

36th Convocation

Wings of New Dimensions



Director's
Welcome Address & Review

Monday, 18th January 2016



राष्ट्रीय डिजाइन संस्थान
NATIONAL INSTITUTE OF DESIGN





Shri Pradyumna Vyas
Director
National Institute
of Design

Director's Welcome Address & Review 36th Annual Convocation of National Institute of Design

Monday, 18th January 2016

Good evening everybody. It gives me immense pleasure to welcome you all to the 36th Convocation of the National Institute of Design.

On this occasion, we have with us the esteemed presence of **Shri Amitabh Kant, Secretary, Department of Industrial Policy and Promotion (DIPP), Government of India**, as our distinguished Chief Guest this evening. Shri Amitabh Kant is the author of "**Branding India: An Incredible Story**" and has been a key driver of the "**Incredible India**" and "**God's Own Country**" campaigns. Shri Kant is currently spearheading the widely popular "**Make in India**" initiative.

I would like to thank Shri Kant, for accepting our invitation and gracing this ceremony.

I would also like to extend a warm welcome to the esteemed members of the Governing Council, faculty colleagues, this year's graduates, their parents, distinguished guests, friends from the media, students of NID, and the staff members present here. **Shri Anand Mahindra**, Chairman, NID Governing Council, sends his regrets for his absence today since he is travelling abroad and on his behalf, **Dr. Naushad Forbes** is chairing the Convocation, today. Welcome, Dr Forbes.

I would also like to welcome the new member of the NID Governing Council: **Shri Gautam Shah**, Mayor of Ahmedabad.

From across various disciplines, **304** students will be honoured with degrees today and it is surely a befitting recognition of their perseverance and dedication towards their academic endeavours.

This convocation marks a significant rite of passage in the lives of all you graduates. All of you will be crossing a familiar threshold and embarking on a journey in the world out there. A new life awaits each one of you. You will stand to learn from the experiences and opportunities that this new life endows you with.

This iconic Eames Plaza has been a witness to so many convocations and has seen the dreams of so many of our graduates take wings. The rich



treasure of knowledge and values that NID has bestowed upon each of our graduates will continue to inspire them as designers and as responsible citizens of the future.

This was a very memorable academic year that was made even more special with our achievements across all the three NID campuses and I am indeed happy to share them today.

The year saw the institute take up major initiatives in various areas:

Professional Education Programmes is headed by **Shri Shashank Mehta**, who has been introducing reforms in order to make design education more contextual to the relevant concerns.

- An MoU between the **Railway Board and NID** was signed last year. This MoU aims at design-specific collaboration in all fields of rail transport and allied activities, with a view to design, research, and develop innovative design ideas and reinforce the best design practices in transportation design for the Indian Railways. This will be done with the participation of young designers, design service providers, design researchers, and design professionals under the **RB-NID Railway Design Centre** umbrella for the benefit of stakeholders of the Indian Railway utility services across the country.
- **NODE–NID’s Online Design Education** for students interested in exploring or enhancing any field of design and visual development, was launched by NID. With NODE, India’s first ever online course on design, students anywhere in the world will be able to access design instruction and guidance from NID faculty.
- NID has initiated a **Design Teachers Development Training Programme** to meet the need for quality design education at a national level. The broad objective of the programme is to develop specialized design skills, pedagogical aspects, as well as research in the field of design education and design thinking in order to enable the required expertise.
- After NID acquired the new status of **Institute of National Importance**, the number of applications it has received has increased manifold. A fully online system of applications and payment of fees from prospective candidates, has been developed by the newly-formed **Admissions Cell** at NID.
- NID Ahmedabad is proactively involved in setting up **NID Vijayawada**. All India level admissions notification was announced in the first week



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of May and after conducting entrance tests in two stages, the academic year commenced on **September 7, 2015** with full infrastructural and residential facilities. Senior officials of NID Ahmedabad have been assigned additional responsibilities of Director, Registrar and CFA of NID Vijayawada. Faculty and support staff of NID Ahmedabad is providing all academic, administrative and financial services to the new institute.

