

## **Project Based Support to Autonomous Institutions-National Institutes of Design (NID)**

### **Brief about the Scheme**

#### **I. National Institutes of Design (NID)**

- The National Institute of Design (NID) is internationally acclaimed as one of the foremost multi-disciplinary institutions in the field of design education and research. Based on the recommendations made in the 'India Report' in 1958, the first National Institute of Design was established at Ahmedabad (<https://www.nid.edu/>) in the State of Gujarat in September 1961 by the Government of India with the assistance of the Ford Foundation and the Sarabhai family of Ahmedabad. Subsequently, its Gandhinagar Campus and Bengaluru Campus were set-up in 2005 and 2007 respectively for post graduate courses.
- In 2007, the Department for Promotion of Industry and Internal Trade (erstwhile Department of Industrial Policy and Promotion) envisioned the National Design Policy aimed at creating a design-enabled innovation economy and strengthening design education in the country. The National Design Policy had recommended setting up design institutes on the lines of NID, Ahmedabad in various parts of India to promote design programmes. Under this Action Plan, 4 new NIDs have been set up in the States of Andhra Pradesh (Amaravati), Assam (Jorhat), Madhya Pradesh (Bhopal) and Haryana (Kurukshetra).
- These institutes function as an autonomous body under DPIIT, Ministry of Commerce & Industry, Government of India.
- NID, Ahmedabad has been declared 'Institution of National Importance (INI)' by an Act of Parliament- the National Institute of Design Act 2014. Accordingly, NID, Ahmedabad became eligible to offer Bachelor Degree in Design (B. Des.), Master Degree in Design (M. Des.) as well as PhD Degree in Design.
- NID has been a pioneer in design education and is known for its pursuit of design excellence to make Designed in India, Made for the World a reality. NID's graduates have made a mark in key sectors of commerce, industry and social development by taking role of catalysts and through thought leadership.

- NID, Ahmedabad offers professional education programs at Bachelors and Masters level with five faculty streams (Industrial Design, Communication Design, Textile, Apparel & Lifestyle Design, IT Integrated (Experiential) Design and Interdisciplinary Design Studies) and 20 diverse design domains. NID has established exchange programs and ongoing pedagogic relationships with more than 55 overseas institutions.

**NID, Ahmedabad: Current Status**

<b>Course</b>	<b>Intake per year</b>	<b>Disciplines</b>	<b>Campuses</b>
<b>B. Des.</b>	100	8	1
<b>M. Des.</b>	275	19	3
<b>PhD</b>	-		3

- The institute has state-of-the-art infrastructural facilities such as the Skill Development Labs, Knowledge Management Centre, Information Technology (IT) Centre, and Design Vision Centre.
- NID, Ahmedabad is also recognized by the Department of Scientific and Industrial Research, Government of India as a Scientific and Industrial Research Organisation.

**II. New NIDs**

- On the basis of recommendations enshrined in the National Design Policy, 2007, four new National Institutes of Design (NIDs) on the pattern of NID, Ahmedabad have been established in the States of Andhra Pradesh, Haryana, Madhya Pradesh and Assam.
- Approval of the Cabinet to provide financial support of Rs 434 crores for establishing the four Institutes and registering them as Societies under the Societies Registration Act, 1860 was sought, which was accorded on 28 February 2014 with the modification that the NID proposed to be established in Hyderabad may be located in Vijayawada.
- The State Govt. of Andhra Pradesh allotted land in Amaravati Capital City area of Andhra Pradesh in 2016, and therefore, the NID is coming up at Amaravati, instead of Vijayawada in Andhra Pradesh. The Union Cabinet in its meeting dated 12th September 2018 had accorded approval for the same.

