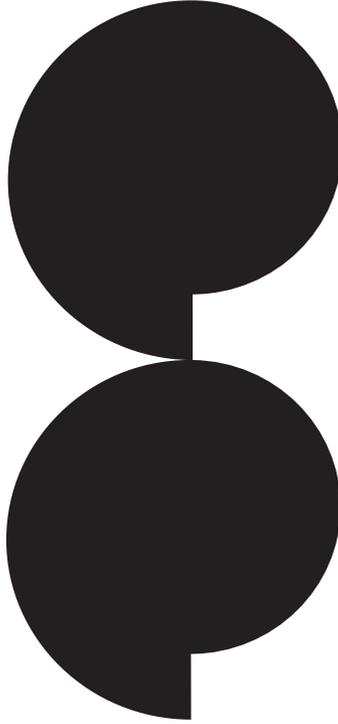


38TH CONVOCATION



Director's

Welcome Address & Review

Wednesday,
10th January 2018



राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN



Shri Pradyumna Vyas

Director

National Institute of Design

Director's Welcome address & Review 38th Annual Convocation of National Institute of Design

Wednesday, 10th January 2018

Good evening everybody. I welcome you all to the **38th Convocation** at the National Institute of Design.

Today, we are privileged to have with us the **former President of India, Shri Pranab Mukherjee**, as our distinguished Chief Guest this evening. Many of us may remember that Shri Mukherjee, as the then President of India, had given the **final assent to the NID Act 2014** declaring NID as an **Institute of National Importance**. Our most sincere thanks to you Sir, for having faith in the institute, in its activities, and in design education in general, especially since NID is the first design institute in the country to get this esteemed recognition.

Thank you also for accepting our invitation and gracing this ceremony.

I would like to extend a warm welcome to **Dr. Naushad Forbes—Chairperson, NID Governing Council**, esteemed members of the Governing Council, members of the Senate, faculty colleagues, this year's graduates, their parents, distinguished guests, friends from the media, students of NID, and the staff members present here.

From across various disciplines, **327** students receive their degrees/diplomas today in recognition of their dedication and academic endeavours.

Today's convocation ceremony is a milestone achievement in the lives of all you graduates. Experiences and opportunities will come your way and each of these will help your flower as an individual and shape your lives.

This year's **Convocation Theme** has **Open Quotes** as its symbolic identity. **Open Quotes** are a metaphor for the unique educational practices at the National

Institute of Design. NID believes in practicing human-centric and process-driven education and in doing so it not only celebrates but also actively encourages conversations, dialogues, and debates.

This was a very memorable academic year. The institute took up major initiatives in various areas. The **Professional Education Programmes** at NID is headed by **Shri Shashank Mehta**, who seeks to make design education more contextual to contemporary concerns.

- The **1st North East Investors' Summit on Textiles** was held in Shillong on 29th & 30th January 2017 in presence of **Smt. Smriti Irani**, Hon'ble Union Minister of Textiles; **Shri Kiren Rijiju**, Hon'ble Minister of State for Home Affairs; **Shri Ajay Tamta**, Hon'ble Minister of State for Textiles; **Dr. Jitendra Singh**, Minister of State for Development of North Eastern Region (DONER) & Chairman, North Eastern Council (NEC); **Shri Vincent Pala**, Member of Parliament, Shillong; Chief Secretary, Govt. of Meghalaya and other dignitaries.

NID signed an MoU with Ministry of Textiles for the collaboration in the area of Development of Handloom & Handicrafts sector of North Eastern Region.

- NID's Hindi Magazine '**Roopankan**' (3rd edition) was released by **Smt. Nirmala Sitharaman**, former Minister of State for Commerce and Industry (Independent Charge), Government of India, in presence of **Shri Ramesh Abhishek**, Secretary (DIPP), Ministry of Commerce and Industry, Government of India; **Shri Rajiv Aggarwal**, Joint Secretary (DIPP), Department of Industrial Policy & Promotion, Ministry of Commerce and Industry, Government of India, and other dignitaries.

- The Ministry of Commerce & Industry, Government of India had invited NID to take part in the **Design Exhibition in India Pavilion** at the 59th International Engineering Fair 2017 (MSV) held at Brno, the second largest city and major industrial hub of Czech Republic. India represented as the partner country of the exhibition and the India Pavilion was inaugurated by **Shri C.R. Choudhary**, Hon'ble Minister of State, Ministry of Commerce and Industry, Government of India. Among the eminent dignitaries visiting the exhibition were **Shri Raghubar Das**, Hon'ble Chief Minister of Jharkhand; **Shri R. V. Deshpande**, Minister of Large & Medium Scale Industries, Infrastructure Development, Karnataka State, and **Shri Krishan Kumar**, Ambassador of India to Czech Republic. They spent a considerable time at NID exhibition stall and appreciated the work done by the Institution, along with delegates from different countries.

- NID was actively involved in the design and execution of a special gift

inspired by Gujarat's traditional Sadeli craft. A marquetry crafted rosewood wooden box with geometric patterns was created by highly skilled Sadeli craftsmen from Surat, under the guidance of team from NID led by Ms Shimul Mehta Vyas, Shri Naim Shaikh. They were ably assisted by her colleagues from the workshop. And we are happy to inform that **Hon'ble Prime Minister of India Shri Narendra Modi** presented this gift to **Ms. Ivanka Trump**, the advisor to the President of the United States.