- NID Ahmedabad is also providing all administrative, financial services, including grants management for setting up of all the four new NIDs.

During the year, we lost **Adrian Frutiger**, the famous Swiss designer known for his works on typeface; Frutiger as we know, had designed the NID logo. Closer home, the demise of our dear former colleague, **M P Ranjan** shocked us all. We solemnly pray for their departed souls.

The contributions of our institute are getting immensely renowned and it has indeed been an honour to see so many noteworthy dignitaries visit the NID campus during the year. Some of the eminent visitors to NID this year were:

- **Ms. Priti Patel**, Minister of State for Employment, UK
- **Ms. Barbara Fahs Charles & Mr. Robert Staples**, former associates of Charles & Ray Eames.
- **Ms. Ritika Nandkeolyar**, Consul- Political/Economic and Public Affairs, Consulate General of Canada
- **H.E. Lorenzo Angeloni**, Ambassador of Italy, Embassy of Italy, New Delhi
- **H.E. Dr. Linus von Castelmur**, Ambassador of Switzerland to India.
- **H.E. Mr Tomasz Lukaszuk**, Ambassador of Poland to India
- **Board Members of Cumulus** which is a global association to serve art and design education and research. It is also a forum for partnership and transfer of knowledge and best practices consisting of 226 members from 49 countries.

What added even more happiness to our spirit of achievement was the awards and global recognition won by students in their respective areas of design innovation.

- **Prathma Varma** won the **2015 Schmidt-MacArthur Fellowship**. This Fellowship has been offered to NID consecutively since last four years.
- **Shrirang Power's** Team-Clove, won the Best Design Award and Product Design student **Kiran Ravindran** with his Team-AiO, won the Best Innovative Design Award at **Orient Electric Design Contest**.
- Lifestyle Accessory Design student **Sanskruiti Swagat Thorat's** jewellery got selected in the "Artisana Awards" Golden Glory category and was winner of **National Jewellery Award (west zone) 2015** in student category





- **Ravi Anand** won the first place in Accessories category in Park ELLE DECOR Student Contest 2014-15 for his product “Chunghroo Collection” that was showcased in the **Park ELLE DECOR Student Gallery** at India Design Week in New Delhi.
- **Shibu M** won the “Special Mention for Best Use of Traditional Materials” category for NIDO chair. The product “NIDO” too was showcased in the **Park ELLE DECOR Student Gallery** at India Design Week in New Delhi.
- **Anirudha Biswas**, won the First Prize in green bamboo house hold product design competition at the **World Bamboo Congress 2015**, South Korea. He was the only contestant from India and received 10,000 USD as prize.
- **Nirmay** won the First Place in the workshop for his design proposal and he later completed internship at the **Honda – HRAP Design Workshop** in Bangkok.
- **Anagha Anand** was awarded the prestigious **J. Walter Thompson Helen Lansdowne Resor Scholarship**. She is among five global winners and the only one from South Asia.
- For a third year in a row, NID was invited to attend the **Global Chinese Universities Student Film & Television Festival**, Hong Kong. NID was the only Indian design school to be present at the event.
- **Tanumoy Bose’s** documentary project film ‘Sagar Manav - Man and the Ocean’ won the ‘Best Short Documentary Award’ at the **International Documentary and Short Film Festival of Kerala (IDSFFK)**, Thiruvananthapuram, Kerala.
- **Manpreet Singh’s** reclaimed wood partition has won the **EDIDA India 2014 Award** and her winning product was showcased in EDIDA 2014 Gallery at India Design ID 2015.
- **Srishti Lalit Gupta’s** graduation project was awarded with **Elle Decor EDIDA Student of the Year Award 2015**. She won a three-week design scholarship by Instituto Marangoni, Milan and the collection will be displayed at the India Design ID 2016, New Delhi.
- **Vidyadhar Bhandare** won the Best regional award worth 1000 dollars for **MOBILITY VISION 2014–15**, design contest sponsored by NISSAN, Japan with Elephant Design studio as knowledge partner.
- 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 **Praveen Nahar**. As part of international collaborations, **9** new collaborative agreements were signed:

- California Institute of the Arts (CalArts), **Valencia, USA**
- Academy of Fine Arts, **Warsaw, Poland**
- Faculty of Art, Kwame Nkrumah University of Science & Technology (KNUST), **Kumasi, Ghana**
- Polytechnic Institute of Castelo Branco, **Castelo Branco, Portugal**
- Musashino Art University, **Tokyo, Japan**
- Pathshala, South Asian Media Institute, **Dhaka, Bangladesh**
- Deakin University, **Australia**
- Central Academy of Fine Arts, **Beijing, China**
- Muthesius University of Fine Arts and Design, **Kiel, Germany**
- Willem de Kooning Academy, **Rotterdam, The Netherlands**

NID has always actively been engaged in sharing of knowledge, resources, and concerns with collaborative institutions. This year, several faculty members visited institutes overseas, **67** students from NID went on exchange programmes overseas, and **21** 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.

- **Rishi Singhal** attended the **International Arts Education Conference 2015 – Joint Workshop and International Symposium** organized by Tokyo University of the Arts, Japan.
- **Shilpa Das** and **V Sakthivel** visited **Swinburne Institute of Technology**, Melbourne, Australia as a delegate and participant respectively in the **2015 Living Blue: Cultures Based Innovations in Natural Dyeing and Sustainability** symposium and cultural workshops.
- **Praveen Nahar** was invited to UK by the **UK Arts and Humanities Research Council (AHRC)**.
- **Bhavin Kothari** visited UK as a Mentor for the **2015 Schmidt-MacArthur Fellowship Programme** initiated by Ellen MacArthur Foundation, UK.
- **Vikram Singh Parmar** visited the Netherlands as an expert to attend a research workshop on “Urbanizing Deltas of the World Programme” with the Project “DELTA: An Integrative Approach for Smart Small-scale Piped Water Supply in the Ganges-Brahmaputra-Meghna Delta” at the **Technical University of Delft**.
- **Vipul Vinzuda** participated in **2015 PACE Global Annual Forum** in Sao Paulo, Brazil.
- **Sekhar Mukherjee** was invited to **Guiyang Confucius Academy of Art, Culture and Education**, Guiyang, China, as Jury Member for an international cartoon and caricature festival as well as to conduct a workshop, panel discussion, and interaction with other schools.
- **Rupesh Vyas** went to UK to present papers—“Improving Digital Literacy



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through Information Design” and “Improving Public Service Forms in India” at **Vision Plus 2015** Conference, organized by Birmingham City University.

- **C S Susanth** and **Pravinsinh Solanki** participated in the 10th World Bamboo Congress Damyang, Korea.
- **Krishna Patel** participated in a Special Ceremony Celebrating the 80th Anniversary of **Tama Art University, Japan**.
- NID represented India in the 1st edition of “Fashion Days” at Mondorf Luxembourg. A collection of 8 garments was designed, developed, and presented on the ramp along with the work of few experienced European designers. **Amit Sinha** led the project and it was supported by staff and students.
- **Shekhar Bhattacharjee** visited Xiamen, China to attend 2015 Youth Design Exhibition and Symposium organized on behalf of the **Cross Strait (Xiamen) Cultural Industries Fair** and to give a talk in the Forum organized by Apex Lin in China.
- **Mihir Bholey** presented a Research Paper on “India’s Urban Challenges and Smart Cities: A Contemporary Study” at the **International Conference for Social Science and Humanities** at the University of London.
- **Amresh Panigrahi** visited **HTW Berlin** under international faculty exchange programme between NID and HTW Berlin.
- **Neelima Hasija** visited Taiwan to participate in the Design Programme supported by **TISDC** organized in Taiwan.
- **Sonal Chauhan** and **Sekhar Mukherjee** were invited as Foreign External Examiners in CDP (Comprehensive Design Project) Examination, Bachelor of Design Degree Programme, 2015, at **University of Moratuwa, Sri Lanka**.
- **Shimul Mehta Vyas** was invited to speak at “The Social Face of Basketry” conference organised as a part of **3rd Willow and Weaving Festival, Poland**.

