

# Future of Design Education In India

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Confederation of Indian Industry

# Future of Design Education in India

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## Credits

Credits to the Chairman and Members of the Confederation of Indian Industry (CII) National Committee on Design Innovation (2023-24) for their support. Special thanks to Prof. Pradyumna Vyas - Senior Advisor, Confederation of Indian Industry (CII), for his advice and guidance. Also credits to the CII team Dr Ashish Mohan, Ms Namita Bahl, Ms Tiksha Madan and Mr Nitish Das.

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## Acknowledgements

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Notably, within the CII framework, the Design team collaborated seamlessly with the NIDMP team, conducting multiple deliberations to ensure the highest quality outcomes. Their dedication and synergy have played a pivotal role in shaping this comprehensive report, underscoring the impactful results of collective commitment to advancing design education in India.

## Disclaimer

The information presented in this report is based on the surveys conducted by CII and NID. The report is based on the responses received by the companies, organizations, individuals that chose to answer the questionnaire sent to them. The data has not been verified by a third party. Responsibility of the data & facts lies with the respondents alone. While Due care has been taken to authenticate the information and present the information in an unbiased manner, yet, if there are any misrepresentations, such instances are unintentional and may be brought to our notice for correction in future versions.

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# Executive Summary

This comprehensive report navigates the trajectory of design in India, tracing its evolution from fundamental human instincts through historical epochs to the current digital age. Commencing with the genesis of design and the establishment of institutions such as the National Institute of Design (NID), the narrative extends to the transformative influence of the National Education Policy (NEP) 2020.

NEP 2020 takes center stage, shaping design education by aligning principles with global standards. Insights from European, American, Australian, Korean, Danish, and Singaporean design policies provide a global perspective, guiding India's strategy to bridge the design-industry gap and become a prominent design hub. The report emphasizes design's pivotal role in India's industry, proposing a revised National Design Policy to foster collaboration, intellectual property development, and a human-centric approach to nation-building.

The promising future of AI in design education is outlined, highlighting the delicate balance between technology and fundamental design principles. Sustainable Development Goals (SDGs) emerge as a transformative force, influencing NID's and other Design institutions commitment to sustainability, inclusivity, and innovation. The advent of Industry 5.0 signifies a significant shift in design education, demanding adaptation to human-centric approaches, digital literacy, and ethical considerations.

Finally, the report charts a dynamic way forward for design education in India, emphasizing adaptability to global trends, collaboration with industries, and integration of ethical considerations. Inspired by successful global policies, proposed strategies aim to elevate education standards and position India as a global design hub, shaping a vibrant and impactful design landscape.



# Foreword



## **Dr. Udayant Malhoutra**

Chief Executive Officer & Managing Director  
Dynamatic Technologies Limited  
Chairman, CII National Committee on Design (2023-24)  
Confederation of Indian Industry

I am delighted that Confederation of Indian Industry along with NID – Bhopal are publishing this report on the Future of Design Education In India.

Design, as we say, is a creative problem-solving process used to develop innovative solutions and services to make our lives better. Contrary to the expressionist approach of art, design is strongly focused on the identification of the user and market needs, and thus is a process-centric exercise to develop new and innovative solutions. Design education has seen a spurt of growth in the last 5 years or so with many institutions getting initiated. However, there still remains a significant gap between academic learning and practical industry application.

To bridge the gap between academia and industry, the future of design education in India should focus on equipping students with industry-relevant skills. Practical experiences, internships, and industry collaborations should be integral components of the curriculum, ensuring that graduates are not only creative thinkers but also adept at applying their skills in real-world scenarios. This approach will enhance employability and foster a seamless transition from education to professional practice.

With the advent of new technologies and a perpetual dynamic state, design is going to play a crucial role for predicting the future through design led innovations and hence its education is the need of the hour. The future of design education in India is a promising and dynamic landscape, characterized by technological integration, interdisciplinary collaboration, global perspectives, environmental consciousness, and industry relevance. By embracing these trends, design education in India will empower a new generation of designers who are not only proficient in their craft but also capable of addressing the complex challenges of our rapidly evolving world. As the nation invests in nurturing creative talent, the impact of Indian designers on the global stage is poised to grow, contributing to innovation, sustainability, and cultural richness on a global scale.

Drawing from real experiences of design industry, institution, students and graduates working in industry, this report provides up-to-date information and analysis of the changing landscape of the design sector, along with a present status of design education in India and the Future in view of the technology led advancements.

Best wishes

# Foreword



**Prof. Dhiraj Kumar**

Director, National Institute of Design, Madhya Pradesh (NIDMP)

In the dynamic landscape of design education in India, we encounter a landscape marked by both challenges and opportunities. While there is a growing acknowledgment of design's significance, there remains a need for alignment with industry requirements. Bridging this gap requires collaborative efforts to ensure our education system evolves in harmony with technological advancements, particularly in fields such as AI.

Quality design education is not merely a personal pursuit; it stands as a cornerstone of national progress. To enhance its quality, a holistic approach is essential, encompassing practical training, industry relevance, and adaptability to emerging technologies.

Embracing these principles, I am confident that we can elevate design education in India to global standards. Furthermore, a crucial aspect involves the rationalization of benchmarks for delivering design education, given the diverse standards across multiple educational institutions.



# Testimonials

*"As we navigate the dynamic landscape of the 21st century, the synergy between Design Education in India and the evolving need of industry stands as a testament to our commitment to excellence.*

*In an era dominated by technological advancements, particularly the transformative influence of AI, Pearl Academy has embraced a forward-thinking approach.*

*We understand that the future is shaped by the intersection of creativity and technology, and this allows us to define the "Complete Creative Professional"; our graduates not only possess a keen aesthetic sense but are also fluent in the language well equipped with technology. At Pearl we see technology not merely as a disruptor but as a catalyst for creativity and problem-solving.*

*Our curriculum is meticulously crafted to equip students with the skills and insights necessary to thrive in an industry driven by AI.*

*The symbiotic relationship between design life skills and technology is at the core of our pedagogy.*

*As we empower the next generation of Designers, we are confident that our approach aligns seamlessly with the industry's demands, ensuring that our students emerge as pioneers in the era of technological design evolution."*

**- Ms Aditi Srivastava, President, Pearl Academy**

*"Design education is growing exponentially, but only because design is fast emerging as a career choice for the new generation. Most of the schools are following a pattern that was devised by the pioneers.*

*With the advent of new technologies and perpetual dynamic state, design is going to play a crucial role for predicting the future through design led innovations.*

*Design education, apart from skill development, should focus a lot on deeper imagination with concurrent thought to social and cultural aspects. With AI spreading its wings rapidly, designers have an opportunity to explore the unexplored areas of their mind.*

*Designers could be the new force in the start-up ecosystem, because they can also speculate the future design needs. So entrepreneurial traits of playing and learning with failures should also be imbibed in the education.*

*Lastly, a strong and genuine industry connect will help in polishing the thought process of the students. It has to be a collaborative effort by the educators, with the industry & practicing designers, to bring in a paradigm shift for the new age learning."*

**- Mr Anuj Prasad, Desmania Design Pvt**

*“Design is at the threshold where it is constantly evolving with the new developments in thought leadership and innovations taking place at the global level and therefore Design education in India needs to be in tune with the emerging needs of the planet.*

*The multiple stakeholders involved in the design process and the articulation of design education pedagogy requires a more open minded and flexible approach to education, as design brings a unique opportunity to rapidly evolve and nurture an ecosystem for Co design in the times of changing certainty.*

*The education policy framework put in by UGC and other regulatory bodies needs to address the concerns for design education in India to be relevant and in context.*

*Multiple design focused interventions are required at the level of governance, industry and academia to be able to harness the power of design. While Design education addresses the vocational needs of the industry it alongside needs special impetus to address and explore innovation at the core of its delivery and practice.”*

**- Ms Archana Surana, Founder & Director ARCH College of Design & Business, Jaipur & Vice President, Cumulus**

*“Design education in India is experiencing a significant upswing, presenting numerous students with promising career opportunities. The industry too is increasingly acknowledging the vital role of design in our complex world.*

*Despite this growth, there’s a significant gap between academic learning and practical industry application. Students, eager to start ventures, may overlook learning ‘the attention to detail’ that goes into design from industry veterans, resulting in a superficial grasp of design principles. The rise of AI in design adds another challenge. Students must elevate their design dialogue, focusing on work that embodies unique human insights and storytelling, beyond what AI can replicate.*

*Another concern is the over-reliance on digital tools, limiting the ability to conceive ideas without technological assistance—a setback to fundamental design skills like visualising and creating from imagination.*

*Additionally, many young designers often from urbane backgrounds may lack empathetic understanding of diverse social and cultural contexts which is crucial for designing for the masses.*

*To align design education with industry needs, a revised curriculum is essential. It should emphasize practical skills, industry engagement, and market awareness, ensuring students are creatively adept and equipped to meet real-world demands.”*