- The **17th CII-NID India Design Summit titled 'The New Narrative'** was held in December 2017 at Hyderabad. This summit which was inaugurated by **Shri K T Rama Rao**, Minister of Industries, MA&UD, IT&C, Mines & Geology, Public Enterprises and NRI Affairs, Government of Telangana, has become a platform to create an enduring partnership between design and organizations leading to innovation and increased economic competitiveness. On this occasion CII-NID Design Excellence Award, to acknowledge and celebrate Indian Design and Innovation were given.
- **Ahmedabad Textile Industry's Research Association (ATIRA) and National Institute of Design (NID)**, Ahmedabad signed a Memorandum of Understanding to add synergy in their respective arena to share the knowledge and infrastructure facility between the institutes for the research, development & students activities in the form of Materials & Product Innovation Centre (MAPIC). This partnership will uncover various path-breaking sustainable materials for new upcoming application with the focus on national initiative such as '**Make in India**' and experts from both institutions would strive for excellence to bring about cost effective, efficient, easy to use products for mass usage.
- I am also extremely happy to announce that **Ms. Sujata Keshavan**, alumnus of the institute and sitting Governing Council member of NID has endowed a sum of Rs. 50 lakhs to NID towards setting up of three '**Shanta Keshavan and N. Keshavan Prizes**'. These prizes are to be given annually during the Convocation ceremony, to best graduation projects, which demonstrate an outstanding degree of ideation, innovation and execution, to one B.Des. student each from the Faculty of Industrial Design, from the Faculty of Communication Design and, from the Faculty of Textile Design. Each selected student will receive a sum of **Rs. One lakh**. This year's awardees will be announced later this evening. We thank Ms. Sujata for this kind gesture.
- The Admissions Cell is headed by **Shri Bhaumik Nagar**. Application forms for admissions to **Bachelor of Design (B.Des.)** and **Master of Design (M.Des.)** at Ahmedabad, Bengaluru, and Gandhinagar campuses as well as **Graduate Diploma Programme in Design (GDPD)** at NID Vijayawada and

NID Kurukshetra were received through a fully online system including payment of application fees. There has been an increase of more than 7% in the no. of applications this year. The Design Aptitude Test (Prelims) was conducted on 7th January 2018 in 38 test centres in 23 cities across India.

In March 2017, we lost one of the founding visionaries of NID, **Prof. H Kumar Vyas**. A Misha Black Medal awardee and Honorary Research Fellow at NID, he was instrumental in establishing the Faculty of Industrial Design at NID and continued to contribute to NID's philosophy of Design Education particularly and Design Education advancement and its dissemination throughout India in general.

In July, we lost **Prof. Yash Pal**, scientist and educationist, who was also the Chairperson of the NID Governing Council from July 1984 to June 1990. Unfortunately, we also lost two of our colleagues, **Shri Himanshu Mistry** and **Shri Pravin Meghpara**.

We solemnly pray for their departed souls.

NID's contributions have been getting widespread global acclaim. Several noteworthy dignitaries of national and international stature visited the campus this year:

- A delegation from the Commonwealth Parliamentary Association, UK consisting of **Rt. Hon. the Lord Dholakia OBE DL; Ms. Eleanor Laing MP; Mr. Chris Leslie MP;** and **Mr. Ian Lucas MP** accompanied by **Mr. Geoff Wain**, Deputy High Commissioner, British Deputy High Commission, Ahmedabad.
- A delegation led by **Ms. Luisa Collina**, President, Cumulus and **Ms. Eija Salmi**, Secretary General, Cumulus.
- **H E Ms Melba Pria**, Ambassador of Mexico to India
- **Mr. Jan Campbell-Westlind**, Consul & Deputy Head of Mission, Consulate General of Sweden, Mumbai.
- **Prof. Dr. Gabriela Christen**, Dean, Lucerne University of Applied Sciences and Arts.
- **Dr. Martin Wälde**, Director, Goethe-Institut / Max Mueller Bhavan, Mumbai;

This year also our students and faculty won several awards and gained global recognition won by students in their respective areas of design innovation. This truly adds to our spirit of achievement.