- NBCC (India) Limited (A Govt. of India Enterprise) was awarded the work of planning, designing and construction work relating to the establishment of the four new NIDs for which the respective State Governments have already provided the required land free of cost. It has completed the construction of campuses of NID, MP and NID, Assam is complete. NID, Haryana is in final stages of completion. Construction of NID, AP should be over in this year 2019-20.
- Meanwhile, academic activities started in NID, Andhra Pradesh and NID, Haryana in the transit campuses made available by the respective State Governments from the academic session of 2015-16 and 2016-17 respectively. Academic activities in NID, Bhopal and NID, Jorhat have commenced from the academic session of 2019-20 from their newly built campuses.
- A total number of 87 posts have been created in each of the four new NIDs with the approval of the Ministry of Finance for manning various faculties, administrative and technical positions in the Institutes. In all the four NIDs, Director as well as minimum required faculty and administrative staff have joined. Recruitment to rest of the posts is ongoing.
- In pursuance of the Gazette notification for 10% reservation for EWS for admission in Central Educational Institutions dated 14th January, 2019, all NIDs have been advised to implement the same from the next academic session 2020-21, as the admission process had started well before this notification.
- At present, the new NIDs do not have the authority to grant degrees as in the case of NID Ahmedabad. It is proposed to declare them as INIs by covering them under NID Act, 2014. This would empower them to award their own degrees and be run on similar pattern as NID Ahmedabad, thereby helping them attain standards of global excellence in the area of design education and research. When brought under the NID, Act, these new NIDs will be eligible to offer Bachelor Degree in Design (B. Des.), Master Degree in Design (M. Des.) as well as PhD Degree in Design like NID, Ahmedabad. This will ensure maintenance of similar standards and quality of design education as followed in NID Ahmedabad and help in enhancing the role of the new NIDs in developing design initiatives in the country.

- Establishing new NIDs as Institutions of National Importance in different geographical regions of the country will help produce highly skilled manpower in design which, in turn, will create job opportunities, both direct and indirect, by providing sustainable design interventions for crafts, handloom, rural technology, small, medium and large-scale enterprises; and outreach programmes for capacity, capability and institution building.
- The Union Cabinet chaired by Prime Minister in its meeting dated 17th July 2019, has accorded approval for the following with the direction that the four new Institutes of Design be named after the States in which they are situated:
  - Introducing the National Institute of Design (Amendment) Bill, 2019 in the Parliament to amend the National Institute of Design Act, 2014 (18 of 2014) on the lines of the draft Bill placed at Appendix III with such modifications of drafting and consequential nature, in consultation with the Legislative Department, as may be considered necessary; and
  - Amending section 27 of NID Act, 2014 to designate “Principal Designer” as equivalent to a Professor and to correct the anomaly in this regard.
- As per the directions of the Cabinet to name the four institutes of design after the State in which they are situated, the new institutes have been re-named as follows:
  - National Institute of Design, Madhya Pradesh, instead of National Institute of Design, Bhopal;
  - National Institute of Design, Andhra Pradesh, instead of National Institute of Design, Amaravati;
  - National Institute of Design, Haryana, instead of National Institute of Design, Kurukshetra; and
  - National Institute of Design, Assam, instead of National Institute of Design, Jorhat.
- The Bill to amend NID Act, 2014 has been passed in the Rajya Sabha on 6<sup>th</sup> August 2019. It will be further introduced for consideration and passing in the Lok Sabha in the forthcoming Winter session of the Parliament.

## NEW NATIONAL INSTITUTES OF DESIGN: AN OVERVIEW

Sl.	Particulars	NID-MP		NID-AS		NID-HR		NID-AP	
1.	Location	Bhopal		Jorhat		Kurukshetra		Amaravati	
2.	Website	<a href="http://nidb.ac.in">http://nidb.ac.in</a>		<a href="http://www.nidj.ac.in">www.nidj.ac.in</a>		<a href="http://www.nidk.ac.in">www.nidk.ac.in</a>		<a href="http://nid.ac.in">http://nid.ac.in</a>	
3.	Date of inauguration of campus building	22/02/2019		22/02/2019					
4.	Total Area (acres)	22.49		30		20		50	
5.	Covered Area (sqm)	22,400		15,548		20,673		20,150	
6.	Cost of Construction (Rs cr.)	98.63		96.51		94.23		93.18	
7.	Total Sanction (till 2019-20) (Rs cr.)	105.92		102.7		113.23		112.15	
8.	<b>Sanctioned Posts</b>								
i	Academic Staff	35		35		35		35	
ii	Administrative Staff	35		35		35		35	
iii	Non-teaching staff	17		17		17		17	
	Total	87		87		87		87	
8	<b>Academic session commencement</b>	July 2019		July 2019		2016-17		2015-16	
9	<b>Status of Seats (for 2019-20- UG Course)</b>	<b>Total</b>	<b>Allotted/ filled</b>	<b>Total</b>	<b>Allotted/ filled</b>	<b>Total</b>	<b>Allotted/ filled</b>	<b>Total</b>	<b>Allotted/ filled</b>
i	General	30	30	30	30	30	30	30	30
ii	OBC-NCL	16	16	16	15	16	16	16	16
iii	SC	9	9	9	9	9	9	9	9
iv	ST	5	2	5	5	5	3	5	5
	Total	<b>60</b>	<b>57</b>	<b>60</b>	<b>59</b>	<b>60</b>	<b>58</b>	<b>60</b>	<b>60</b>