**- Ms Pooja Tandon, Vice President, Design Pidilite industries**

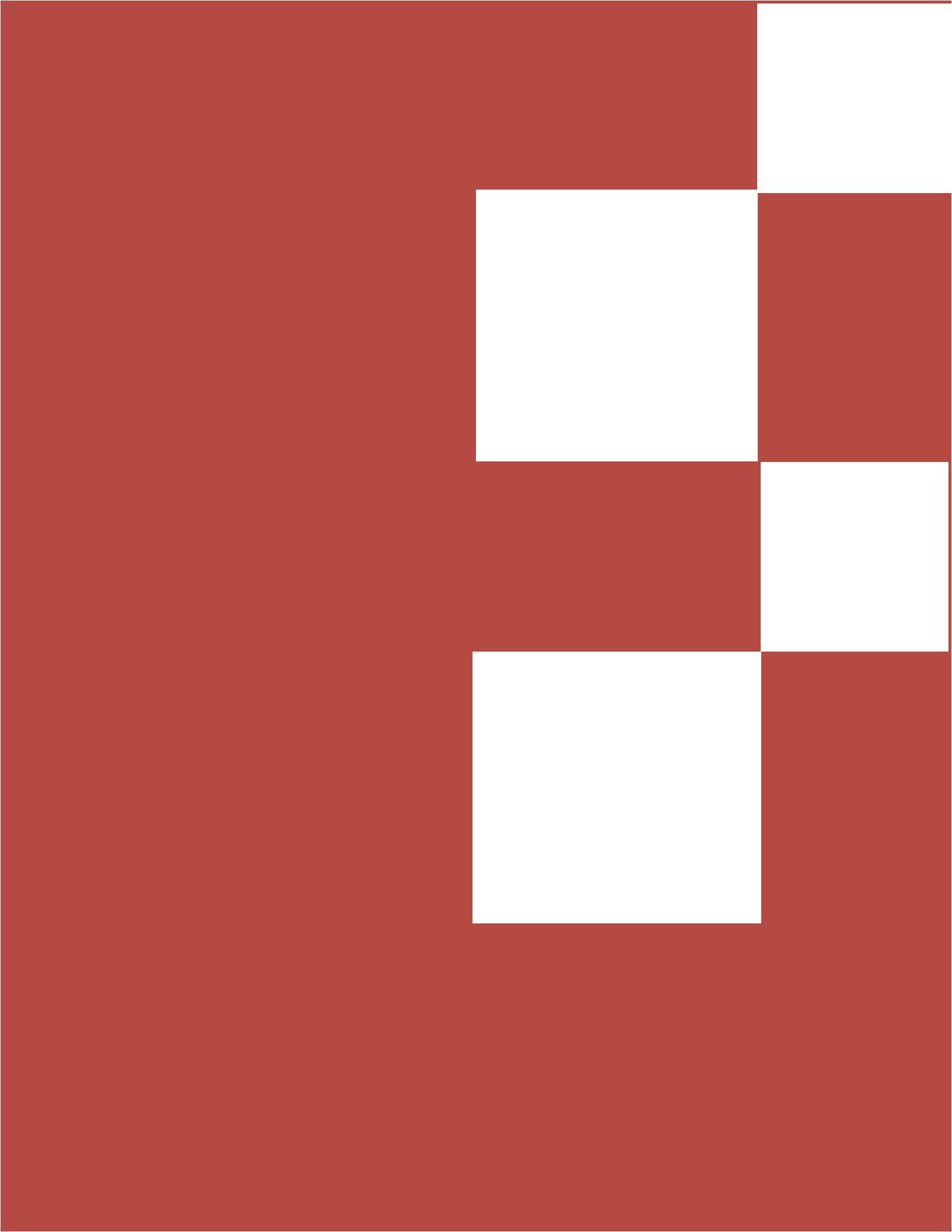


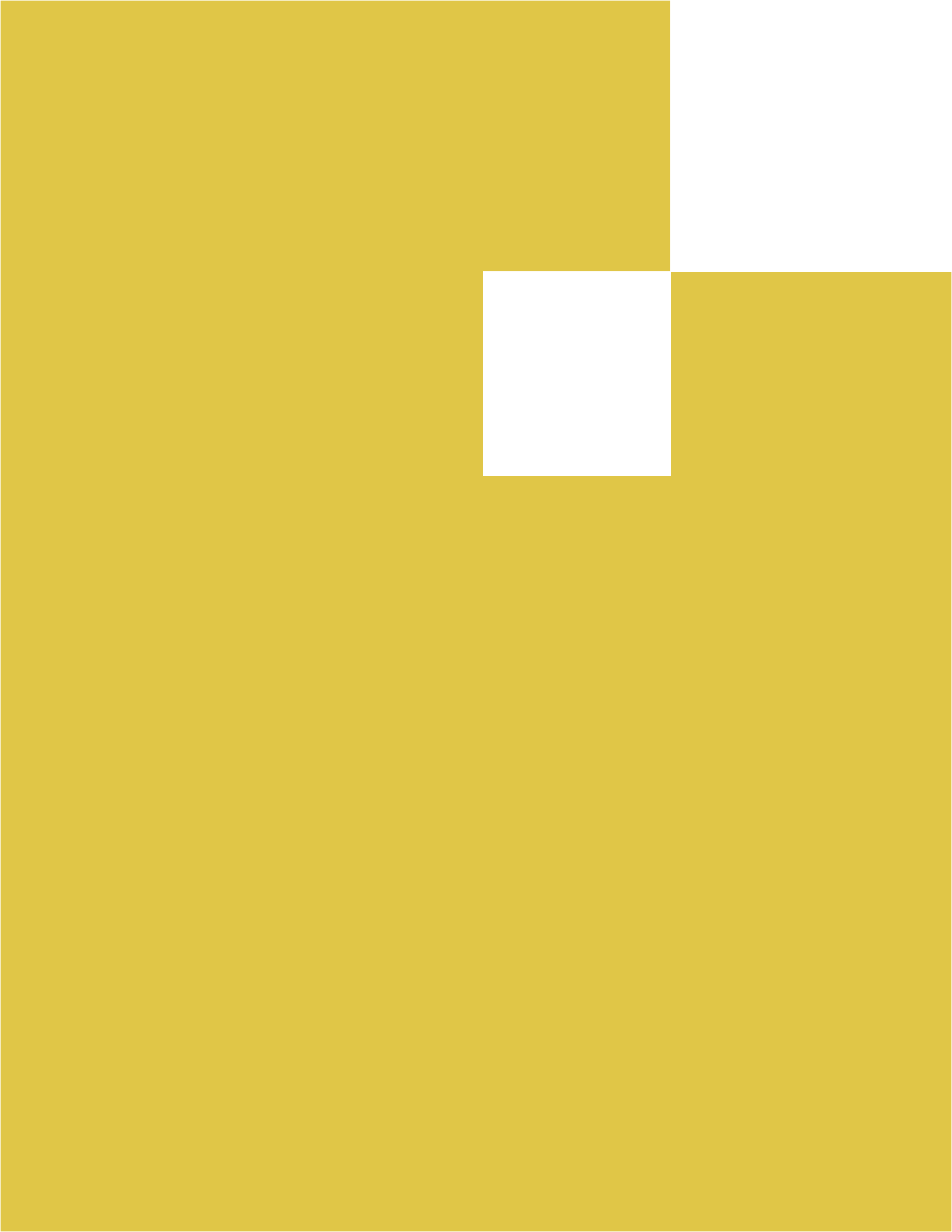
*“Design education in India is largely perceived as programs for arts, Films, Animation, Advertisement domain and Industrial design programs are not popular. Most Indian Industries do not see design as separate stream from engineering design and industry largely employs only Graduate and Post Graduate Engineers from traditional streams like Mechanical etc. instead of B. Design in those positions which needs special analysis from policy & educational programme perspective. Programs focusing on Integrating Inherent Indian cultural ethics like Recyclability, Reusability, Durability, Reliability & Efficiency in the products. Best way forward would be focused Training programs with first industry experts and then design appropriate programs for specific roles as per expert recommendation.”*

**- Mr Prasad V Shukla, Senior Manager,  
New Products, Kirloskar Brothers Limited**

*“I am glad that CII and NID-Bhopal have worked together to create a report on the ‘Future of Design Education in India’. Design education in India needs to penetrate to the school level, in the HEIs, it needs to be at par with what the industry requires. At present India is moving ahead in this field, yet, we need to focus on newer raw materials and application of design thinking at multiple levels. It is important to find solutions to climate change, and to create visibility for Indian Designers. The industry needs professionals who are problem solvers and can generate ideas that have a larger social impact. I think Universal design is the need of the hour and should be a part of the future of design education in India.”*

**- Prof. (Dr) Toolika Gupta, Director  
Indian Institute of Crafts and Design**





# 1. The Genesis of Design in India

The genesis of design can be traced back to the most basic human instinct of making things look good and comfortable, a trait genetically coded and transferred through generations. Design, arguably the oldest profession, has been the cradle for the birth of various disciplines. Archaeological evidence supports the presence of design at ancient sites globally, emphasizing its intrinsic role in human creativity. The industrial revolution exponentially transformed design, making it a catalyst for societal change and innovation. Landmark events, from the printing press to the digital era, shaped the evolution of design, giving rise to disciplines like industrial design, product design, interface design, and interaction design.

In India, the official journey began with the establishment of design schools influenced by Bauhaus philosophy. The post-independence era saw the foundation of institutions like the National Institute of Design (NID) in Ahmedabad, guided by the vision of luminaries such as Rabindranath Tagore and Le Corbusier. The 'India Report' compiled by Charles and Ray Eames played a pivotal role in advocating for an indigenous design legacy.