- **Shri Pravinsinh Solanki**, Discipline Lead, Furniture and Interior Design received CII & NID Design Excellence Award 2017 on behalf of NID for Contemporary Bamboo Hangers Design from chief guest Shri K T Rama Rao, Minister of Industries, MA&UD, IT&C, Mines & Geology, public enterprises and NRI affairs, Govt. of Telangana. The CII-NID Design Excellence Awards strive to honour new paradigms of design in India, which answers the call of making Indian industry and manufacturing more competitive and innovative and present the emerging face of design in India and its newer manifestations.
- NID students won the **top three awards at the 11th SIAM Design & Styling Conclave**, Goa on 17th Feb. 2017. While, **Swapneel Desai** was the adjudged the winner, Freny Antony and Anand ES were the first and second runners-up respectively.
- **Parul Suthar** won the grand finale at Liva Protégé, Emerging Designer Award 2017 & received top honours for her designs.
- **Simoul Alva** was the **National Winner at World Skills India** in Graphic Design and Technology category announced in July. WorldSkills is a Skill Olympics that has 77 competing countries in 51 skills categories and is a global hub for skills excellence and development.
- As one of the Partners for the Advancement of Collaborative Engineering Education (PACE) institutions, NID has been actively participating in collaborative design projects, and our students have won many awards in previous years and this year **Mohammad Zijah** and **Aman Verma** won awards in several categories during the forum held in Mexico in July.
- Design of a juice extractor by **Kriti Goyal**, as part of student graduation project at Havells India Ltd has won the **Red Dot Award 2017** for Design Concepts.
- **Shreyas Dasharathé's** project documentary '**Bismaar Ghar**' won Best Film Award in the Students category at the **Woodpecker International Film Festival 2017**.
- NID bagged all the three awards in the Student's category at **EDIDA, Elle Decor International Design Awards**. **Harjot Singh** was awarded Student of the year award 2017 while **Radhika Sarraf** and **Karan Bhave** FID B.Des. 2014 were the first and second runners-up.
- **Paridhi Diwan's** smart textile garment 'Evince' was the only entry from India to be showcased at the Intersections Exhibition in London, in September

2017, organized by Loughborough University.

- Under the “**Earn While You Learn Scheme**”, students from across all disciplines have availed the opportunity of working on significant live projects taking place across departments here.

The **International Programmes Department** is headed by **Shri Praveen Nahar**. As part of international collaborations, **7** new collaborative agreements were signed:

- Hochschule für Gestaltung (HfG), **Offenbach, Germany**
- HKU University of the Arts, **Utrecht, Netherlands**
- Chiba University, **Chiba, Japan**
- École nationale des Arts visuels de La Cambre, **La Cambre, Belgium**
- University of Plymouth, **Plymouth, UK**
- CENTRO, **Mexico city, Mexico**
- Bath Spa University, **UK**

NID has been actively engaged in various initiatives and has also shared knowledge and resources with collaborative institutions. This year, several faculty members visited institutes overseas, **82** students from NID went on exchange programmes overseas, and **20** students from overseas institutes came to NID as exchange students. Several faculty from partner institutes came to NID as Visiting Faculty or as participants of International Open Electives or other workshops.

- **Shri Arun Gupta** visited the **Academy for International Communication of Chinese Culture** at Beijing Normal University, Beijing, China as a Faculty Supervisor for Looking China 2017 Youth Film Project.
- **Shri Jitendra Singh Rajput**, as part of the delegation from NID he participated in MSV Brno International Engineering Fair - 2017, Brno, the second largest city and major industrial hub of Czech Republic. NID was one of the exhibitors, invited by EEPIC India as India was the Partner country at MSV 2017.
- **Shri Jonak Das** visited China Central Academy of Fine Arts (CAFA) in Beijing to interact with their exhibition and spatial design faculty in their City Design School and explore any possibility of future academic collaboration within the framework of the MOU agreement between NID and CAFA.
- **Shri Mayank Loonker** visited the School of Theatre of the HKU University of the Arts Utrecht, the Netherlands within the framework of the MOU

agreement between NID and KHU.

- **Shri Mohd. Naim Shaikh** went to Glasgow School of Art (GSA), UK under international faculty exchange programme. Later as a part of the delegation from NID he participated in MSV Brno International Engineering Fair - 2017, Brno.
- **Shri Pradyumansinh B. Jhala** was a part of the delegation from NID that participated in the Good Design Exhibition 2017, in Japan and that visited the Tama Art University and discussed matters of mutual interest between NID and Tama Art University.
- **Shri Praveen Nahar** participated in Schmidt MacArthur 2017 Fellowship Summer School held at University of Liverpool in London. He also participated in a dissemination event during the London Design Festival at Central Saint Martins (CSM), University of Arts, London; participated and presented paper at a Symposium on "Relating Systems Thinking and Design" (RSD6) at AHO - Oslo School of Architecture and Design, Oslo, Norway and visited The Hochschule Hannover, University of Applied Sciences and Arts to hold a workshop and lecture at the Department of Design and Media.
- **Shri Sajith Gopinath** visited Oxford Brookes University, London to present a research work at 10th Biennial AAGE/ACYIG 2017 Conference, "Culture, Commitment and Care Across the Life Course".
- **Shri Sekhar Mukherjee** attended the 10th Children Film Society Festival as a Jury Member and a festival expert in Bangladesh.
- **Ms. Shimul Mehta Vyas** was a part of the delegation from NID that participated in the Good Design Exhibition 2017, in Japan and that visited the Tama Art University and discussed matters of mutual interest between NID and Tama Art University.
- **Ms. Sucharita Beniwal** visited The Hochschule Hannover, University of Applied Sciences and Arts to hold a workshop and lecture at the Department of Design and Media.
- **Ms. Tanishka Kachru** participated in the International Symposium "Between the Chairs" at Bauhaus Dessau, Germany as a Guest Critic and Expert.
- **Ms. Tridha Gajjar** along with her students visited University of Notre Dame (ND), USA to participate in a two week International Collaboration Programme between Notre Dame and the NID.

