



INDUSTRY CONNECT **2023**

An Institute of National Importance Established by
Ministry of Commerce & Industry, Government of India
Under an act of parliament National Institute of Design
(Amendment) Act, 2019

ABOUT THE INSTITUTE



The National Design Policy was conceived in early 2007 by the DPIIT-Department for Promotion of Industry and Internal Trade (previously the Department of Industrial Policy and Promotion), Ministry of Commerce and Industry, and Government of India with the goal of developing an innovation economy that is enabled by design and enhancing design education in the nation.

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 and Madhya Pradesh (Bhopal) is one of them.

Establishing new NIDs as Institutions of National Importance Established by Ministry of Commerce & Industry, Government of India under an act of parliament National Institute of Design (Amendment) Act 2019, will contribute to the development of highly competent designer in many parts of the nation, creating both direct and indirect job opportunities, by providing sustainable design interventions for crafts, handloom, rural technology, small, medium, and large-scale enterprises; and outreach programs for capacity, capability, and institution building.

The institute commenced academic activities in the academic year 2019–20. NID MP currently offers a “Bachelor’s Degree in Design” (B. Design) in the fields of Industrial, Communication, and Textile and Apparel Design and interdisciplinary studies.

The first batch of students shall be graduating in 2023.

DIRECTOR



Greetings everyone!

The National Institute of Design, Madhya Pradesh (NIDMP) is a prestigious design education institution located in India. Known for its excellence in Industrial, Communication, Textile, and Apparel Design, NIDMP has gained recognition from both academia and industry for its commitment to providing quality education. As a statutory institute under the DPIIT, Ministry of Commerce and Industry, Government of India, NIDMP upholds the highest standards of professionalism and excellence. In 2014, the National Institute of Design Act elevated NIDMP to the status of an ‘Institution of National Importance,’ and the National Institute of Design (Amendment) Act, 2019 further reinforced this status. NIDMP offers Bachelors, Masters, and Ph.D. programs in Design, enabling students to shape the future of design through their innovative ideas and expertise.

The Placement Cell at NIDMP plays a crucial role in supporting the career growth of its students. The team works tirelessly to connect students with leading design firms and organizations in India and beyond. The institute is optimistic that its first graduating batch will secure positions in top companies, design studios, and startups. The Placement Cell is committed to providing students with services such as career counselling, resume building, mock interviews, and networking opportunities to help them achieve their career goals.

I would like to appeal to all the students to make the most of the resources and support offered by the Placement Cell. I also invite industry leaders, design companies, studios, and startups to collaborate with the Placement Cell to create a seamless connection between industry-based opportunities and student aspirations. I believe that this synergy will benefit students and industry partners and create a win-win situation for everyone involved.