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

- The annual **International Open Electives 2015** were held in January 2015; the theme for the event was ‘**Drawing – by Design**’.
- **International Open Electives 2016** just concluded last week and the theme this year was ‘**Design for Railways**’. Selected works from these electives have been displayed at our design gallery.



- **'Visual Language of Lech Majewski-Polish Art Posters'** was organised at NID under the aegis of the Polish Institute, New Delhi and the Academy of Fine Arts, Warsaw, Poland.
- **'Scrap Design Innovation'** was an event where students of NID had developed alternative furniture, toys, and lighting, using scrap material and these objects were showcased at NID.
- A workshop on **'Dialogue in the Dark'** was held at NID where the participants faced the experience of temporarily losing the most dominant sense—their sight, which results in a dramatic slowdown of everyday routines. The workshops were conducted in total darkness by **Pepe Macias**. The workshop aimed at testing one's limits leading to a tangible experience of combining emotional intelligence and social competence.
- **'Tales & Fables from India & Japan: Animation, Film & Photography'**, an exhibition of selected works by 19 emerging and mid-career Indian and Japanese artists and collectives working in media arts was held at NID.
- **'Art Connect' Indo-German Photography Exhibition** was organised by the German House for Research and Innovation-DWIH, New Delhi, in collaboration with National Institute of Design. It showcased selected works from Photography Master classes "The Theatre of Real Life", conducted by Wolfgang Zurborn.
- The 5th edition of **Chitrakatha: The International Students' Animation Film Festival** was held this year. The festival hosted a series of events including cartoon and comic book exhibitions and hand-on workshops on puppet making, stop-motion and Animation Jam.
- Several photography exhibitions in collaboration with **Tasveer in India** continued to be organised at NID at regular intervals.

For an institution that has research interwoven into its academic and professional practice, this year, several prominent research initiatives were spearheaded through its **Research & Publications** department headed by **Vijai Singh Katiyar**.

- The framework of the **Doctoral Programme** which will be offered from NID is now completed by the programme team. The structure devised shall provide for practice-led pedagogy in PhD level research at NID. The PhD programme will be initiated from this academic year itself. **'Research by Design'** is going to be the core in pedagogy as well as in practice-driven enquiry. A consultative workshop will take place on January 28, 2016 involving external experts and senior faculty members of NID.
- NID will collaborate with the Toshiba Corporation and carry out research on local business needs in India and propose 'New Business Design'



or 'New Service Design' with local fit ideas with values based on the research. This initiative will be spearheaded from NID's R&D Campus in Bengaluru

NID Publications is headed by **Tarun Deep Girdher**.

- The publications division is actively working towards bringing out new titles on design. It has taken up the initiative of translating publications on design into the Hindi language. **Design and Environment: A Primer**, written by our distinguished former faculty, H. Kumar Vyas has been translated into Hindi by Dinesh Prasad as, **Design evam Parivesh: Ek Parichay**. He has chosen to call this 'rupantar' instead of 'anuvad' which is important in the context of this book. The book will be soft launched during this convocation.
- The popular demand for **Design and Environment: A Primer**, will see the division bring out a fresh set of reprints. The second edition of **Leading Lights on Design**, which is a collection of convocation addresses made at NID so far, will be published by the division soon.

NID, through its **Integrated Design Services (IDS)** department, headed by **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.