NID hosted prominent events with national and international partners to sensitise the participants from various professional, organizational, and institutional backgrounds to the contribution of design in translating innovative ideas into a market success.

- Works done by students as a part of the **International Open Electives 2017** on the theme of TIME MACHINE held at all the three campuses of NID i.e. Ahmedabad, Gandhinagar, Bengaluru. During the International Open Electives, as many of you are aware, NID invites faculty/design experts from India and abroad to International Open Elective, to offer a two-week multi-disciplinary series of workshops to its students.
- National Design Business Incubator (NDBI) at NID hosted a one day symposium on “**Design Driven Entrepreneurship**” along with the Embassy of the Kingdom of the Netherlands, New Delhi. NDBI as India’s only design incubator is working towards promoting value of design in creating multidisciplinary start-ups.
- Our world belongs to nature but a great deal of conflict is created by humans thanks to the unlimited waste. At NID, students looked into this problem and developed alternative furniture, outdoor furniture, toys, lighting, stimulating children and adults alike. Using scrap they innovative and aesthetically pleasing products. These works coordinated by Shri Pravinsinh Solanki were done under Swachh Bharat and Garvi Gujarat.
- As part of the Swachh Bharat Abhiyan, NID organised a 5 km cleanliness marathon in February on Sabarmati Riverfront road.
- During March 2017, 100 students of **National Institute of Design, Ahmedabad took an initiative to help the Forest Department, Govt. of Gujarat** to create awareness for preservation and conservation of Fauna and Flora in the state of Gujarat by making wall paintings on boundary wall of Government Science College, Gandhinagar to commemorate International Forestry Day to be celebrated on 21st March 2017.
- After the demonetisation a large volume of currency was collected by the government. To this quantity of paper to an environmentally sustainable use **NID in cooperation with Kusters Engineering - Netherlands** announced a National Student Competition ‘Value of Money’. The competition was launched by **Hon’ble Chief Minister of Gujarat, Shri Vijay Rupani**. Forty-nine design institutes from all over India participated and four prizes were awarded to the best ideas; **22** Best ideas were displayed and kept open to the public. These ideas from Young designers can create a new vision, new innovation, a huge business opportunity to generate economy and

employment. **Ms. Sayee Pathak** from NID received the first prize of one lakh rupees. **Shri Pravinsinh Solanki** led this project.

- A start-up fair with the main aim to make students aware of the start-up culture and get inspired by the success stories of entrepreneurs and also to interact with them was held in April. It was the only design fair of its kind for start-ups to showcase their venture and ideas to the students and in turn attract talent across different verticals of design.
- **AMATES- “Expressions of Art on Handmade Paper”** was exhibited from 9th May 2017 to 20 May 2017. It was inaugurated by Her Excellency Ms. Melba Pria, Ambassador of Mexico to India. Later **“CHIAPAS”**, Mexican Textiles Exhibition too was displayed at NID showcasing pieces woven by indigenous women from Southern Mexico. The exhibition was inaugurated by **Ms. Jessica Mancera**, Head of Culture, Embassy of Mexico to India.
- NID celebrated the **International Yoga Day** on 21st June 2017 by organising a session of yoga participated by the NID community.
- The **6th edition of Chitrakatha: International Student Animation Festival**, now considered a very important and serious design academic movement was organised in October. The theme of the festival was Afro-Asia. Collaborative animation, comics workshops conducted by experts from Switzerland, Belgium, Germany, Italy etc which brought latest work-how to our community. All women jury selected the winning entries from 600 odd student animation submitted from **32** nations. Various talk, panel, exhibition, projection/performing animation, screenings enthralled the audience. This festival since its inception in **2007** is been mentored and coordinated by **Shri Sekhar Mukherjee**.
- राजभाषा हिन्दी प्रचार-प्रसार को बढ़ाने के लिए प्रति वर्ष एनआईडी में हिन्दी उत्सव का आयोजन किया जाता है। इस वर्ष भी इस उत्सव का आयोजन सितम्बर एवं अक्टूबर महिने में किया गया। इस उत्सव के दौरान विभिन्न प्रतियोगिताओं जैसे हिन्दी कविता पठन, कविता लेखन, हिन्दी स्लोगन, हिन्दी कैलिग्राफी, टी-शर्ट डिजाइन, हिन्दी कॉमिक्स स्ट्रीप, स्टैंड-अप कॉमेडी, हिन्दी प्रश्नोत्तरी, हिन्दी नाटक, हिन्दी अंताक्षरी, गीत-गायन का आयोजन किया गया। इन प्रतियोगिताओं में संस्थान के छात्रों, कर्मचारियों एवं संकाय सदस्यों ने बढ-चढ कर हिस्सा लिया।
- At NID, research has always been central to the academic and professional design practices. The **Research & Publications** Department is headed by **Dr. Vikram Singh Parmar**.
- The **PhD Programme in Design** was successfully launched this year under the leadership of **Dr. Shilpa Das**. The first Admission process for the academic year 2017-18 was carried out between March and May 2017. **Seven** candidates have been shortlisted for this year’s programme. The **programme**

has commenced from January 2018.