Prof. Dhiraj Kumar

DISCIPLINES

Communication Design

Industrial Design

Textile And Apparel Design



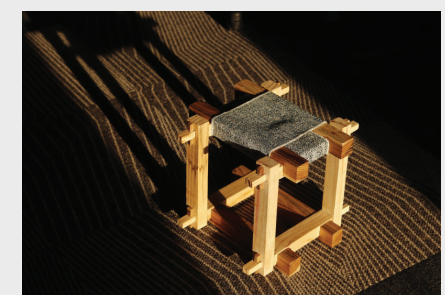
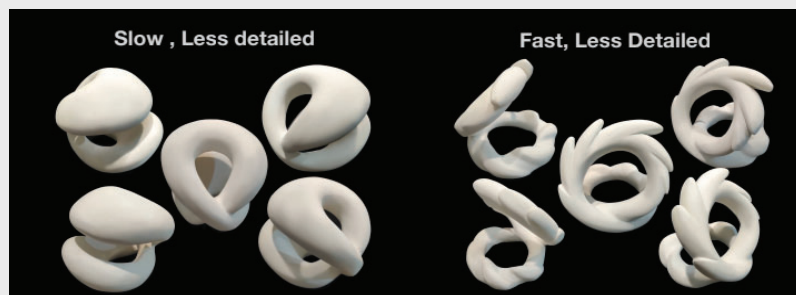
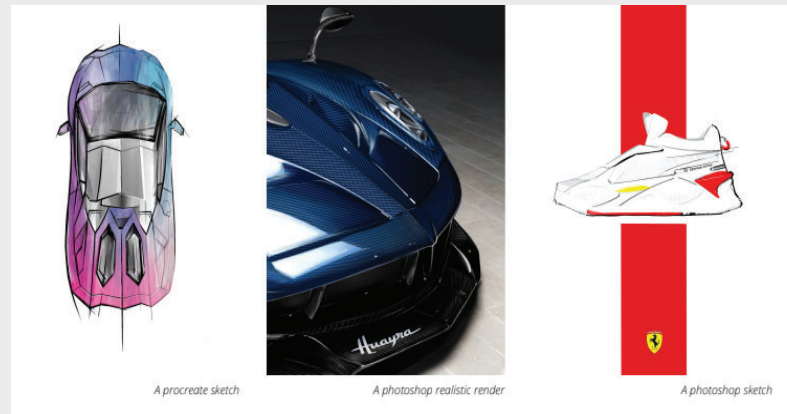
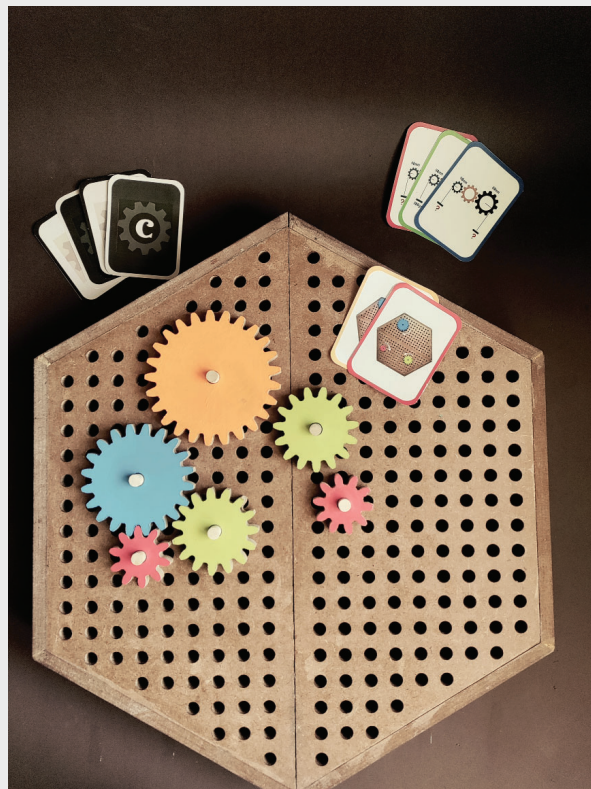
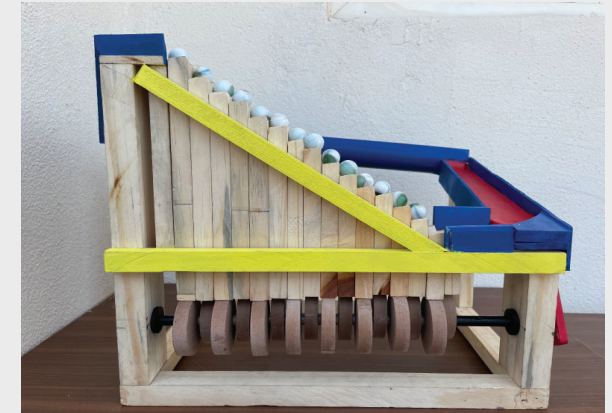
INDUSTRIAL DESIGN

The program focuses on developing the ability to design products that are not only aesthetically pleasing but also functional, safe, and sustainable. The industrial design program includes a wide range. The curriculum is designed to provide a holistic understanding of the design process and equip students with the skills necessary to design innovative products that meet the needs of the user while considering environmental impact and manufacturing feasibility. The program offers a mix of theoretical and practical training, with students participating in projects and collaborations with industry partners to gain real-world experience.

Design Research
Ergonomics
Materials and Process
System Design
Human Factors
Design For Special Needs
Design Management
Craft Research, Design and Development