NID, officially born in 1961, emerged as a global hub for design education, with international collaborations shaping its curriculum and ethos. The institute's rich history includes the contributions of renowned designers and educators such as Armin Hofmann, James Prestini, Louis Kahn, and many others. The establishment of NID Gandhinagar and NID Bengaluru in 2005 and 2007, respectively, further expanded the reach of design education in India.

In 2014, NID achieved the esteemed designation of an 'Institution of National Importance,' marking a pivotal moment in the landscape of Indian design education. This achievement propels NID forward with a dedicated mission to cultivate a design-enabled innovation economy, fortify design education, and establish new National Institutes of Design (NIDs) across four diverse regions in the country. The objective is to generate a highly skilled workforce and encourage sustainable design interventions.

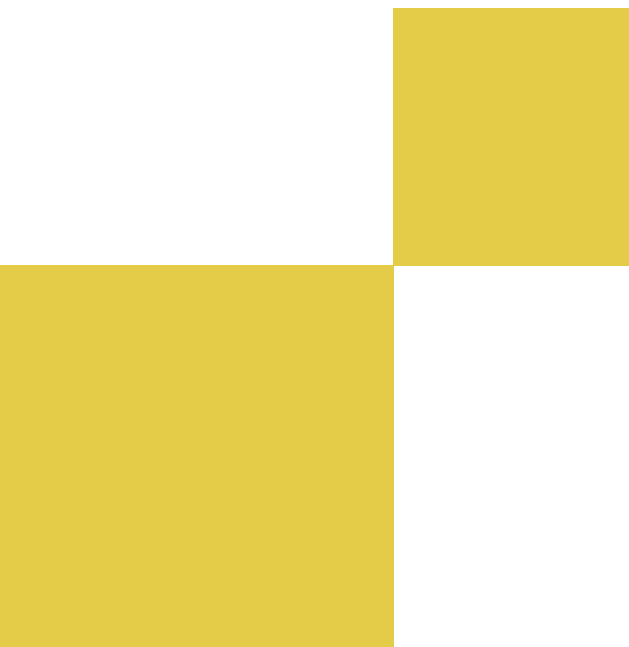
The National Design Policy and the establishment of the Design Council of India signify the nation's steadfast dedication to advancing design thinking and practices. Across the diverse expanse of the country, five autonomous National Institutes of Design (NIDs) strategically placed are poised to chart their distinctive courses. This autonomy provides them the capability to address regional, national, and global needs, drawing inspiration from the intricate tapestry of local culture and responding to diverse lineages. These NIDs are positioned to play a pivotal role in capacity building, skill enhancement, and institution building, thereby shaping the future landscape of design in India.

The evolution of design through formal education has witnessed a remarkable transformation, expanding from a handful of national design institutions to over 100 credible design establishments in public and private sector. This transformative journey is significantly reshaping the design landscape in India. The government, recognizing this substantial growth, is gradually formulating policies at both state and central levels. As a result, design in India is poised to make a powerful impact, leaving an indelible mark on the global design scenario in the times to come.

## 2. NEP 2020 and Design Education

The enactment of the National Education Policy 2020 signifies a momentous transformation in India's educational landscape, holding the potential to redefine our understanding of education and reshape the essence of learning fundamentally. Within this transformative wave, Design Education emerges as a dynamic and pivotal component. Design Education aligns globally with many provisions of NEP 2020, and in India, it has long distinguished itself with practices in harmony with these principles. Aspects such as Holistic and Multidisciplinary Education, Autonomy for Higher Education Institutions, Globalization, Internationalization, Professional Development of Faculty, Research, Innovation, and stronger industry connections have been integral to Design education both in India and abroad.

While Design institutions in India have consistently embodied these principles, there is an opportunity for further alignment with other features of NEP. For instance, aligning with the National Higher Education Qualification Framework (NHEQF), National Credit Framework, and Academic Bank of Credit (ABC) can enhance the integration of Design education institutions. Such alignment facilitates seamless mobility for graduates across institutions, fostering a truly multidisciplinary approach to learning. This strategic alignment with various elements of NEP 2020 positions Design education as a key contributor to the broader educational reforms in India.



# **3. Global Insights: Evaluating the Design Landscape Across Nations**

## **Introduction**

The landscape of design policy is evolving globally, with distinct reflections from Europe, America, Australia, Korea, Denmark, and Singapore offering valuable insights. In Europe, the emphasis lies on design-driven innovation, evidenced by national policies and the establishment of multidisciplinary innovation units. America's approach combines design promotion and innovation policies, integrating democratic governance through 'Policy as Designed.' Australia's collaboration with the Federal Government focuses on enhancing business competitiveness, refining public service delivery, and addressing future challenges. Korea's Design & Industry Convergence Strategy strives for a creative and innovative nation through industry convergence and design-led R&D. Denmark strengthens creative industries with initiatives enhancing business skills, market links, and education. Singapore champions a design-driven approach, fostering collaborations, global participation, and innovation. In response, India should adopt a multifaceted strategy, drawing inspiration globally, to bridge the design-industry gap, promote collaborations, elevate education standards, and position itself as a major hub for design exports, learning from successful national design policies worldwide.

## **Reflections from the Design policy of Europe**

Design policy trends are becoming increasingly prominent across various governance levels in Europe. A notable development is the formulation of Action Plans for Design-driven Innovation, advocating for the incorporation of design policy instruments. Design has found a place in national policies of 15 European countries, including Denmark, Finland, France, Latvia, among others. Another significant trend is the establishment of multidisciplinary innovation units, Policy Labs, within central government bodies. These units frequently leverage design methods to actively involve citizens in decision-making processes. The overarching objectives of the Design Policy Europe Action Plan include promoting an understanding of design's impact on innovation, encouraging design-driven innovation in industries to bolster Europe's competitiveness, and advocating for the adoption of design to facilitate renewal in the public sector. These trends underscore the increasing recognition of design as a strategic tool for innovation and problem-solving across various sectors in European policymaking.

## **Reflections from the Design policy of America**

The American design policy, geared towards enhancing economic competitiveness, encompasses both design promotion and innovation policy activities. Design promotion initiatives involve the establishment of design centers, publications, shops, competitions, and exhibitions aimed at showcasing the work of national designers. On the innovation front, the policy supports research and development, government procurement, and the transfer and diffusion of design, while also addressing human innovation aspects such as small and medium enterprise support, large enterprise support, higher education, and industry employment.

In the realm of democratic governance, the design policy adopts the form of 'Policy as Designed,' encapsulated in design standards. These standards encompass regulations and guidelines pertaining to safety, technical and aesthetic quality, sustainability, and social inclusion. The focus is on making government policies tangible to people through designed objects, communications, environments, and experiences. The policy emphasizes the positive impact that improved designs can have on the overall experience of government for all citizens. This comprehensive approach underscores the role of design in both economic advancement and fostering democratic principles within the United States.

## **Reflections from the Design policy of Australia**

The Australian Design Alliance collaborates with the Federal Government and crafted a national design policy with three primary objectives: enhancing the competitiveness of local and international businesses, refining the delivery of government services, and equipping the nation to effectively address future challenges. This strategic partnership underscores the integral role of design in fostering economic competitiveness, optimizing public service delivery, and preparing the nation for innovative problem-solving in the evolving landscape.

## **Reflections from the Design policy of Korea**

MOTIE (Ministry of Trade, Industry and Energy) initiated the Design & Industry Convergence Strategy (2013-17) as part of Korea's overarching vision to usher in a design and convergence-led era. This strategic plan is dedicated to cultivating a creative and innovative nation by promoting the convergence of industries and enhancing the competitiveness of the design sector. The strategy comprises three key design initiatives: implementing a design-led R&D policy, establishing a design-friendly business environment through various support programs, and reinforcing regional design capacity by nurturing design-related human resources and fostering design clusters (MOTIE, 2013) in Korea.

## Reflections from the Design policy of Denmark

Denmark has implemented a comprehensive set of initiatives to strengthen its creative industries. These include efforts to enhance business skills and improve access to finance within the creative sector. The country is also focused on establishing stronger links between creative products, design solutions, and the market. Furthermore, Denmark is reinforcing education and research initiatives specifically designed for the creative industries. As part of its global positioning, the nation aims to promote itself as an international business growth hub, with a particular emphasis on architecture, fashion, and design, as outlined by the Danish Government in 2013.

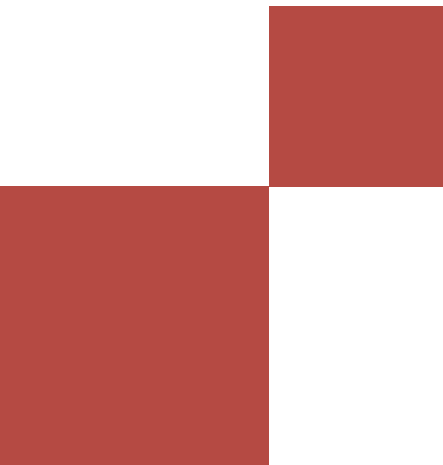
## Reflections from the Design policy of Singapore

Singapore has actively championed a design-driven approach to various sectors, recognizing its pivotal role in economic competitiveness, innovation, and overall quality of life enhancement. Key features of Singapore's design policy encompass the establishment of Design Incubation Centers, providing essential support for emerging designers and startups. Government backing, facilitated by agencies like the Design Singapore Council, manifests through grants, funding, and programs dedicated to promoting design excellence. The policy underscores the integration of design thinking in industries, fostering collaborations between designers and businesses for enhanced products and services. A robust focus on design education ensures a continuous supply of skilled designers through support for design schools and programs. Embracing a global perspective, the policy encourages international collaboration, fostering partnerships, participation in global design events, and showcasing Singaporean designs on the world stage. Further, the policy places a strong emphasis on innovation and research, driving initiatives, technological advancements, and the application of design thinking to address intricate challenges. For the latest information, it's advisable to refer to official government sources or the Design Singapore Council.