- The **International Conference on Creativity and Cognition in Art and Design (ICCCD, 2017)** a joint NID-NIMHANS joint conference was held during January 2017, at NIMHANS Convention Centre, Bengaluru. National and international delegates attended the conference that was coordinated at NID by **Dr. Aneesha Sharma**.
- **Culture, Design & Cognition (CDC, 2017), NID-IGNCA Joint National Conference** was held in November 2017, at IGNCA RCB, Bangalore. National delegates from all over the country attended the conference that was coordinated at NID by **Dr. Aneesha Sharma**.
- **NID Publications** is headed by **Ms. Tanishka Kachru**. '**NID Press**' is the imprint of the Research & Publications department. It has brought out six new publications which are now available:
 - o *Simple Leather Products: A Step-by-Step Guide to Making Them* (By P. Rameshkumar)
 - o *Leading Lights on Design* (Third Edition)
 - o *Indian Crafts in a Globalizing World* (Edited by Shilpa Das, Neelima Hasija)
 - o *Design Evam Parivesh: Ek Parichay* (Translated by Dinesh Kumar Prasad)
 - o *Roopankan* (Issue 4)
 - o *Nakashima at NID* (Edited by Tanishka Kachru, Adira Thekkuveetil)

NID, through its **Integrated Design Services (IDS) Department**, headed by **Dr. Subir Das**, undertakes design projects for the public and private sectors and thereby, plays a key role in the development and promotion of design and contributes to the growth of diverse sectors of economy.

- Handholding for Development of Uttar Pradesh Institute of Design (UPID), Lucknow for Uttar Pradesh Institute of Design (UPID), Lucknow, the project was headed by **Shri Vijai Singh Katiyar**.
- Preparation of Feasibility Report for Setting Up Design Institute under Vedanta University for Anil Agarwal Foundation, Bhubaneswar; the project was headed by **Shri Shashank Mehta**.
- Design of Think Space for Tata Consultancy Limited., Chennai project headed by **Dr. Gayatri Menon**.
- Design of Thinking Curriculum for Tata Consultancy Services., Chennai project headed by **Shri Shashank Mehta**.

- Five days workshop on Ergonomics of Ship Building for the Design and Production Engineers for Garden Reach Shipbuilders & Engineers (GRSE), Kolkata; the project was headed by **Dr. Subir Das**.
- **Design of Visual Identity (Logo) for Certification Mark for Basmati Rice** for Agricultural and Processed Food Products Export Development Authority (APEDA), Delhi; the project was headed by **Shri Shakti Banerjee**.
- **Design of logo for Dial 100** for Additional Director General (ITECCS & Traffic), Uttar Pradesh Police, Lucknow; the project was headed by **Dr. Vikram Singh Parmar**.
- Design of Trophy/Award for Council for Leather Exports, Chennai; the project was headed by **Shri V. Ravishankar**.
- Design of Home Museum, Lalbhai Family, Ahmedabad for Sanjay Shrenikbhai HUF; the project was headed by **Ms. Tanishka Kachru**.
- **Shri Amit Sinha** along with **Shri Tarun Deep Girdher, Shri Nalin Kumar, and Ms. Sonal Chauhan** designed the Convocation Attire, Certificate & Grade Sheet with Folder as well as Memento for Chief Guest for Convocation ceremony of Development Management Institute (DMI), Patna.
- Jewellery Trend Book 2018 for Gem and Jewellery Export Promotion Council, Mumbai was launched in March at Mumbai by **Shri Piyush Goyal**, Hon'ble Minister for State (with Independent Charge) for Power, Coal, New and Renewable Energy and Mines. This project was headed by **Ms. Shimul Mehta Vyas**.

NID has set up the **Industry & Online Programmes department (I&OP)** as proactive strategic approach measure. This department is headed by **Ms. Neelima Hasija**. The approach aims to conduct regular design sensitisation and awareness workshops, seminars, and activities to provide competitive advantage through design. NID will share the vast knowledge and skills of various faculties with professionals, practitioners, teachers from various industries, organisations, and institutions; and welcomes all those who wish to be associated with design through new programmes.

- Till date **08** workshops and more than **158** participants from **15** institutes, **32** organizations and **15** self-employed have participated in the workshop and training programmes. These were anchored by various NID faculty members. These programmes are conducted either "in-house or outstation locations depends on the request of the specific clients. I&OP also conducted

11 summer workshops to create design awareness and sensitisation and was attended by a total of 217 participants.

- NID is well known for its innovative pedagogy and unique teaching methods. NID has now also adapted to asynchronous teaching trends to introduce an online design education programme to keep pace with the changing ways in the field of education in the digital and technologically enabled world in order to create learning opportunities for those who are otherwise unable to participate in full time training modules. As part of **NID's Online Design Education (NODE)** the department has received more than **1055** registrations for its course '**Design Fundamentals**'.

NID's **Outreach Programmes**, headed by **Dr. Subir Das** brings the institute's experience and training facilities to the service of those outside its regular education and client service activities. It works closely with the craft sector in the country. NID's Outreach programmes continue to work closely with the craft sector in the country.