- NID has undertaken colour consultancy service design project for Asian Paints which was headed by **Shimul Mehta Vyas**. The project focused on consumer research, content development and offering training modules to the company's young cadre of 70 colour consultants.
- **Vijai Singh Katiyar** has developed a road map for the Uttar Pradesh Institute of Design (UPID) at Lucknow with a renewed institutional structure, growth, and activity plan.
- Under the leadership of **Vipul Vinzuda** and his team, IDS has completed a project for Mazagaon Dock Limited, Mumbai on ergonomic enhancement of 5-compartments of Yard 12703, Ship P15A, with due consideration to ergonomics, techno-aesthetic detailing and safety, including suggestions on colours and finishes.
- **Tarun Deep Girdher, Rupesh Vyas, and Tridha Gajjar** developed identities for Goods & Service Tax Network, Land Ports Authority of India, Indian Institute of Packaging, Central Electricity Regulatory Commission, Central Adoption Resource Authority, NOTA option for Election Commission of India, Identity and Slogan for J & K Development Finance Corporation, etc.



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Rupesh Vyas heads the **Industry & Online Programmes department (I&OP)** at NID. It conducts 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 faculty with professionals, practitioners, teachers from various industries, organisations, institutions; and welcomes all those who wish to be associated with design through new programmes.

- Till date, 12 workshops and more than 294 participants from 52 institutes and 80 organizations 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 depending on the request of the specific clients. I&OP also conducted 10 summer workshops to create design awareness and sensitisation and in all, 205 participants attended the workshops.
- As mentioned earlier, 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. Through this department, NID launched **NODE**, its online design education programme in December 2015.

The **Design Clinic Scheme for MSMEs at NID**, an initiative of the Ministry of Micro, Small and Medium Scale enterprises is currently headed by **Jitendra Singh Rajput** and is mentored by **Shashank Mehta**.

- This project for increasing the manufacturing competency of micro, small and medium enterprises, we have across the country, successfully completed 6 years of design intervention. Young designers undergoing their final year of studies in design and allied institutions across the country have continued to take the programme seriously and 92 student projects have been approved so far for finding design solutions for MSMEs in their region.
- The outcomes of successful design solutions have been highlighted in the booklet forms for both professional designers and student designers; they have put forth design interventions specific to micro, small, and medium enterprises. I am happy to announce that one of the beneficiaries of the professional design projects of the scheme has won the CII Design Excellence Award in the categories of MSMEs in the recently held felicitations.
- After successful completion of **250** design projects, more than **200** design awareness programmes, and **400** seminars across the country, the Scheme is currently documenting the outcomes of these activities through case studies for publication.



- Beneficiaries of the Design Clinic Scheme are also being encouraged to enrol for the **India Design Mark** by the India Design Council. Many MSMEs have come forward for this initiative which will help them to participate in the Good Design Mark Awards of Japan.
- The Design Clinic Scheme continues to be a shot in the arm for the MSMEs, who, with design awareness and sensitisation, 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 affords greater opportunities to the young designers. Being one of the important and successful schemes, the Ministry of MSMEs is contemplating to increase the targets and reach out of MSMEs across the country through programmes and activities of design intervention throughout the 12th Plan period.

NID's **Outreach Programmes**, headed by **Shimul Mehta Vyas**, 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.

- After successful completion of basketry projects in Ghana, Ethiopia, and Zimbabwe by the **Ministry of External Affairs, Govt. of India**, the department has now taken up a major project under the **Ministry of Minority Affairs, Govt. of India**.

Under its **USTTAD Scheme** (Upgrading the Skills and Training in Traditional Arts/Crafts for Development). Under this project, NID, through the Outreach Programmes will undertake an extensive craft documentation, development and bench marking programme for **6** minority communities— Muslim, Sikh, Christian, Parsi, Buddhist and Jain in **25** clusters across India.

- NID was invited by the Harvard Business School's South Asia Institute and Tata Trust to share its rich experience in crafts at the workshop titled '**Capacity Building Workshop on Rural Livelihood Creation in the Crafts Sector**' organised at Ahmedabad.
- **The International Center for Indian Crafts (ICIC)** under the larger umbrella of '**Bridging the Gap**', has opened up opportunity for people to interact and learn traditional craft skills from the expert craft persons of the country through short duration craft workshops.
- NID Centre for Bamboo Initiatives has conducted design training at **3** bamboo clusters in Madhya Pradesh, under MP Bamboo mission project. The outcome of these projects were also published as a bamboo product manual by the Mission which was released during Bamboo investors meet at Bhopal by Honourable Union Minister for Road Transport, Highways & Shipping Shri Nitin Gadkari and Honourable Chief Minister of Madhya Pradesh Shri Shivrajsinh Chouhan.