## Response for India based on the Global world scenario

India should adopt a multifaceted strategy to propagate design promotion, drawing inspiration from successful policies globally. The emphasis should be on bridging the gap between design and industry, fostering collaborative solutions among business, industry, and government entities. This involves the creation of a platform for creative design development, promoting partnerships across diverse sectors, states, and regions. Initiatives such as presenting Indian designs internationally, elevating design education standards, and creating original designs rooted in India's cultural heritage should be integrated. The goal is to position India as a major hub for design exports, contributing to a design-enabled innovation economy. Learning from successful national design policies of countries like Denmark, Finland, and the UK, India should integrate design into various sectors, focusing on improving people's lives, creating economic value, and enhancing public sector efficiency. Overcoming challenges such as weak understanding and insufficient resources requires increased awareness, funding, and a clear linkage between design and business health. The dynamic landscape of qualified designers, design students, schools, and innovation centers in India reflects a positive trend, but continued evolution will be influenced by factors like demand for design education, innovation initiatives, industry partnerships, and technological advancements.



## 4. Role of Design and Industry

The interactions with various industry leaders have thrown an enriching perspective on their expectations from Design and Design education. The emphasis on bridging the gap between design and industry forms the cornerstone of our research outcome, aiming to establish a platform that facilitates the sharing, identification, and dissemination of collaborative solutions among business, industry, and government entities. The primary objective is to contribute to the creation of unique solutions for India, fostering intellectual property development. Proposing a revised National Design Policy, The research outcomes advocate for an innovative, human-centric approach to nation-building, unlocking the potential of design for sustained economic growth. This involves the preparation of a comprehensive platform for creative design development, promoting partnerships across diverse sectors, states, and regions, integrating design with traditional and technological resources. The educational institution can be the epicenter of all these identified changes.

The research outcome proposes to include initiatives such as presenting Indian designs and innovations on the international stage, positioning and branding Indian designs globally, raising design education standards to international excellence, and creating original Indian designs that draw from the country's rich craft traditions. The ultimate goal is to make India a major hub for exports and outsourcing of designs, thereby contributing to the development of a design-enabled innovation economy. We also aim to enhance the overall quality parameters of products and services through design, create awareness about the competitive advantage of original designs among manufacturers and service providers, and attract investments in design services and related research and development.

Drawing inspiration from successful national design policies in countries like Denmark, Finland, and the UK, we propose a comprehensive framework to integrate design into various sectors, emphasizing its role in improving people's lives, creating economic value, and enhancing the public sector's efficiency. The objectives include strengthening multidisciplinary design competence, effectively utilizing design in growth sectors, and integrating design into the development of society and well-being in the public sector.

Despite the potential benefits, challenges such as a weak understanding of design's potential among stakeholders and insufficient resources pose obstacles. To address these challenges, we highlight the need for increased awareness, funding, and a clear linkage between design and business health.

The present state of design in India reflects a burgeoning community of qualified designers, design students, design schools, and innovation centers. The data indicates a positive trend with over 7,000 qualified designers practicing across diverse design disciplines. The design education sector is experiencing substantial growth, boasting more than 5,000 students enrolled in 100-plus design schools nationwide. India's dynamic design landscape includes a diverse network of over 100 design schools offering courses in various disciplines, such as graphic design, product design, and fashion design. Complementing this, the innovation ecosystem is robust, with over 20 established innovation centers fostering creativity, research, and interdisciplinary collaboration. It's crucial to acknowledge that these figures are approximate and subject to change as the design field evolves. The trajectory of design in India will be influenced by factors such as the demand for design education, innovation initiatives, industry partnerships, and technological advancements.

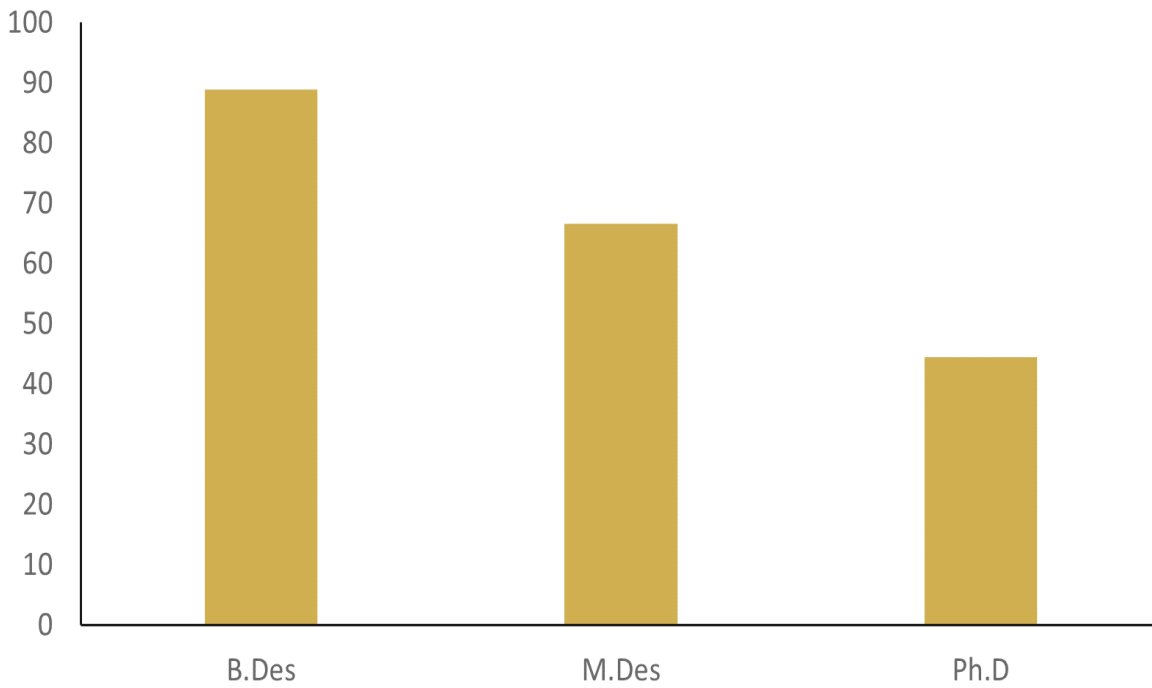


# **5. Design Institutions of India**

Design institutions in India are specialized educational establishments offering comprehensive programs in various design disciplines such as graphic design, fashion design, industrial design, and more. These institutions provide structured learning environments that blend theory and practical application, fostering creativity and innovation among students. They often have renowned faculty members and industry collaborations, equipping students with industry-relevant skills and knowledge. Design institutions in India aim to nurture talent, encourage critical thinking, and train individuals to become proficient designers capable of addressing real-world challenges. These institutions play a pivotal role in shaping the future of design by instilling a strong foundation, encouraging experimentation, and preparing students for successful careers in the diverse field of design.

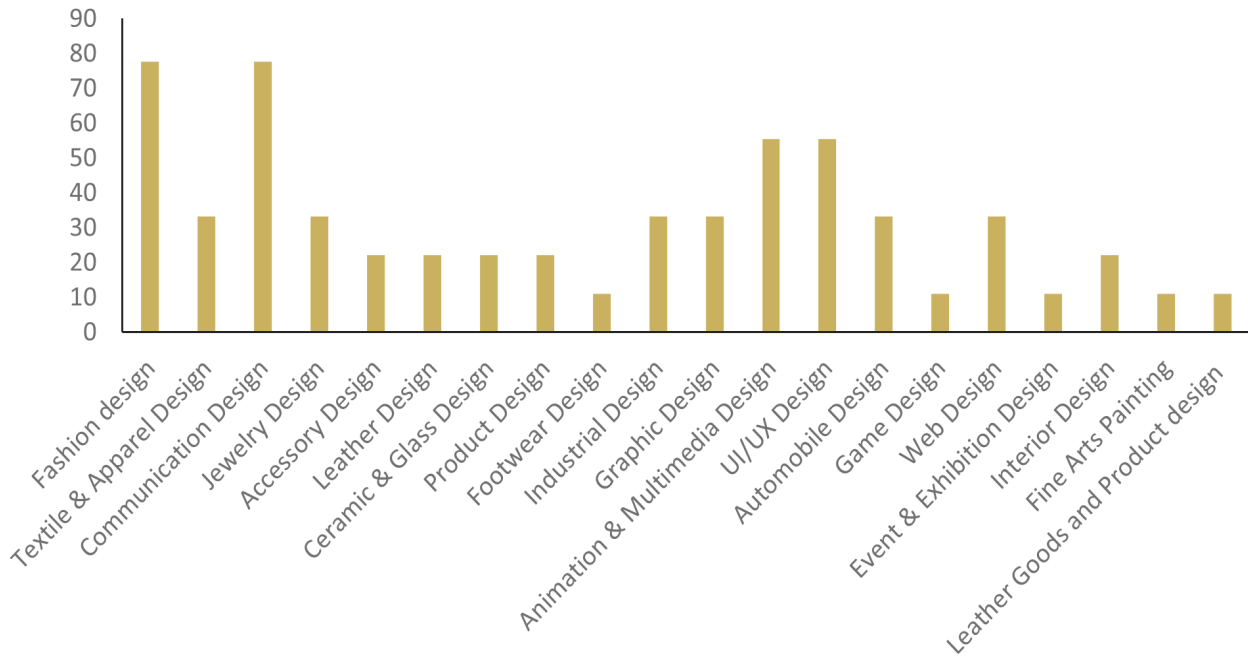


# Courses Offered



Among the design institutions, 90% of the institutions offers bachelor's degrees, 70% of the institutions offers master's program and 50% of the institutions offers Ph.D. programs.