- NID has undertaken a major Craft Design institution-building project for the Directorate of Handloom, Sericulture and Handicrafts, Govt. of Jharkhand with the objective to develop a unique pedagogy based on craft, design and entrepreneurship. The project is led by **Dr. Gayatri Menon**.
- As a Knowledge Partner under USTTAD - Upgrading the Skills and Training in Arts/Crafts for Development NID has actively initiated craft research and documentation and design development workshops in five craft clusters across India in the states of Jammu & Kashmir, Uttar Pradesh, Manipur and Kerala. Eleven workshops have been conducted by NID wherein new product ranges have been developed by NID teams.

NID continues to actively work in the domain of natural fibres. Through its Outreach Programmes, the Institute has undertaken following design intervention initiatives:

- Product Development and Diversification Workshop in Water Hyacinth Craft for 50 women weavers of Sivasagar district of Assam, for ONGC, New Delhi as a part of its Corporate Social Responsibility (Project Head: **Ms. Shimul Mehta Vyas**).
- Advance Design Development Training Workshop in Bamboo with Training of Trainers approach with Kerala State Bamboo (Project Head: **Shri C S Susanth**).
- Product & Skill Development Training Workshop in Bamboo for Tripura JICA

Project, Forest Department, Govt. of Tripura (Project Head: **Shri C S Susanth**).

- Empowering by Design - a Design Awareness Programme for North-eastern Handloom & Handicraft Sectors at Guwahati (Project Head: **Shri C S Susanth**).
- As part of the Screw pine weaving cluster project, NID organized the first Design Development Workshop both in Thalayolaparambu and Kodungalloor in Kerala.

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 achieved greater recognition in creating design awareness and sensitisation and it continues to facilitate several students' projects.

- With the successful implementation of the 1st phase of the Design Clinic Scheme, the office of DC MSME has entrusted NID with the implementation of the up scaled 2nd phase of the Scheme which envisages an outlay of Rs. 149 Crore.
- In the scaled up Scheme, the budget outlays have been revised to Rs. 5 lakh (75% reimbursable) for Design Clinic Workshops and financial assistance to Micro Units have been revised to 75% of Rs. 15 lacs for individual units and Rs. 25 lakh for group micro units. Financial assistance for small and medium units has been revised to 60% of Rs. 25 lakh for individual units and Rs. 40 lakh for group design projects. A major impact on design intervention to micro, small, and medium industries is expected through enhanced outlays for various activities and programmes.
- As part of the up scaled scheme, the department has successfully conducted **28** Design Awareness Seminars, **293** professional design project have been registered with the scheme by a varied group of MSMEs and professional designers, out of which **107** professional design projects have been approved, **32** projects stands successfully completed and **47** are in various stages.
- Young designers undergoing their final year of studies in design and allied Institutions across the country have continued to take the programme seriously and **04** student design projects have been approved so far for finding design solutions for MSMEs out of which **02** Student projects have been completed with interesting design solutions. Outcome of successful design solutions have been highlighted in booklet forms for both professional designers and student designers design intervention specific to

micro, small and medium enterprises. There has been increasing enthusiasm nationally from the MSMEs, Design Community and Design Institutions with **100** professional designers, **80** Design Profession firms, **17** Design Education Institutions, **370** design students, **200** MSME units, **14** MSME Associations and **05** Government Organizations registering with the same showing their interest in implementation of the Scheme. The department conducted **01** Orientation Programme.

- The Design Clinic Scheme continues to be a shot in the arm for the MSMEs who, with design awareness and sensitization, are now looking for more and more design intervention for their products and services. The Scheme stands out as a major tool for the benefit of Indian MSMEs in the years ahead, and afford greater opportunities to the young designers.

The **Railway Design Centre (RDC)**, **Intellectual Property Rights Cell (IPR Cell)**, and the **National Design Business Incubator (NDBI)** at NID are headed by **Dr. Vikram Singh Parmar**.

- Since 2015, RDC has finished two projects: (1) Climbing ladder for reaching the top (2) Colour scheme for the 200 kmph rake. Both the projects have been submitted to the Ministry of Railways. The tender for manufacturing the ladder design has been floated by Railway Coach Factory, Kapurthala. Presently, the RDC is working on the interior of the **Shatabdi** and **Rajdhani Express** in close collaboration with RDSO. The design for Shatabdi Express will be submitted shortly to RDSO, followed by the design for the interiors of the Rajdhani Express. The Colour scheme for **Uday Express** has been submitted to RDSO for Minister of Railways approval.
- NDBI has been successful in raising grant from Government of Gujarat. First, from the Gujarat Start-up policy, NDBI raised 1.2 crore to fund **seven start-ups**. Second, from the **Student start-up policy**, NDBI again raised 1.2 crore to promote innovation and entrepreneurship at an institute level. One of our existing venture "**Feel Good Innovation**" raised investment of 1 crore from High Net individual, and raised 9 lakh through crowd funding to build fego float- a seat for making two wheeler ride more comfortable.
- The **IPR Cell** at NID submitted **45** applications for design registrations; **20** applications have been granted design registration number and **25** are under examination. This year, for the first time, the Cell has published an **IPR Catalogue** showcasing a few selected registered designs made by NID students. The IPR Cell, will also be working on drafting a policy for commercialising these registered designs. Since last year, students' projects which have the potential to be patented have been assisted by the IPR Cell

to conduct prior-art search through a leading IP law firm.

