our institute for two terms and helped NID explore

newer vistas in design and design education. Significant progress was made during his tenure as Director which is evident from the establishment of the four new NIDs and NID being awarded the acclaimed status of 'Institute of National Importance'.

Thank you, Shri Vyas.

Today NID offers **8** undergraduate and **19** postgraduate programmes and a doctoral programme in design.

NID contributed its insights on **Opportunities for Design Education in the Services Sector** during the national launch of **12 Champion Services Sectors** on 15th May 2018 at Mumbai. This event was organized by the Ministry of Commerce & Industry, Government of India, the Government of Maharashtra, and the Confederation of Indian Industries. It was inaugurated by **SHRI RAM NATH KOVIND**, Hon'ble President of India in the presence of **SHRI C. VIDYASAGAR RAO**, Hon'ble Governor of Maharashtra, **SHRI SURESH PRABHU**, Hon'ble Minister of Commerce & Industry and Civil Aviation, and **SHRI DEVENDRA FADNAVIS**, Hon'ble Chief Minister of Maharashtra.

- On 13th July 2018, **SHRI RAM NATH KOVIND**, Hon'ble President of India, invited the heads of institutions of higher learning to discuss the new initiatives taken by them. **NID** made a presentation on the vision, opportunities and challenges for design and design education in the context of national development and global competitiveness.
- Last year NID constituted the '**Shanta Keshavan and N. Keshavan Prizes**' with an endowment grant of Rs. 50 lakhs from Ms Sujata Keshvan, an alumna of the institute and present Governing Council member. We have completed the selection process and the selected students from the Faculty of Industrial Design, Faculty of Communication Design and from the Faculty of Textile Design will be awarded this evening.

From across NID's undergraduate and postgraduate disciplines, **371** students will be graduating today. They carry with them NID's hallmark

Partner and has also started a project to revive the crafts in the state. This initiative is headed by **Ms. BINDOO RANJAN**.

- Outreach Programmes has initiated the next phase of the **USTTAD Project** through the Ministry of Minority Affairs, Govt. of India. The third and final **Design Development Workshop in Papier Mache** for Kashmiri artisans was organized at NID Ahmedabad Campus from 20th December to 4th January 2019. The workshop was headed by **Ms. TANISHKA KACHRU**.
- Design and Skill Development Training Workshop in Stone for the Stone Artisan Park Training Institute is headed by **SHRI P. RAMAKRISHNA RAO**.
- A series of Design and Skill Upgradation Training Workshops were undertaken for Industrial Extension Cottage, Government of Gujarat. **SHRI PRAVINSINH SOLANKI**, **SHRI Y.N. VIVEKANANDA**, **Ms. AARTI SRIVASTAVA**, and **Ms. SONAL CHAUHAN** are leading various initiatives under this project.
- **The project on Developing a New Range of Bamboo Furniture and Accessory Product** for OOST Ventures Private Limited, Bengaluru is being headed by **SHRI C.S. SUSANTH**.

The **Design Clinic Scheme for MSMEs at NID** is an initiative of the Ministry of Micro, Small and Medium Scale enterprises and is currently headed by **SHRI JITENDRA SINGH RAJPUT**.

The Scheme has covering more than **500 MSME clusters** has completed more than **300 Professional Design Projects**.

The **Placements Cell** is headed by **Ms. SUJITHA NAIR**, **SHRI S. GURUPRASAD** and **Ms. NIJOO DUBEY**. **Industry Interface 2018** focused on full-time recruitment and graduation projects. More than **400** students availed opportunities from more than **100** companies this year.

Some projects completed this year include:

- Logo Design for Forum for Regulators and Design of Visual Identity for Office of the Commissioner of Geology & Mining, Govt. of Gujarat by **Dr. TRIDHA GAJJAR**.
- Logo Design for Logistics India for Department of Commerce, Ministry of Commerce & Industry, Government of India by **SHRI AMIT SINHA & SHRI TARUN DEEP GIRDHER**.
- Designing Vehicle Markings for CGM Vehicles for Office of the Commissioner of Geology & Mining, Government of Gujarat, by **SHRI MOHAMMED NAIM SHAIKH**.
- User Interface Design of Digital Evaluation Solution for Tablet for TCS, Mumbai headed by **SHRI BHAUMIK NAGAR**.
- Design of GUI system in Car Dashboard for Hyundai Motors, by **Ms. MAMATA RAO** and
- Jewellery Trend Research for India for The Gem and Jewellery Export Promotion Council, Mumbai by **Ms. SHIMUL MEHTA VYAS**.

The **Industry & Online Programmes** is headed by **Ms. NEELIMA HASIJA**. It conducts regular design sensitisation and awareness workshops, seminars, and activities to provide competitive advantage through design. This year, **24** workshops were conducted and **800** participants from industry and other sectors benefitted from the same.

The **Online Design Education** initiative has also been gaining good momentum.

NID's **Outreach Programmes**, headed by **Ms SHIMUL MEHTA VYAS**, brings the institute's knowledge and experience to the social development sector.

