

Curriculum Vitae

Shri Pradyumna Vyas, Director, National Institute of Design (NID)

PREVIOUS POSITIONS HELD AT NID

Dean, PG Campus, Gandhinagar
Activity Chairperson, Education
Mentor, Transportation & Automobile Design
Product Designer, Faculty of Industrial Design

EDUCATIONAL QUALIFICATIONS

Master of Design (M. Des.), Industrial Design Centre(IDC), IIT Mumbai, 1984
Bachelor of Engineering (B.E.) Mechanical, MITS, Gwalior, 1980

PROFESSIONAL EXPERIENCE

25 years' experience in the field of Design
Faculty in Industrial Design with Specialization in Product Design, 1989 till current
Industrial Designer, Kilkenny Design Centre, Republic of Ireland, 1987 – 1989
Design Consultant, Mumbai, 1984 – 1987

PROFESSIONAL CORE COMPETENCIES

Rational understanding of Sustainable Design
Ability to converge Technology & Design for Contextual Development
Expertise to deal with Plastics and composites in Design
Integration of Socio-Economic aspects in the context of Design
Ability to forge external support for organizational benefits

KEY ACADEMIC & MANAGEMENT POSITIONS HELD AT NID

Academics

Principal Designer
Dean, PG Campus, Gandhinagar, 2008 till date
Activity Chairperson, Education, 2007 till date
Mentor, Transportation & Automobile Design Discipline, 2007 till date
Coordinator, Transportation & Automobile Design Discipline, 2006 – 2007

Management

Activity Chairperson, Integrated Design Services (IDS), 2003 – 2007
Advisor to Executive Director, 2002 – 2003
Activity Chairperson, Industry Programmes & Projects, 2000 – 2002
Chairman, Outreach Programmes, 1995 – 2000
Member of NID's Governing Council, 2002
Member of NID Core Committee, 2004, 2006 till date
Member of Policy & Planning Committee, 1995 till date

Shri Vyas has held leadership positions by spearheading multifarious departments at NID continuously since 1995, and has contributed to the Institute's key activities and initiatives having national and global impact.

EXPERT MEMBER ON VARIOUS COMMITTEES

- 1. Member of Executive Management Committee for National Design Business Incubator (NDBI) at NID, Ahmedabad**
- 2. Expert Member on Design & Development for Centre for Innovation, Incubation & Entrepreneurship (CIIE) at IIM Ahmedabad**
- 3. Member of Technology Export Development Organisation (TADO), Executive Committee - 2008 – 2010, an initiative of CII & DSIR, New Delhi**
- 4. Member of Technology Design Interface Core Group set up Ministry of Science & Technology, DST**
- 5. Member of Technology Advisory Committee (TAC) for International Technology Transfer & Consultancy Promotion Programme set up by Department of Scientific & Industrial Research**

JURY MEMBER ON PRESTIGIOUS DESIGN COMPETITIONS

- 1. Business World – NID DESIGN EXCELLENCE AWARD, 2008**
- 2. Anveshan – National Search on Innovation by IIMA**
- 3. Phillips – CNBC Award on Innovation**
- 4. K.C. Mahindra Design Excellence Award for BEST AUTOMOBILE DESIGN 2004 and 2007**
- 5. Solitaire Awards for Jewellery Design, 2006**
- 6. COLOUR DIRECTIONS jointly organized by Asian Paints and Indian**
- 7. Architects Magazine**
- 8. Master Crafts Person National Award for DC Handlooms, 1998**

HIGHLIGHTS OF SHRI VYAS'S CONTRIBUTION TO DESIGN RELATED ACTIVITIES AT NID

DESIGN EDUCATION

Contributed to Design Academics at multiple levels as Activity Chairperson, Education and Product Design Faculty. This spans from developing teaching methods and modules, to forging strategic alliances with academic institutions and industry partners in India and abroad such as IIMA, Domus Academy, Italy, Pininfarina, Italy, Fiat, Italy, Nokia, Finland, Fachhochschule, Germany, etc. to enrich the process of academic learning.

DESIGN PROMOTION

Actively involved in rigorous Design Promotion initiatives undertaken by NID to bring greater visibility and acceptance of the domain of Design as a strategic tool amongst industry, policy makers, academia and the masses.

DESIGN CONSULTANCY

Project Head, Chief Visualiser and Head Designer for major multi-disciplinary projects of national importance for the corporates, government and Defense undertaken by Integrated Design Services (IDS) at NID. ONGC, Department of Electronics Ministry of Defence, ITC, HCL, Victoria Memorial Hall, Mumbai Rail Vikas Corporation, etc. have been some of the major clients for IDS projects undertaken by Shri Vyas.

Involved students in real life design consultancy assignments as members of the core project team which resulted in greater confidence building and readiness for the students to enter the professional world.

DESIGN RESEARCH & INNOVATION PROJECTS

Actively engaged with self initiated Design Research & Innovation projects in Product Design which has led to Intellectual Property Rights creation by filing two Patents and one Design Registration whereby in one instance the technology for the new development has already been transferred to a Health Care company based in India.

Promoting Contextual Design Thinking in through paper presentations and panel discussions at highly prestigious national & international seminars and conferences.

INDUSTRY PROGRAMMES & PROJECTS (IP & P)

Set up a completely new area of initiative at NID for furthering Design Awareness, Sensitisation and Promotion by offering short duration Strategic Design Workshops to Industry professionals resulting in growing strategic importance of Design for achieving enhanced competitiveness for industry.

OUTREACH PROGRAMMES

Steered NID's active involvement at the Grass Root levels with government and non government agencies, the thrust being on integrating Design with Crafts for enhanced skill and quality upgradation, design intervention and diversification. Sustaining, strengthening and contemporarising traditional crafts for wider local and global acceptance has been the mainstay of the Outreach activities during Shri Vyas's tenure as Chairman.

INDUSTRY NETWORKING & LINKAGES

Established strong linkages with cross sections of the industry ranging from craft to corporate, government and non governmental agencies, institutions, ministries, Design and industry bodies in India and abroad. Development Commissioner, Handicrafts, North-East Council, Department of Science & Technology, Tata Motors, Mahindra & Mahindra Pvt. Ltd, Whirlpool, Confederation of Indian Industry (CII), Federation of Indian Chambers of Commerce & Industry (FICCI), India Trade Promotion Organisation (ITPO), Ministry of Higher Education-Sultanate of Oman, International Council of Societies of Industrial Design (ICSID), etc. are some of the many industry alliances forged by Shri Vyas.