The **Placements Cell** is headed by **Ms. Sujitha Nair** and **Ms. Nijoo Dubey** at the NID Ahmedabad and Bengaluru campuses. **Industry Interface 2017** focused on full time recruitment and graduation project (final semester internship). More than 100 companies for all the three days from various segments of the economy. The different sectors are FMCG, Automotive, Textile, Apparel, Games, IT sector, lifestyle, Education, Jewellery, Baggage, Electronics, advertising, TV & Entertainment, studios, Fashion houses, furniture, start-ups, etc. Significant increase of more than 50% in new companies visiting the campus was found this year. Some of the noteworthy companies that visited this year were Rolls-Royce India Private Ltd, Forbes Marshall Limited, Whirlpool of India Ltd, Samsung, IBM India Pvt Ltd, Disney India, Maruti Suzuki India Limited, Microsoft, Tata Consultancy Services Limited, Trident Group, Welspun India Ltd. The number of students appeared for placement week was around **400** for both placement and graduation projects from across 3 campuses. The offers received so far were **350+** and expecting to be higher.

The NID Bengaluru Campus is headed by **Dr. Bibhudutta Baral**. It seeks to harness the creative design spirit and sharpen NID's design acumen nurtured over the five decades of design education.

- A two-week design training workshop was organized at Agartala for the selected bamboo artisans. The workshop was supported by JICA Tripura and organized at Bamboo and Cane Development Institute at Agartala. The project was headed by **Shri C S Susanth**, Head, NID Bamboo Centre at NID Bengaluru Campus. About 50 Artisans participated in the workshop.
- A delegation from UK visited R&D Campus for design education workshop series on future of Design Education.
- French delegates under the leadership of **Mr. Francois Gautier**, Consul General of France, India visited NID Bengaluru Campus. The team explored long term academic and research interaction with the camp.
- **"Innovative Smart Handlooms"** a brainstorming session which aimed to bring a diverse group of stakeholders on a common platform to generate not only better, broader, more encompassing ideas but also come up with out of the box ideas to outline the framework for the operational guidelines for the proposed Centre for innovative smart handlooms.
- It was a great opportunity for us to showcase students work and promote **Digital Game Design** at NID Bengaluru Campus. Students got larger platform to connect with top employers from all over the world and the response

from the audience was remarkable.

- NID has also set up a design incubation centre at Bengaluru under the leadership of **Shri V. Ravishankar**.

Noteworthy activities took place at the **NID Gandhinagar Campus**, which is headed by **Ms. Krishna Patel**.

- Jute Products made by **Innovation Centre for Natural Fibre (ICNF)** were displayed at the NID Ahmedabad Campus. Graduation project outcomes by our student Shanvi Gupta on **“AMUL Takeaway Jute Bags”** was done in collaboration with ICNF at NID Gandhinagar. The designs were launched by **Shri R.S. Sodhi**, Managing Director, Gujarat Cooperative Milk Marketing Federation Ltd.
- **Innovation Centre for Natural Fibre (ICNF)** at NID showcased Jute Shopping Bags and Woven/Finished Samples for Lifestyle Accessory in NJB Theme Area as well as in NID-IPR Stall in **Jute Pavilion at Textiles India 2017** at Gandhinagar in July.
- Fashion Tote Bag, Foldable Hand Bag, Collapsible Tote Bag (Natural) and Collapsible Tote Bag (Dyed) granted the **India Design Mark' (I Mark) 2017**.
- A delegation from NID comprising **Shri Pradyumansinh Jhala** and **Ms. Shimul Mehta Vyas** and members from the Ministry of Textiles, Government of India; National Jute Board; Indian Jute Mills Association participated in the Good Design Exhibition 2017 held at Tokyo Midtown, Japan; They met with various organisations for promotion of Indian Jute products. Foldable Jute Bag designed by NID student **Abhilasha Jhalani**, as a part of her Graduation Project at **Innovation Centre for Natural Fibre (ICNF)** was awarded the **Good Design Award 2017**. Four other products from India too were awarded the Good Design Award.
- NID is working alongside Gems and Jewellery Export Promotion Council (GJEPC) to set up the Indian Institute of Gems & Jewellery (IIGJ) in Udupi, Karnataka. The foundation stone was laid by **Smt. Nirmala Sitharaman**, former Minister of State, Ministry of Commerce & Industry, Government of India in presence of **Shri. Manoj Dwivedi**, Joint Secretary, Ministry of Commerce & Industry, **Smt. Shobha Karandlaje**, Member of Parliament, **Shri. Praveen Shankar Pandya**, Chairman, GJEPC and many dignitaries and representatives of Government of Karnataka and NID faculty representation led by **Ms. Shimul Mehta Vyas**, **Shri Amresh Panigrahi**, and **Shri Mayank Loonker**.

