



राष्ट्रीय डिज़ाइन संस्थान  
National Institute of Design  
मध्यप्रदेश Madhya Pradesh

# Academic & Industrial Linkages (AY 2019-20)



1. NID Madhya Pradesh became a member of:

**(i) Confederation of Indian Industry (CII):**

CII works closely with the stakeholders for strategizing and implementing all the Design initiatives in the country. CII Design initiatives are focused in the following areas: Competitiveness of Industry by Design-Branding/ Promotion of Design through Media, Design Education, Design for Culture, Society & Environment, and Implementation of Design Policy. CII's last 10 year's work in Design resulted in Government's announcement of National Design Policy. Some of the ongoing activities are Design Clinic for MSMEs, India Design Report, India Design Resource Book, 2nd India Design Festival & 9th CII-NID Design Summit, Workshops on Blue Ocean strategy through Design thinking etc.

**(ii) Federation of Indian Chambers of Commerce and Industry (FICCI)**

FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society. **FICCI** articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states

**(iii) Federation of Madhya Pradesh Chambers of Commerce and Industry (FMPCCI)**

The mission of Federation of Madhya Pradesh Chambers of Commerce and Industry is to promote, encourage, watch and protect the interest of trade, commerce, industries, transport, manufacture, finance, banking, insurance and all other mercantile and economic activities particularly in the state of Madhya Pradesh, and in India and globally in general.

2. Regular interactions are carried out with the heads/ senior functionaries of CII, FICCI and ASSOCHAM both at the state and central level regarding industrial linkages.

3. The Institute conducted the first Symposium under THINKIN (The flagship event brand of the Institute) to map the objectives for NID MP's approach, add value to the existing curriculum and set the agenda for the proposed Masters level Program in 'Sustainability & Design'.

4. Jointly hosted with MSME Technology Centre, Bhopal, the National Electric Kart Championship 2020 Season 3.0 from 2nd to 5th March 2020.
5. Developed prototype for non-contact sanitizer dispensing units for commercial use for an industrial start-up unit.
6. Conducted, Madhya Pradesh Design Utsav (MPDU), which is NID Madhya Pradesh's annual Design Fest that aims to serve as a platform for institutions imparting design education, professionals, and industry to come together, share information and build long-lasting relationships.
7. Designed logo for the 'Bhavishya' Project of Madhya Pradesh Warehousing Corporation.
8. All Disciplines conducted online symposia under 'THINKIN' in July 2020 as per the following details:
  - (i) **Foundation Studies:**  
**MANTHAN** – Pedagogy of foundation level design teaching in the current COVID scenario, while considering future professionals of 2030s.
  - (ii) **Communication Design Discipline:**  
**TOGETHER - TO GATHER**, a Communication Design Symposium, with the aim to discuss future prospects and upcoming trends of communication design which will help in the development of the curriculum. The focus of the symposium was on Industry 4.0 and Communication Design, along with the Impact of COVID 19 in the field of Information and Communication Design industry/academia.
  - (iii) **Industrial Design Discipline:**  
**THINK IN -"ABHIKALP: Shaping the future of Industrial design"**, with the following sub-themes:
    - (a) Opportunities for Industrial designers for tough time ahead
    - (b) Impact on Industrial Design education and training in the sector
    - (c) Changed classroom scenario and new studio learning norms

- (d) Key changes and challenges in Industrial design curriculum
- (e) Embedding advancements in Technology and Applications in delivering Industrial design programs to adapt to changed scenario
- (f) Technology, knowledge and experiential exposure and effects on the profile of Industrial Designer

**(iv) Textile and Apparel Design Discipline:**

**THINK IN - “CONNECT - bringing ideas, experiences and insights together”** with the following sub-themes

- (a) Threads of hope: The future of Indian craft communities at the times of COVID-19
- (b) Retail sector outlook post COVID -19 (opportunities and challenges)
- (c) The impact of corona-virus on small scale businesses (global and local context)
- (d) Global education policies, migration, and design practices in COVID -19
- (e) COVID -19 an opportunity to "reset and reshape" fashion & manufacturing

9. Director, NID MP has been nominated to CII National Committee on Design (2020-21).
10. Conducted a sensitization session on Design Thinking in collaboration with CII, Bhopal.
11. Director and other faculty members are regularly invited to speak in various conferences, seminars, webinars, symposia etc.
12. Conducted a session to sensitise the schoolteachers belonging to various parts of Madhya Pradesh on “Understanding Design & Design Thinking and its applications in school education”.

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