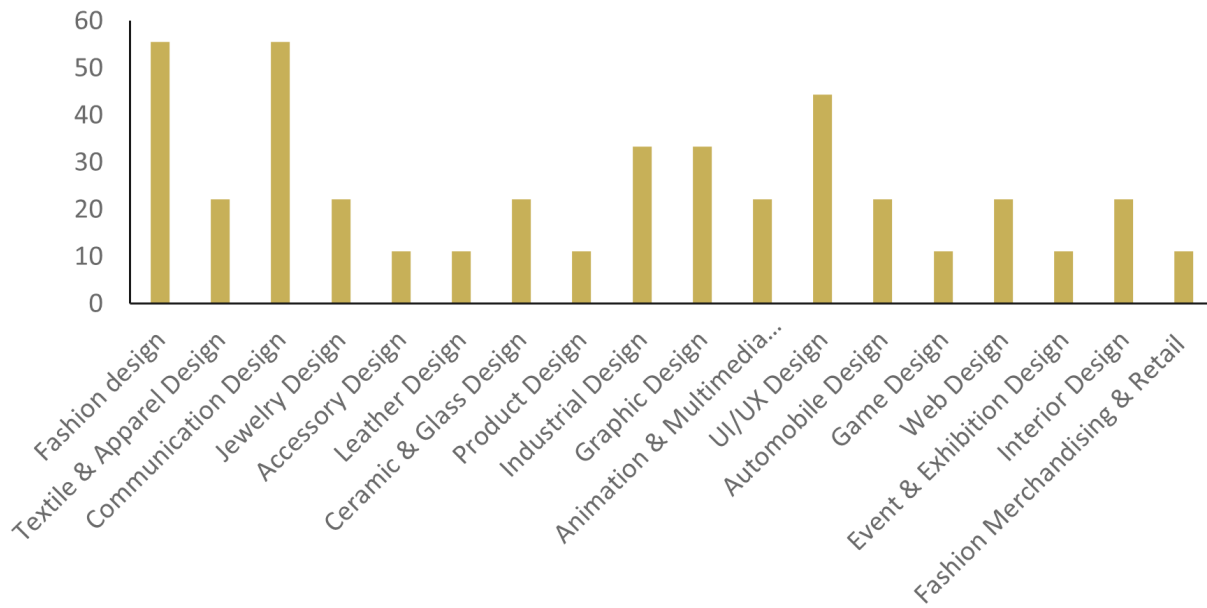
## UG Courses Offered



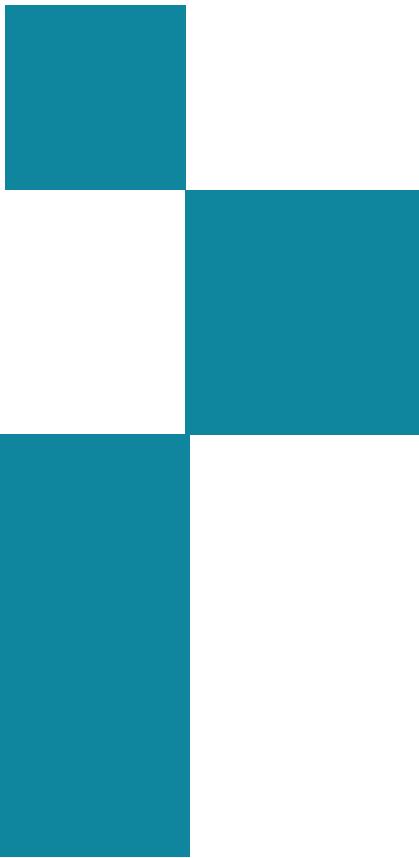
More than 70 percent of the institute offers Fashion Design and Communication Design. More than 50 percent of the institute offers Animation and Multimedia Courses and UI / UX Design related courses.



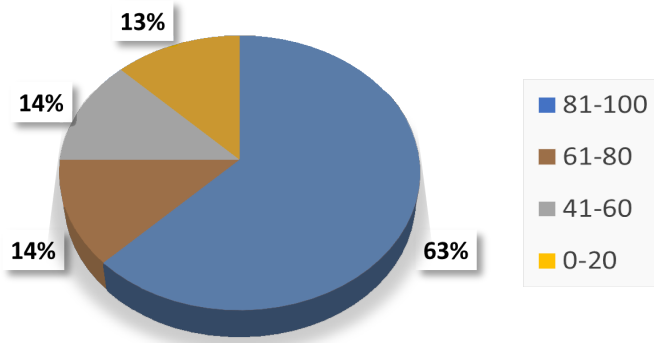
## PG Courses Offered



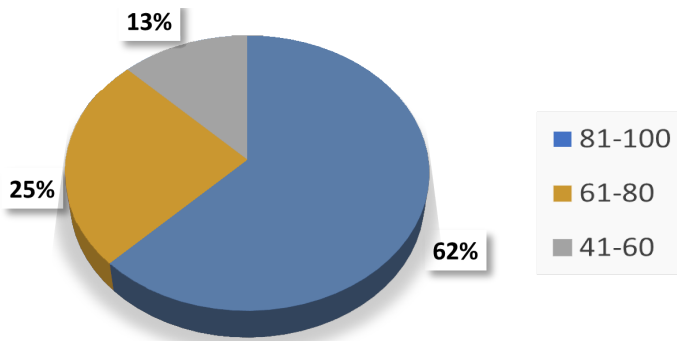
Among the Institutions present in India, around 55 percent of the institute offer Fashion Design and Communication design in post graduation. Around 40 percent of the institute offers UI / UX Design and Industrial Design programmes in post graduation.