- NID has signed an **MoA** with the **Mission for Economic Empowerment of Traditional Artisans & Craftsmen, Manipur** to be a Knowledge

values and ethos. Their aspiration, discipline, and determination towards pursuing their academic endeavours in the professional education programmes have certainly made them worthy of the laurels they will be receiving today.

Congratulations, to each one of you!

This was a very memorable academic year as many students and colleagues accomplished newer goals and recognition in the world of design. Two of our senior colleagues from NID, **SHRI V. RAVISHANKAR** and **SHRI SEKHAR MUKHERJEE** have been appointed as **Directors of NID Jorhat** and **NID Vijayawada** respectively, by the Government of India. Our heartiest congratulations to both of them. We wish them the very best for their future endeavours.

The institute took up major initiatives this year. The **Professional Education Programmes** at NID is headed by **SHRI SHASHANK MEHTA**. He seeks to make design education more contextual and meaningful to the contemporary world. Along with his team of distinguished faculty members, he endeavours to set new standards in design education at NID and reinforce NID's leadership status in design education on a global platform. In recent times, the institute has initiated **VISION 2025**, a rigorous exercise to re-calibrate its roadmap and activities in the global-local context.

The need for quality design education has been growing in the country as is evident in the increasing number of aspirants wanting to study at NID. The admissions process at NID is a **three-phased** one and several faculty and staff members dedicatedly support it. The **Admissions Cell** is headed by **SHRI BHAUMIK NAGAR**. The first phase of admissions comprising the **Written Test** was held on 6th January 2019.

NID's contributions have been getting widespread global acclaim. Several dignitaries visited the campus this year and engaged with the NID community. They appreciated various initiatives flagged off by the institute.

- NID added to newer infrastructural facilities that will benefit the academic community. **Hon'ble Minister of Commerce & Industry and Civil Aviation, Government of India, SHRI SURESH PRABHU**, inaugurated the Design Gallery, Presentation Hall and Auditorium at the NID Gandhinagar Campus on 11th March 2018.
- The institute has been working with the MSME sector since the last several years and has numerous successful projects to its credit. A presentation was made before **SHRI GIRIRAJ SINGH, Hon'ble Minister of State, (Independent Charge) for Micro, Small and Medium Enterprises, Govt. of India**, who visited the NID Ahmedabad Campus on 26th June 2018.

NID has been actively engaging with international partner institutions in the fields of research, knowledge exchange, and collaborative development initiatives.

The **International Programmes** at NID is headed by **SHRI PRAVEEN NAHAR**. As part of international collaborations, **7** new agreements were signed.

This year, more than **15** faculty members and **83** students from NID travelled to various institutes overseas for academic and other activities. We have already hosted **29** students thus far from our partner institutes through the exchange programme during this academic year.

Several faculty from partner institutions contributed to NID for education, workshops and conferences. Some noteworthy collaborative events organised by NID are:

- The International Open Electives wherein design academics and students from across universities converged at NID for creative collaboration. **"Heritage: Tangible and Intangible"** was the theme for the Open Elective.
- **The "UNG SVENSK FORM 2018"**, a Swedish travelling design exhibition, presenting the latest trends in young Swedish design was organised at the institute.

- Under the leadership of **SHRI ARUN GUPTA**, the 4th edition of **"Alpavirama: Short and Documentary Film Festival"** was held at NID from 23rd to 27th October 2018. The focus of the festival was on **'Asia through the Asian Eye'** and entries were received from 86 countries from across the region.
- NID has developed a unique pedagogy for its practice-based PhD Programme. It has also integrated a design research symposium as part of its curriculum. Under the leadership of **Dr. SHILPA DAS**, the second edition of the **International Design Research Symposium** called **'INSIGHT 2018'** was held at NID's Ahmedabad Campus on 1st & 2nd November, 2018. This was a significant symposium on the subject with 100 final papers being submitted and presented.

Research & Publications department actively promotes many initiatives.

- Last year, ATIRA and NID signed a MoU for collaborative research through the **Materials & Product Innovation Centre**, which was inaugurated on June 04, 2018 by **Smt. SMRITI ZUBIN IRANI, Hon'ble Minister of Textiles, Govt. of India**.
- **NID PUBLICATIONS** is headed by **Ms. TANISHKA KACHRU**. **'NID Press'** is the imprint of the Research & Publications department. It has brought out 4 new publications this year:
 - ▶ MAGAZINE 12 - (ISSUE 5) EDITED BY RISHI SINGHAL
 - ▶ INSIGHT 2015 - EDITED BY NIJOO DUBEY & V. RAVISHANKAR
 - ▶ DESIGN AT THE DOORSTEP - BY SHASHANK MEHTA and
 - ▶ ROOPANKAN - ISSUE 5

NID's **Integrated Design Services (IDS)** department is headed by **Dr. SUBIR DAS**. This department undertakes design projects for the public and private sectors. It plays a key role in the promotion of design and contributes to the growth of diverse sectors of economy.