### Budget Availability/Utilization: (Rs. in crore)

NIDs		2015-16			2016-17			2017-18			2018-19		
Sl.	Location	Revenue Grant	Capital Grant	Total Grant	Revenue Grant	Capital Grant	Total Grant	Revenue Grant	Capital Grant	Total Grant	Revenue Grant	Capital Grant	Total Grant
1	NID-AP	-	3.00	3.00	0.80	5.16	5.96	4.20	39.00	43.20	3.25	50.12	53.37
2	NID-HR	-	-	-	0.56	25.74	26.30	4.20	47.00	51.20	2.95	25.18	28.13
3	NID-MP	-	-	-	-	34.00	34.00	-	41.00	41.00	0.71	26.21	26.92
4	NID-AS	-	0.81	0.81	-	32.00	32.00	-	49.98	49.98	0.14	19.98	20.12
5	NID-A	19.14	1.32	20.46	23.97	4.00	27.97	23.15	6.59	29.74	36.53	24.65	61.18
	<b>Total</b>	<b>19.14</b>	<b>5.13</b>	<b>24.27</b>	<b>25.33</b>	<b>100.90</b>	<b>126.23</b>	<b>31.55</b>	<b>183.57</b>	<b>215.12</b>	<b>43.58</b>	<b>146.14</b>	<b>189.72</b>

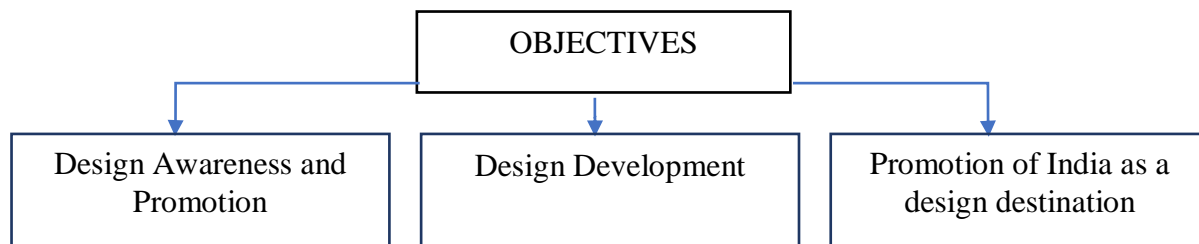
### III. India Design Council (IDC)

#### 1. Introduction

In pursuance to the National Design Policy approved by the Cabinet on 8<sup>th</sup> January 2007, the Central Government constituted the India Design Council (IDC) on 2<sup>nd</sup> March 2009 with the approval of Hon'ble Commerce & Industry Minister. IDC became a registered society under the Societies Registration Act of 1860 from 19<sup>th</sup> May 2012. IDC is a national strategic body for multi-disciplinary design and is involved in promotion of design to ultimately make India a design-enabled country.

#### 2. Objectives

The objectives of IDC can be divided into three main heads



##### A. Design Awareness & Design Promotion

- i. *Creating public awareness on quality design & its effectiveness:* Use of design as strategic element for business excellence and as a key factor for innovation, to improve people's quality of life.
- ii. *Promoting design awareness and effectiveness programs in private & public sectors:* Country based Brand building - Design Promotion/ Exhibitions / Conferences/ Seminars.
- iii. *Promoting Design as a tool for innovation, productivity and economic competitiveness in business and industry.*
- iv. Encouraging Micro, Small & Medium industries to follow the best design practices.
- v. Promoting the concept of environment friendly designs and promote designers and industry to work towards environment friendly design.

## **B. Design Development**

- i. Promoting design investment in Industry & research organizations: work towards tax benefits for design research.
- ii. Assisting industries in appreciating the importance of quality and effective design management in product manufacturing to upgrade market competitiveness
- iii. Initiating Educational Institution - Industry Partnerships - to impart both design knowledge and business knowledge such as marketing / entrepreneurship
- iv. Promoting best design practices & innovation in Design - India Design Mark
- v. Encouraging Design Research and Establish National Grants for design research.
- vi. Building a common platform for integrating design resources of the government, the manufacturing and academic circles.
- vii. Acting as a primary knowledge management body for design in India- integrate domestic cultural and creative design information, building a platform to share and exchange knowledge, exploring creativity - Operate a design database.
- viii. Undertaking awareness programs in IPR in the Design Industry - Provide workshops on Intellectual Property management and design

## **C. Positioning India as a Top Design Destination**

- i. Setting up a museum / design centre to showcase the role of design in everyday life to visitors from India and abroad.
- ii. Building a smooth mechanism and channels of international cooperation, promoting exchange of Indian design and Indian designers.