- To initiate making a national bamboo policy a meeting was organised by the Bamboo Mission under the chairmanship of Shri Nitin Gadkari and 6 other cabinet ministers in New Delhi. **C.S. Susanth** made a presentation about NID Bamboo centre activities and the importance of Design in Bamboo sector development.

The **Placements Cell** is headed by Sujitha Nair. **Industry Interface 2015** was a great success, wherein we had participation from companies across segments to recruit students for full time employment and graduation project. As many as **105** companies participated in the Placement Week organised at NID Main Campus Ahmedabad, NID Post-Graduate Campus, Gandhinagar, and NID R&D Campus, Bengaluru. More than **340** offers were made for full time employment. And the highest salary package received was record Rs. 72 lakhs p.a.

- The **Railway Design Centre, Intellectual Property Rights Cell, and the National Design Business Incubator** at NID are all headed by **Vikram Singh Parmar**.
- Since April 2015, the Railway Design Centre has initiated two projects. The first is a climbing ladder for reaching the top berth and the second is a colour scheme for the 200 kmph rake. Both the projects are nearing completion. In the berth design, it has also explored new composite materials to reduce overall weight of the coach. Next year, it will undertake projects on interior/exterior design of chair car coaches and waste management in coach & Railway station in general.
- The centre also supported **International Open Electives 2016** on the theme “**Design for Railways**”; **28** workshops were conducted as part of these electives among which, **9** workshops were held by faculty from our partner institutes overseas. **400** students participated from across the **3** NID campuses. The outcome of these electives will be presented to the Ministry of Railways.
- At the National Design Business Incubator (NDBI) recently, five new incubatees were selected after launching a nationwide advertisement. All of them will be joining the incubation programme by the end of this month. One of its existing ventures, **Feel Good Innovation**, was awarded **Innovative Start-up of the Year Award 2016** by CII. It was awarded for its approach on need-driven innovations.
- Being one of the few institutions in the country to formulate IPR Guidelines, the Intellectual Property Rights Cell at NID, continues to facilitate IP registrations of potential designs of students and also remains focused on bringing awareness among the students with issues related to Intellectual Property.



- In 2015, 64 design registrations were granted by controller General of Patents, Designs, and Trademarks; 75 designs are in submission. This year onwards, the IPR cell is going to focus on obtaining patents out of professional and student's projects.

NID's Research & Development Campus, Bengaluru, which is headed by **Bibhudutta Baral**, fosters the creative design spirit and seeks new opportunities and frontiers through NID's design acumen nurtured over the five decades of intense teaching-learning process.

- The **International Design Research Symposium INSIGHT 2015**, was held at the R&D Campus in January 2015. This symposium included dialogues, conversations and discourses amongst academicians and design professionals on the form and space of design research for sharing of knowledge and perceptions on design research culture, methodology, framework, practice, collaboration, and its dissemination. This was a prelude to the NID PhD Programme envisioned to start soon.
- The India Design Mark is a design standard, a symbol, which recognizes good design. India Design Council grants India Design Mark after evaluating good design through a systematic process. India Design Mark is initiated in cooperation with Good Design Award, Japan. India Design Mark symbolizes product excellence in form, function, quality, safety, sustainability and innovation and communicates that the product is usable, durable, aesthetically appealing & socially responsible.
- Under the aegis of India Design Council, the **Good Design Seminar** was held a Bengaluru. This seminar was a set of talks by eminent personnel from industry and academia and it seeks to unravel the essence of good design. The seminar was held at Freedom Park, Bengaluru. Complementing the exhibition a series of events and workshops were organized for furthering understanding, appreciation and adoption of design and design thinking by students, entrepreneurs, businesses, industry and ultimately by the public.
- Students of the R&D Campus, displayed their work (produced as part of Design Project-3) in a public exhibition at the Rangoli Metro Art Centre. As their project brief was to design interactive digital exhibits for the Kempegowda Museum, this exhibition was an essential part of their process to test and gain valuable public feedback on their work.
- Two new master's level programmes were launched last year in the disciplines of—**Universal Design** and **Digital Game Design** from NID's R&D Campus, Bengaluru.