INDUSTRIAL DESIGN

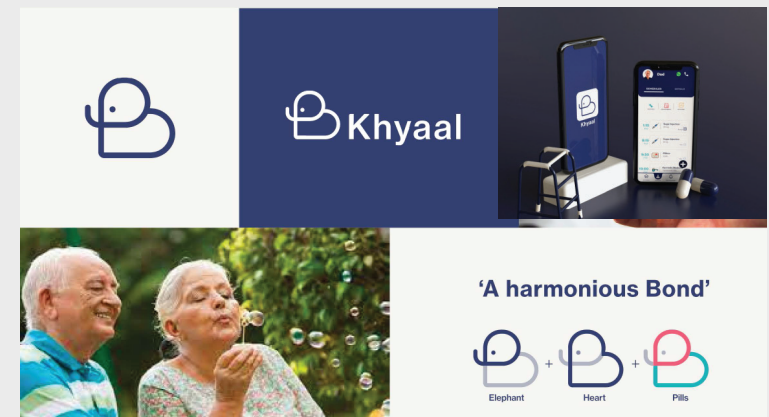
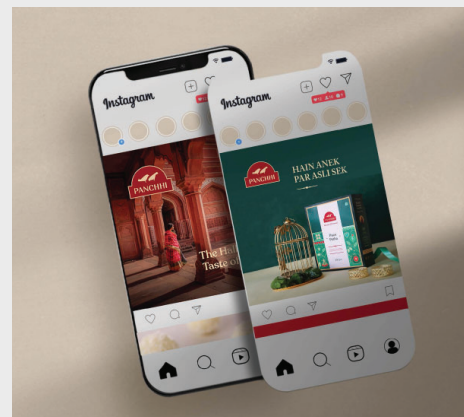
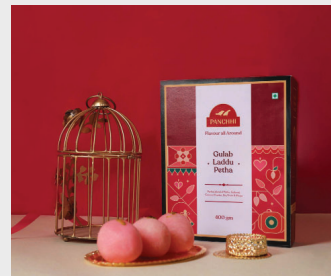


COMMUNICATION DESIGN

Communication Design program to enable students with a wide range of communication skills, be it Visual or oral. It focuses on varied mediums of communication (Animation, Film, Graphic, interaction design and equip them with technical and practical skills. It focuses on teaching them to think critically about the chosen medium, be a versatile and intuitive communicator, critical and design thinker; and motivated and responsible culture creators.

The program inculcates the development of rich design sensibility with process-oriented learning through the open exchange of ideas embodied in a studio culture which helps develop an individual's perspective, critiques, visual literacy, media influence, experiential learning and innovative outcomes.

- Illustration
- Type design
- Branding and Identity
- Publication design
- Environmental graphic design
- Design research
- Storytelling
- Moving image
- Music and sound,
- Design Management



COMMUNICATION DESIGN

Explore Assam like a Local

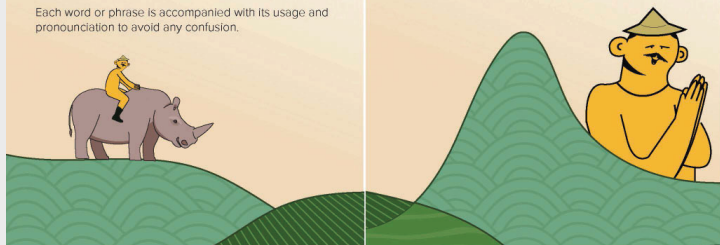
Connecting to The Real Assam, Made easy for you!

Welcome To Assam!

Every culture is different, and while a simple word or gesture may mean nothing to us, it could be offensive elsewhere. Also learning key phrases and greetings are a great way to show respect to local people.

This guide is a collection of words and phrases that will help you connect and adapt easily in the "Land of Blue hills and Red river".

Each word or phrase is accompanied with its usage and pronunciation to avoid any confusion.



Hello Namoskar

Assamese people generally greet a person by joining both the palms together and say this, an equivalent of hello.

Thank you Dhanyabad

Sorry Kshiam/karib

Excuse me Ajuhah/mo

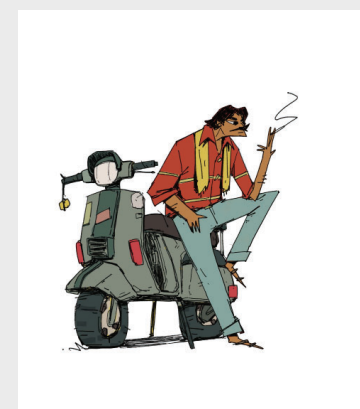
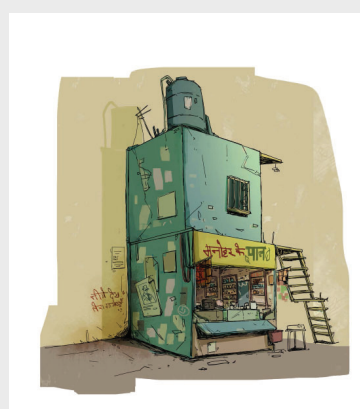
As in any culture, being polite and respectful is appreciated. People will also be more willing to help you with your speaking skill and be patient with your language if you mind your manners when talking.

Do you know english Apuni/ingraji/jaan/necki

Ask this at the beginning of the conversation. Who knows, you might not even need to use all the words on this book.

Can you please help me Anugrah/kari/apuni/moksha sahaya/karib/pariban

This simple sentence could actually save the day in any given situation.