- The Photography Design discipline organized a conference on '**Deliberating Photography Education in India**' at NID Gandhinagar. Delegates from various institutes across India attended the conference.
- The Photography Design discipline received a grant of 30,000 euros from Goethe Institut, Mumbai to facilitate the exchange between NID and Hochschule für Grafik und Buchkunst (HGB), Leipzig, Germany.
- The Photography Design discipline organized an international exhibition **Fòcas Scotland** titled **Fòcas India: Document** which was inaugurated by Deputy High Commissioner of UK, **Mr. Geoff Wain** at the design gallery NID Gandhinagar.
- Master of Design (M. Des) Programme in Apparel Design of the National Institute of Design (NID) was included in **the list of 30 Best Graduate Programmes in Fashion Design of the world**, by the **Global Fashion School Rankings 2017, the Business of Fashion (BOF), UK**.
- The **Apparel Design** discipline explored various designs through the brief and shared vision of the project sponsor: **Asahi Kasei Japan (India office)**. Students designed and developed a collection of quality apparels suitable for local and global high-fashion markets. These collections explored varieties of Bemberg fabrics which are produced by yarn manufacturer Asahi Kasei through suppliers from Surat, India. In August, the outcomes of this project were presented at '**Born from Cotton**', an innovative apparel show that celebrated the fresh, innovative, and experimental designs of these students.
- A consultancy project headed by Krishna Patel on **Designing Uniforms for Officers and Staff for Commissioner of Geology and Mining (CGM), Government of Gujarat** - with Commissioner of Geology and Mining, Gov. of Gujarat to design uniform for their Field and Lab Officers – was completed (Concepts, Design finalisation, Sourcing, Sampling of Uniforms and Documentation) and handed over to the clients. Nalin Kumar assisted Krishna Patel on this CGM Project.

NID is also handholding the newly set up **National Institutes of Design at Kurukshetra and Vijayawada** with our faculty and staff continuously monitoring design education. NID Kurukshetra was established two years back and NID Vijayawada was established three years ago.

Various activities of the **India Design Council** are co-ordinated by NID Ahmedabad.

- **India Design Mark 2017** was held at Coimbatore. Out of the **104** applications

that were received, **68** applications were finally chosen for this prestigious I Mark. The assessment was as followed by a public exhibition of I Mark Granted products and Good Design Awarded products from Japan and a seminar on design organized during February.

- India Design Council along with British Council in India organised the first of the three-series workshops on India-UK Design Education. The topic of deliberation for the first workshop was **“Future of Design Education”** and more than 60 leading academics from well-known universities from UK under the leadership of Anne Boddington, Dean of the College of Arts and Humanities, University of Brighton and Trustee, Design Council UK participated.
- The **Design Dialogue Program** was organised by the India Design Council at Pune in August, as a gathering to interact with the design community in Pune and for official launch of Chartered Society of Designers. The programme set a platform for stakeholder engagement for a deliberative conversation to construct a shared vision and narrative characterizing the emerging commitments and proposals for the growth of design in India.
- The **Tianjin Economic-Technological Development Area (TEDA) Cup International Youth Design Competition**, encourages young designers to communicate creatively. It was organised in Tianjin, Taiwan in September. The India Design Council made its presence felt where talented designers from Taiwan, India, Japan, Korea, Singapore, U.S.A. and other countries were invited.
- The **2017 Taiwan International Student Design Competition** which is supported by India Design Council, was held in Taiwan during November. A Special Award of 100,000 TWD [Taiwan Dollars] in the name of India Design Council given to the Students. This competition has become one of the top in the world.

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.

Dear students, we all are citizens of a vibrant and dynamic biosphere. However, this biosphere, which we call our larger home, is facing serious challenges.

Every nation across the globe has reaped the benefits of the industrial revolution. Industrial progress has showered immense economic prosperity

on nations across the world and India too is a major beneficiary of this. But what the world community has been taking for granted is the depletion of our natural resources. Industrial revolution has taken its toll on the vast natural resources of the biosphere. And it would not be an understatement that this irresponsible attitude on part of the world community is knocking at our doors. We often come across news reports and articles that caution about the melting of Arctic ice and how the increased volume of water in the oceans will come to flood cities. Global warming is a threat that stares us in the face. In several Indian cities, the problem of pollution has indeed become worse.

Sustainable development is rightly promoted as a panacea to address all problems related to the imbalances in the environment. But my dear students, making sustainable development a reality is the most complicated challenge humanity has ever faced. To overcome this challenge, all you young designers will have to think differently.

Dear students, you are the next generation thought leaders and the responsibility of actively incorporating sustainable design practices in your work is entirely yours. Ever since its inception, the National Institute of Design has the philosophy of sustainability enshrined in its academic practices. The United Nations in its acclaimed Sustainable Development Goals has listed 17 goals that can transform the world. NID has already covered most of the concerns voiced by the United Nations in the **1979 UNIDO-ICSID Ahmedabad Declaration at NID**.

NID, with its long-established commitment towards sustainable development shall continue to support the goals of the United Nations. NID with its pioneering design education and service is most favourably situated to take a leadership position in promoting the cause of sustainable development across the world.

Dear students, as highly-regarded ambassadors of this institute, I call upon each one of you to come together and create a world where design enhances our economic, social, environmental, and cultural quality of life. Today, all of you are graduating from NID, one of the world-class design education institutes. You all have received the best of education here. You are the wealth of the nation and I am confident that you will put all the learning you have received into good use and overcome the challenges in the path of making sustainable development a reality.

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