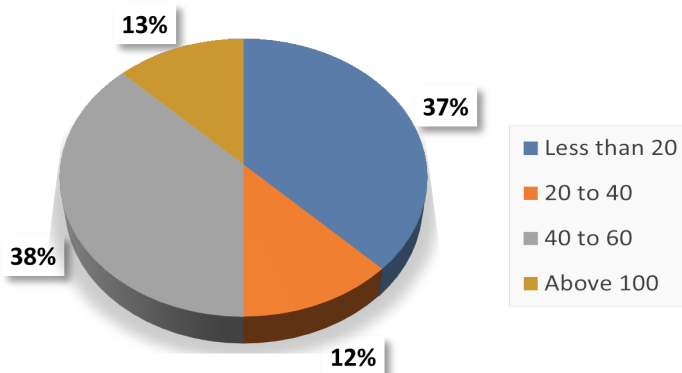
# Campus Recruitement



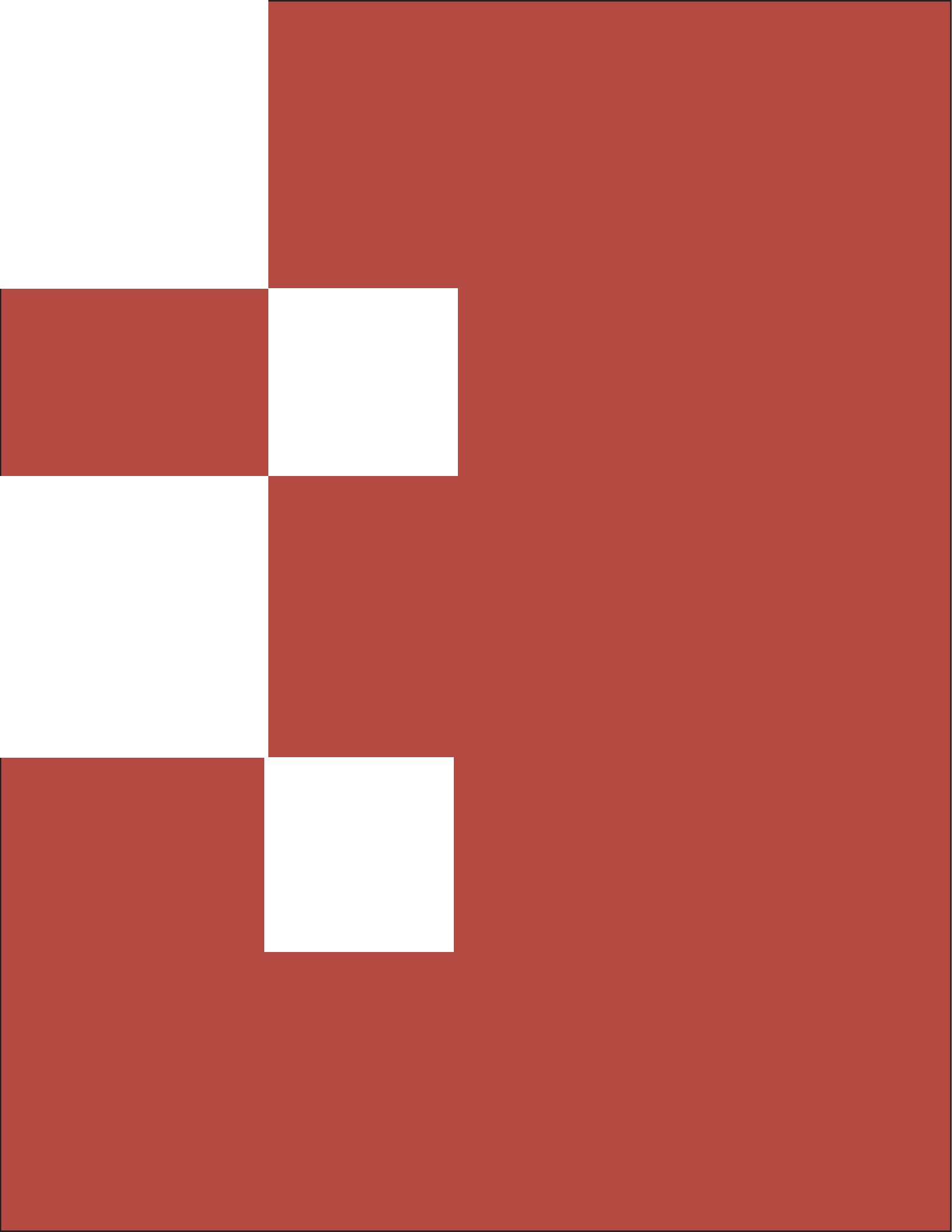
Around 63% of the institutions are having the campus recruitment of 80 to 100%. The institutions which offers placement by campus recruitment to their candidates in the range of 41 to 60 percent and 61 to 80 percent are each 14% of the institutions respectively. Remaining 13% of the institutions does not offer campus recruitment.



Around 62% of the institutions are having the campus recruitment of 80 to 100% at post graduate level. In the remaining 38 percent, 25% of the institutions are having the campus recruitment in the range of 60 to 80 percent and rest of the organization are having the campus recruitment in the range of 41 to 60 percent.



Around 37% of the institutes are having partnerships with both less than 20 industries and 40 to 60 industries. Around 13% of the industries are having partnerships with both 20 to 40 industries and above 100 industries.



## 6. The Future of AI in Design Education

The future of AI in design education is highly promising, offering transformative possibilities for the field. It holds the potential to revolutionize the educational landscape in numerous ways. AI's ability to personalize learning experiences stands out, with the capacity to analyze individual students' strengths and weaknesses, providing tailored feedback and recommendations for creative projects. AI tools contribute to augmented creativity by generating design suggestions, offering color palettes, and inspiring students based on their project goals, thereby fostering innovative thinking and streamlining the design process.

The efficiency gains and automation capabilities of AI in handling repetitive tasks, such as data analysis, allow students to focus more on the creative aspects, ultimately saving time and enhancing productivity in design projects. Moreover, AI's application in virtual design studios simulates real-world scenarios, providing practical experiences in a controlled environment, bridging the gap between theory and practice. Collaboration among design students is facilitated by AI, recommending team compositions based on individual strengths and skills, and assisting in project management for effective task distribution. AI's role extends to visual and aesthetic analysis, critiquing design work to offer insights into aesthetics, composition, and visual impact, aiding students in refining their skills and understanding design principles better.

Notably, AI contributes to accessibility in design education, making it more inclusive and assisting individuals with disabilities through alternative creation methods. It also exposes students to industry-standard design software and practices, preparing them for real-world design careers by developing industry-relevant skills. AI's involvement in design research, analyzing large datasets, trends, and user preferences, fuels innovation and leads to groundbreaking design solutions. However, as AI becomes more integrated into design education, maintaining a balance between technology and the fundamental principle of design is crucial. The emphasis should persist on nurturing creativity, critical thinking, and the unique voice of designers, with AI serving as a valuable tool rather than a replacement for human ingenuity.

# 7. Impact of Sustainable Development Goals (SDGs) on Design

The adoption of Sustainable Development Goals (SDGs) is reshaping the landscape of design education in India, particularly exemplified by institutions like the National Institute of Design (NID). As NID attains the prestigious status of an 'Institution of National Importance' and paves the way for new National Institutes of Design (NIDs) across diverse regions, the influence of SDGs becomes paramount.

The SDGs, with their global focus on sustainability, inclusivity, and innovation, seamlessly align with NID's commitment to fostering a design-enabled innovation economy. NID's emphasis on sustainable design interventions resonates with SDGs, aligning with principles such as responsible consumption, gender equality, quality education, and industry innovation.

The establishment of the Design Council of India further reinforces the nation's dedication to advancing design thinking aligned with SDGs. Each autonomous NID, strategically positioned across the country, gains the autonomy to tailor its approach, drawing inspiration from local cultures and responding to diverse lineages. This autonomy positions NIDs as crucial players in driving sustainable development at local, national, and global levels.

The impact of SDGs on the future of design education in India is transformative. The synergies between NID's mission and the SDGs create a comprehensive framework for fostering innovation, inclusivity, and sustainability in design education, contributing significantly to societal and environmental betterment.

## 8. Impact of Industry 5.0 on Design

The advent of Industry 5.0 is poised to revolutionize design education in India, marking a significant shift in the focus and skillsets required. As Industry 5.0 integrates human-centric approaches with advanced technologies like artificial intelligence, robotics, and the Internet of Things, design education faces the imperative to evolve.

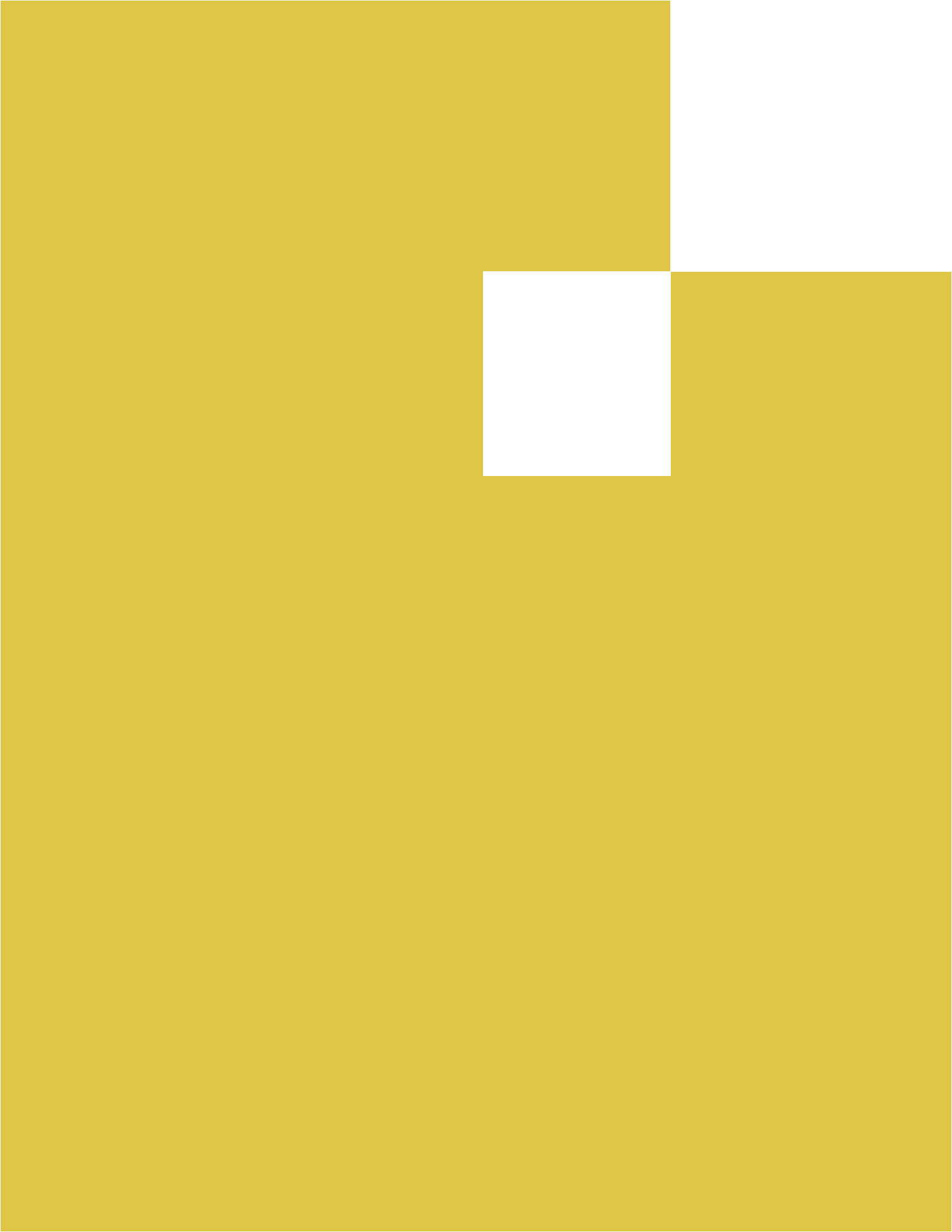
Design education in India must align itself with the changing dynamics of Industry 5.0, emphasizing interdisciplinary collaboration, digital literacy, and a profound understanding of human-machine interactions. The future designer needs to navigate the complexities of technology while preserving a deep appreciation for human needs and experiences.