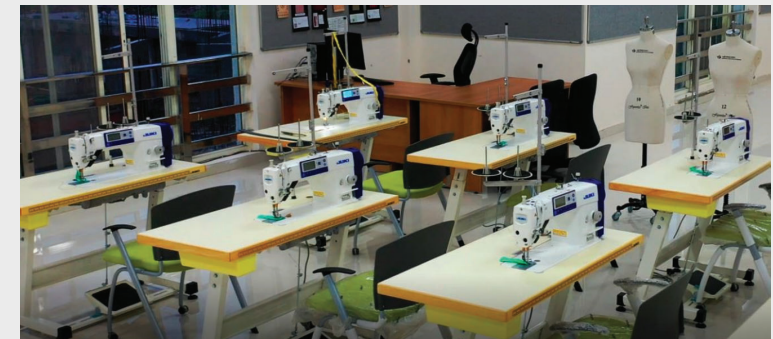
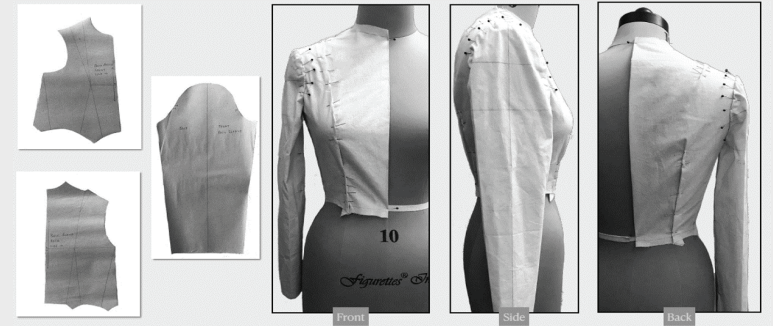


TEXTILE & APPAREL DESIGN

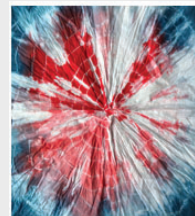
This is a unique program addressing Textile, fashion, textile-based lifestyle accessories and interior designing requirement in its broadest spectrum. The program strikes a balance in the domains of textile product development, and apparel designing. It is deep rooted in scientific processes of textile development and Garment manufacturing technology. Students will also develop high caliber and potential in both traditional handcrafted sector and sophisticated modern technology of textile and apparel industry.

The program also strikes a balance with inputs in the areas of the art of design, the science of chemistry and the perspective of history in a rich, challenging learning environment at the creative forefront of the textile industry.

- Basic Apparel Design
- Visual Merchandising
- Field Research in Traditional Textiles
- Design as Co-creation in Craft Sector
- Functional Textiles
- Trend Research and Forecasting
- Ready to Wear
- Pattern Making and Draping
- Specialised Fashion
- Couture Garments



TEXTILE & APPAREL DESIGN



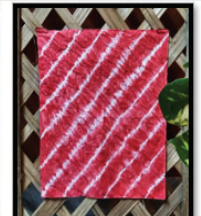
Kanoko shibori



Itajime shibori



Nui Shibori



Laheria



Nui Shibori and Block Printing



Itajima Shibori and Block Printing



Itajime Shibori Circular Motif Printing

INTERNSHIP

1. Pee Safe (Redcliffe Hygiene Private Limited)
2. Lana Health
3. Startupwala
4. UNOMONO
5. Flying Saucers Production house
6. Monster India
7. Remark
8. Nalloru Studios
9. Bira 91
10. Charuvi Design Lab
11. National Institute of Design Madhya Pradesh
12. Gempro
13. Studio Gempro
14. Urban talkies
15. Studio Eksaat
16. May and Co.
17. Atum Robotics
18. Greenative Films Pvt. Ltd
19. McCann Worldgroup
20. Trauffer Hub
21. Futuring Design
22. Architecture incorporated
23. OPE Innovation Lab
24. KCM Appliances Pvt.Ltd
25. Design ni dukaan
26. Pensaar Design
27. GrauBär Design Studios
28. Torch-it electronics
29. Design Matrix
30. CIVOM Pvt ltd
31. Envolv Innovations Pvt Ltd
32. Studio Carbon
33. Icarus Design
34. AI YUGA Algorithms
35. Ustream spaces
36. Treemouse
37. Maruti Suzuki India Limited
38. Pichkaari Studio
39. Spread Design and Innovation
40. Lets unbound
41. Josmo Studio
42. Technup
43. Weavers Village
44. Chitrika Artisans Foundation
45. Commonn by sai vogue
46. Cultfit gear pvt. Ltd.
47. Jaypore
48. The verandah

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