Noteworthy activities took place at the **NID's Post-Graduate Campus, Gandhinagar**, which is headed by **Ms. Krishna Patel**.

- During the year, the **Innovation Centre for Natural Fibre (ICNF)** at NID



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PG Campus successfully completed Coir Board Project on Children's Products/Toys using Coconut Fibre with the development of Coir Skin Lamp Shades, Christmas Decoration, Cocopoly Game and Fire Cracker Lighters. In a major initiative, it has set up Jute Design Cell for Bags and Lifestyle Accessory in collaboration with Jute Industry under sponsorship of National Jute Board. It showcased its first collection of jute bags and lifestyle accessories to the industry during one-day workshop at PG Campus on 5th January 2016. Prof. Pradyumansinh Jhala is the head of ICNF.

- At the PG Campus, Outreach Programmes successfully completed a month long Skill Development Training Workshop in Apparel Designing and tailoring for 10 participants from Bhutan. The project was supported by the Department of Cottage & Small Industry, Ministry of Economic Affairs, Bhutan.
- '**Cultural Connect**', a workshop for students from the Integrated Design Department, University of Moratuwa, Sri Lanka was held at the PG Campus.

Dear friends, today's convocation ceremony also includes the **Graduate Show** that displays the innovative and creative works of this year's graduates, This year, apart from this campus, a display has also been organised at the NID PG Campus, Gandhinagar.

An exhibition titled, '**NID's Bamboo Story: Design for Development**' showcases how young designers have taken on the challenge of sustainable development using bamboo in several directions. This exhibition draws inspiration from the works of the **late Prof. M.P. Ranjan**, who had contributed significantly to studies on bamboo. This exhibition is currently on display at the **Design Panorama** on this campus.

The outcomes of the **International Open Electives 2016** with its theme as "**Design for Railways**" are being displayed in the **Design Gallery**.

I invite each one of you to view these shows.

With ambitions and aspirations ready to take wings, for all you graduates, the world is your oyster. As you move on to create successful careers for yourself, I am sure you will consider it your responsibility to bring a value-centric design approach to your works. NID has always upheld the importance of sustainable design solutions and the pressing need to create an inclusive society. The academic practices here will definitely turn out to be instrumental in helping you meet these ideals. Our rich and diverse social and cultural heritage is an education in itself and I am sure that



these will provide you with significant vantage points from which you can take significant design decisions. By now, you all would have realised that design and social responsibility are two sides of the same coin and with the superlative quality of design education you have received at NID, I am confident that you will do your level best to foster social and economic development of all.

As the age old dictum goes: Change is the only constant. Incessant change cannot be stemmed; opposing forces will pull you apart, making additional demands on your resources. Dear students, you must take this change in your stride as it is in the crux of all these opposing forces, that your opportunities and ambitions will begin to blossom.

The **Make in India initiative** is truly making waves. Indian expertise and enterprise is coming to be greatly valued at the global level. There has been an enthusiastic acknowledgment about the role design has to play in everyday life. The **Start-up India Action Plan** recently announced by our Honourable Prime Minister, offers young designers a treasure of opportunities to explore design entrepreneurship. Thus, the ideal of **Design in India: Made for the World** can become a reality through your efforts and creativity.

Indeed, NID has come to be an indispensable part of your lives; it has empowered you with the ability to make decisions for yourselves and overcome all obstacles in way of realising your dreams. NID's long tradition of excellence and the strong value systems will help you grow as designers and as individuals to.

It is time to turn over a new leaf. Your formative years of student life at NID are coming to a close today, but I am sure you will be leaving with memories that you would cherish for all times to come. I wish you all the very best for your future endeavours.

May God bless you.



Pradyumna Vyas
Director, National Institute of Design