The impact of Industry 5.0 on design education extends beyond traditional boundaries. Curricula must incorporate emerging technologies, encourage innovation in design thinking, and foster adaptability in the face of evolving industry demands. Industry-academic collaborations become paramount, providing students with real-world exposure and ensuring the relevance of their skills.

Industry 5.0 emphasizes sustainability, circular economies, and ethical considerations in design. Design education in India must integrate these principles into its core, shaping responsible and forward-thinking designers who contribute to a positive societal and environmental impact.

The influence of Industry 5.0 on the future of design education in India calls for a holistic transformation. Adapting to technological advancements, fostering interdisciplinary learning, and instilling ethical considerations will equip designers with the skills needed to thrive in an Industry 5.0 landscape.





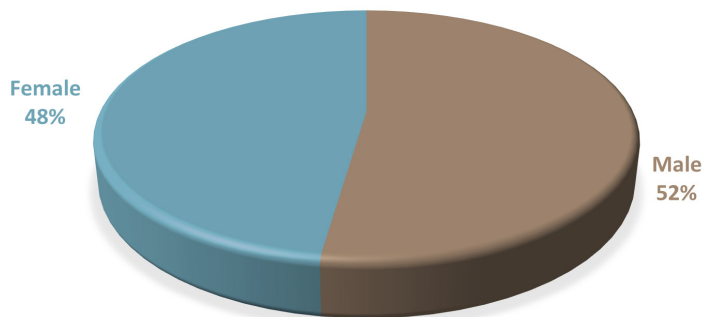
# 9. Design Graduates

Design graduates are visionary problem solvers with a knack for innovation. They blend creativity with technical prowess, mastering tools like Adobe Suite or CAD software. Their diverse skill set spans graphic, industrial, UX/UI, and fashion design. Adaptable and collaborative, they thrive in interdisciplinary teams, communicating across fields effortlessly. They prioritize user needs, employing research and empathy to craft user-centric solutions. Their portfolios showcase a fusion of artistry and functionality, highlighting their design prowess. Continuous learners, they eagerly embrace evolving trends and technologies in their ever-changing field. Valued for their ability to transform ideas into tangible, impactful designs, they're sought after across industries for their unique blend of skills.

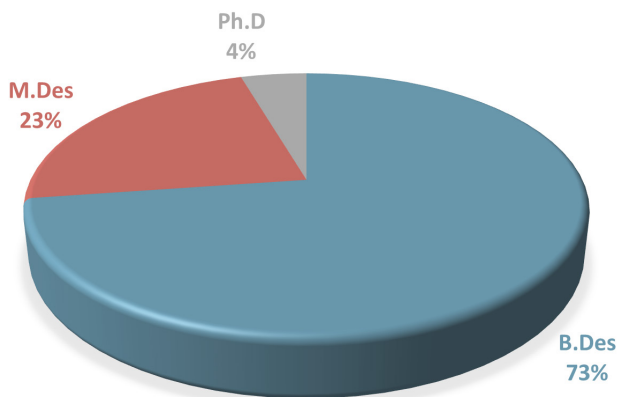


# Survey Analysis

In our survey of design graduates, we observed a balanced gender distribution, reflecting diversity within the field. Results also highlighted alignment between their education and industry expectations, emphasizing the relevance of their design training. The survey revealed a high level of engagement in projects meeting industry standards, showcasing their adaptability and skill alignment. Additionally, findings indicated a favorable correlation between their design education and the practical demands of the industry, emphasizing the relevance of their training in real-world scenarios.



In Design, the Gender is almost equally distributed in which around 52% of the graduates are Male and 48% of the graduates are female. This trend is reflected in the overall graduation who have already pursued and students who are pursuing the Design Degree which includes Bachelors, Masters and Ph.D. Degree in Design. But as per the recent trend in the admission of Bachelor of Design Program almost 70% of the students who are admitted in the design degree are female.



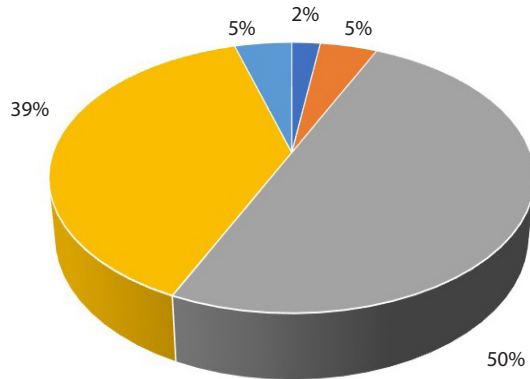
Among the design degree holders who have graduated in B.Des., M.Des. and Ph.D., the following trend is observed.

Approximately 73% of the graduates are possessing Bachelor Degree in Design.

Around 23% are possessing Master Degree in Design.

Around 4% of the candidates are possessing Ph.D.

## Design Education as per the Industry Needs

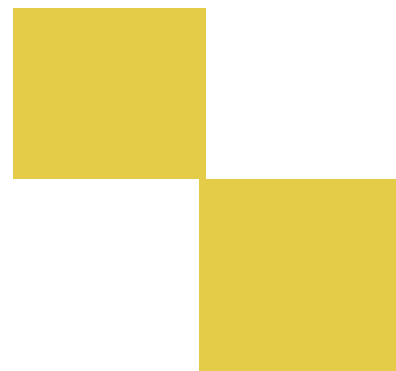


- Strongly Disagree: My design education did not prepare me at all.
- Disagree: My design education was inadequate.
- Neutral: My design education provided some preparation.
- Agree: My design education adequately prepared me.
- Strongly Agree: My design education fully prepared me for the industry.

In reference to the question posed to the graduates about the alignment of their education with the requirement of the Industry, majority of the responses were received towards the neutral and slightly inclined towards the positive side of the alignment of the design education. It is evident that around 50% of the graduates are perceiving that their institution provided some preparation which is required for the industry.

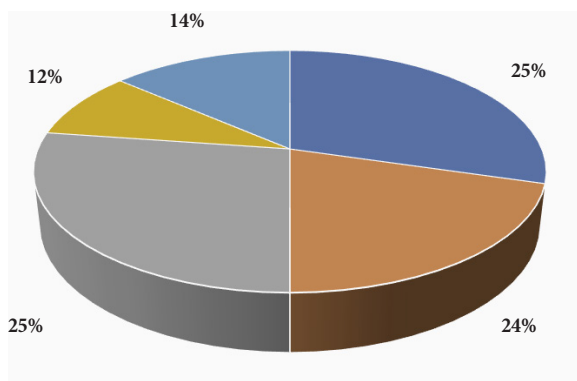
In addition to this, approximately 40% of the graduates are accepting that their institution prepared them adequately against the requirements of the industry.

Only 10 percent of the candidates are skewed towards either completely disagreeing or strongly agreeing towards extremely negative or completely positive side of the preparation of the graduates by the institution for the industry.



## Advice to the current design graduates

To the current design graduates embarking on your journey, embrace versatility; explore various design domains to broaden your skill set and perspectives. Cultivate resilience; failures are stepping stones to growth. Network fervently; connections often open unexpected doors. Keep learning; the design world evolves rapidly, staying updated is key. Craft a standout portfolio showcasing diverse projects and problem-solving abilities. Embrace feedback; it's a catalyst for improvement. Hone your communication skills; conveying ideas effectively is as vital as creating them. Stay curious; curiosity fuels innovation and drives creativity. Balance passion with practicality; marrying creativity with feasibility is an invaluable skill. Lastly, trust your voice; your unique perspective adds value to the design landscape.

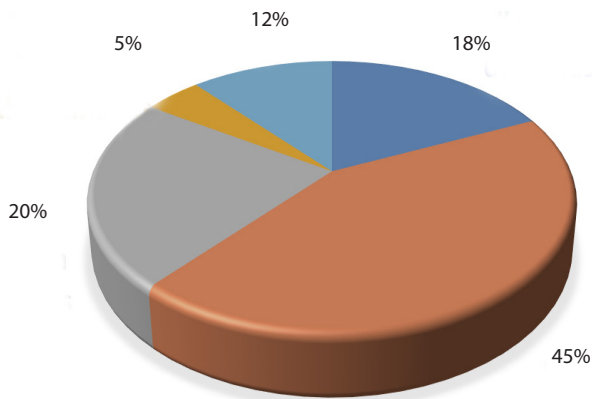


- Start networking early and attend industry events.
- Seek internships or part-time work to gain real-world experience.
- Collaborate on industry-relevant projects within your coursework.
- Build a strong online portfolio and presence.
- Stay updated on industry trends and technologies.

The pie chart delineates strategies for burgeoning designers. Dark Blue signifies prioritizing networking and industry event attendance, claiming 25% of the chart's space. Brown, occupying 24%, emphasizes the value of seeking internships or part-time roles for real-world exposure. Grey, at 25%, advocates collaborating on coursework-based industry projects. Yellow, representing 12%, underscores the importance of a strong online portfolio. Lastly, Light Blue, at 14%, stresses staying updated on industry trends and technologies as a foundational aspect of professional growth.