### **3. Governance Structure of IDC**

The IDC is run by its Governing Council (GC). The GC is formed of 37 eminent people from the field of design, academia, media, industry organizations and government. Director, NID, Ahmedabad is the ex-officio Member Secretary of the GC. The Directors of 4 new NIDs are also ex-officio members of the GC. The GC of IDC was reconstituted on 8/05/2017 for a period of 3

years i.e. till May 8<sup>th</sup> 2020. The Headquarters of the IDC is situated at Paldi campus of NID Ahmedabad.

#### **4. Achievements of IDC**

##### **(a) India Design Mark**

- i. 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 systemized process. Anyone can apply for India Design Mark for their product offering - the manufacturer, the brand owner or the designer and any product, which is designed and is in market since January 2013 can be entered.
- ii. India Design Mark was initiated in the year 2012. Since then 5 cycles of India Design Mark have been concluded and 214 products have been granted this prestigious mark. Each year the new cycle of India Design Mark is announced on June 29, on the occasion of World Industrial Design Day. Total I-Marks granted so far- 309.

##### **(b) Design Open**

Design Open 2017 in conjunction with the India Design Mark 2017 was a powerful event that brought together innovators, technologists, speakers, panelists, entrepreneurs, students and designers. The Design open 2017 was held on February 18 and 19. There was a design thinking workshop, hands on workshop on making bamboo products, automotive sketching workshop and many such events.

##### **(c) India Design Mark Exhibition at Japan**

- i. As the previous years this year too India Design Council was invited by Japan Institute of Design Promotion to hold an exhibition of India Design Mark during the Good De-sign Exhibition at Tokyo, Japan. The exhibition was held during November 01 – 05, 2017 at Tokyo Midtown. IDC exhibited 14 I Mark products at the exhibition of which 4 were the products that had received the G Mark this year. The exhibition was successful in communicating the strength of Indian Design in Japan and in establishing “Designed in India” brand abroad.



#### **(d) Design Sessions/Seminars**

- i. In order to promote design amongst industry/ businesses the IDC has been organizing design seminars/talks. At every India Design Mark event the Council organizes a Good Design Seminar. The Future of Design Education in India Report was published recently on November 08, 2016 UK Minister for Universities, Science, Research and Innovation. British Council in India and the India Design Council prepared the report. The report envisages a strategic relationship between the India and UK Design Education sector to advance and lead the design pedagogy in the context of unfolding future. The first workshop of the series was held at National Institute of Design, Ahmedabad during the first week of May 2017. The workshop was attended by over 100 design faculty and design education leaders from across the country.
- ii. **MoUs:** The MoU was signed on November 27, 2013 at Delhi during the 13th CII NID Summit, IDC signed a MoU with Japan Institute of Design Promotion

#### **IV. Implementing Agency:**

The implementing agency of the above schemes is the five **National Institutes of Design and India Design Council (IDC)**.

#### **V. Monitoring and Review Mechanism:**

NIDs have to submit the utilization certificate in prescribed GFR form alongwith physical progress achieved so far. Only after receiving the utilization certificate from NIDs, the next release of fund to NIDs is considered by the Department.

#### **VI. Findings of Evaluation, if any: Nil**

#### **VII. Scheme Guidelines:**

The above schemes implemented by NIDs are under head 'Project Based Support to Autonomous Bodies' and the scheme guidelines for all the schemes under this head has been generalized and the same is attached as Annexure-I.

**Project Based Support to Autonomous Institutions: NIDs**

<b>Name of Scheme</b>	<b>Project Based Support to Autonomous Institutions</b>
<b>Type</b>	Central Sector Scheme
<b>Year of Launch</b>	Continued from five year plan period
<b>Objectives</b>	To enhance competitiveness of industry by infusion of design thinking, design education and consultancy services.
<b>Salient Features</b>	Through these planned schemes, this department undertakes Design education and development, enhancing productivity through infusion of design elements in manufacturing and service sectors in India, applied research, training, design consultancy services and outreach services; Productivity Measurement & Development of Productivity and energy efficient measures etc.
<b>Applicability</b>	The Project based support under the scheme is given to Autonomous Institutions like National Institutes of Design (NID), National Productivity Council (NPC), Quality Council of India (QCI), Central Pulp and Paper Research Institute (CPPRI), and National Council for Cement and Building Materials (NCCBM).
<b>Monitoring and procedure</b>	<ul style="list-style-type: none"><li>• Through approved government procedure</li></ul>
<b>Whether any guidelines have been formulated</b>	-