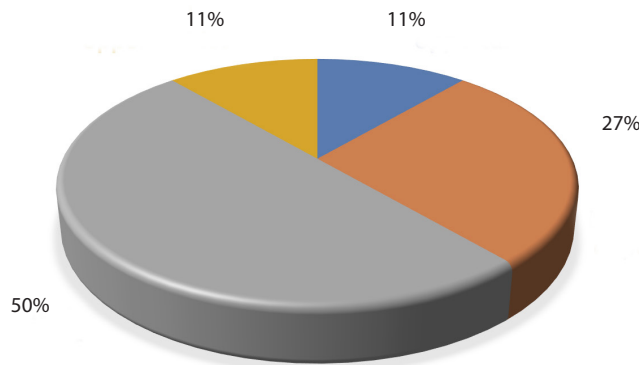


## Design Education Alignment with the demands and expectations of the Industry



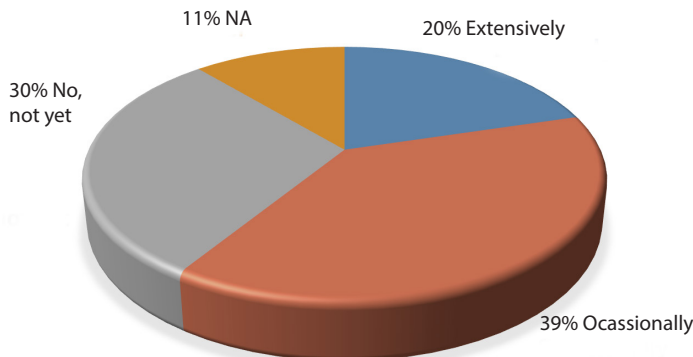
About 18% that aligns well with industry expectations, highlighting effective education. Brown areas, covering 45%, signify partial alignment, suggesting room for improvement. Grey (20%) and yellow (5%) areas depict segments not fully aligned or mostly not aligned, indicating areas needing attention. The light blue section, at 12%, represents indecision among respondents, signaling the need for further exploration or clarity in assessment.

## Industry Reception of Design Graduates



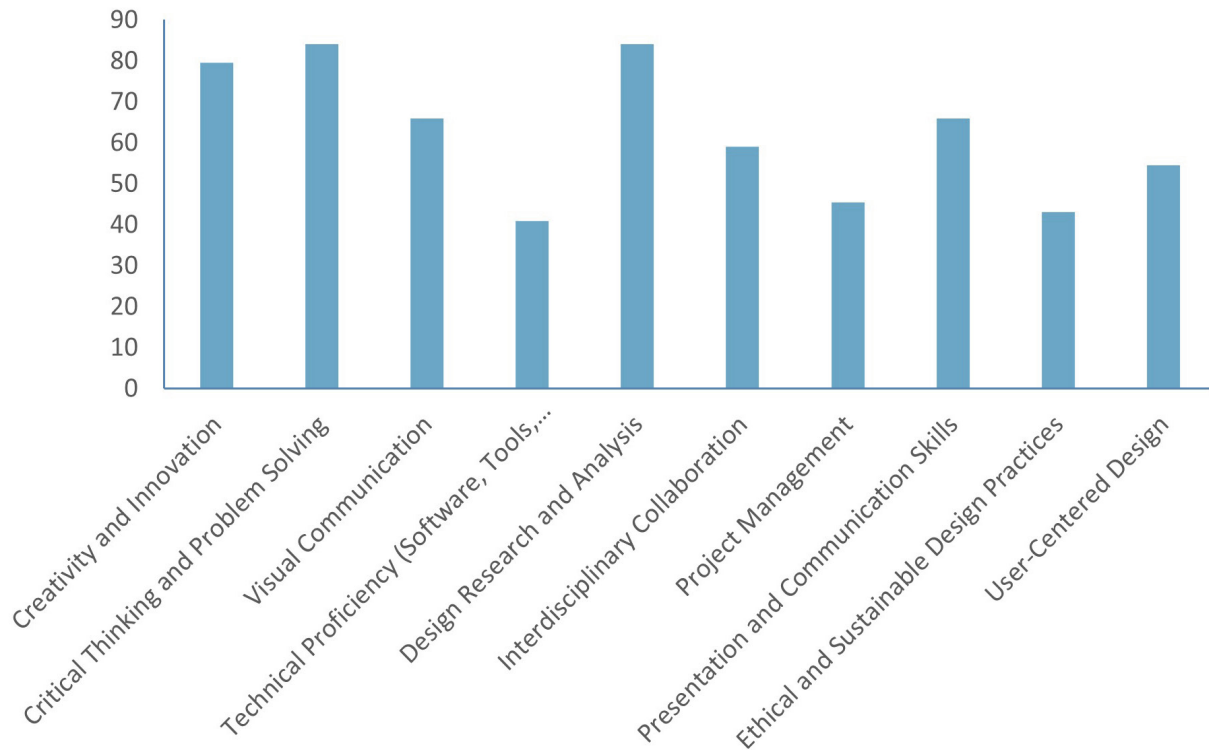
In the reception of the graduates by the design industries, approximately 77 percent of industries receives well either with the highly positive attitude or with the fair amount of opportunities for the growth of the designers. In the remaining 23 percent of the industries, 12% of the industries are staying highly positive in welcoming the designers to the world of design. Rest 11% of industries are provided with the limited opportunities for the graduates

## Involvement in projects with design studios



With reference to the involvement of the graduates in the design studio, approximately 60 percent of the graduates are either extensively or occasionally involved. Whereas remaining 40 percent of the candidates are either yet to be involved or not involved in the projects.

## Key Skill / Competencies Most Valuable in design



Among the various key skills / competencies which are perceived as the most valuable skills in Design, the candidates were allowed to select the competencies which is felt most valuable, in which they have been allowed to select multiple options.

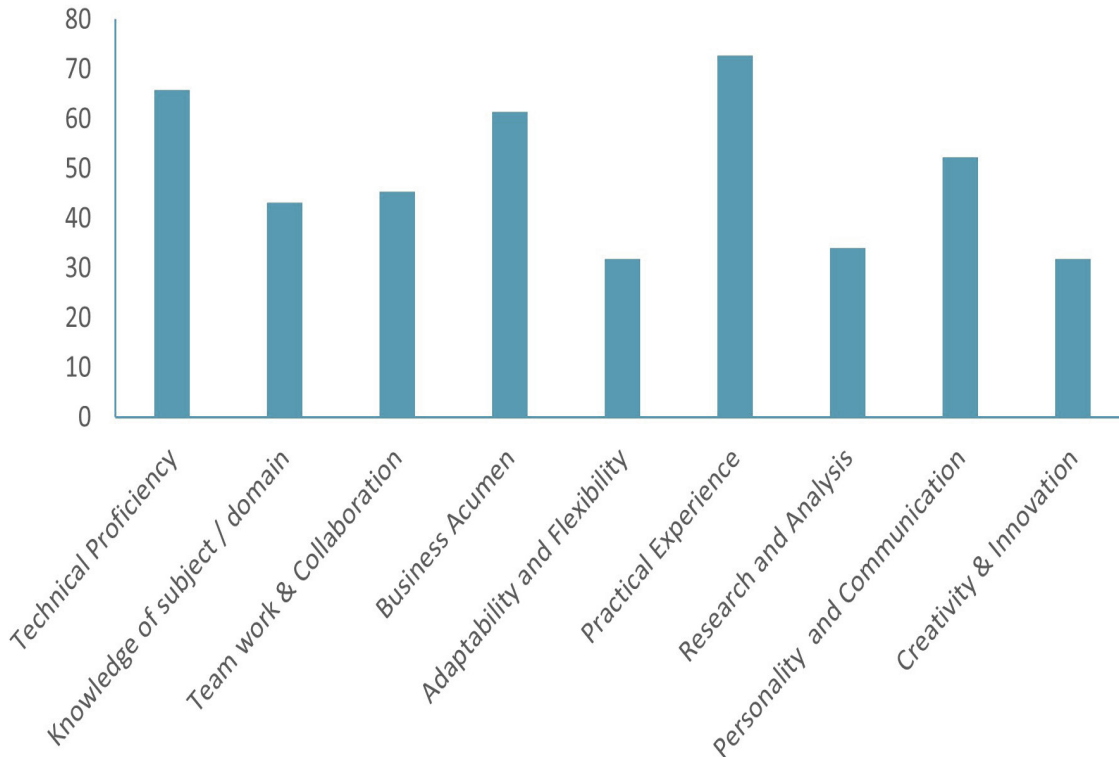
Around 40% to 50% of the graduates perceives that the Technical Proficiency (Software, Tools, etc.), Ethical and Sustainable Design Practices and Project Management as the key skills for performing their duties.

User-Centered Design and Interdisciplinary Collaboration are observed as the key competencies by 50 to 60 percent of the graduates in the design industry.

Around 65 percent of the graduates noticed that Visual Communication and Presentation and Communication Skills as the key competencies for performing their duties.

More than 80 percent of the people in the design industry believes Creativity and Innovation, Critical Thinking and Problem Solving and Design Research and Analysis as the most required key competencies required for the successful designer.

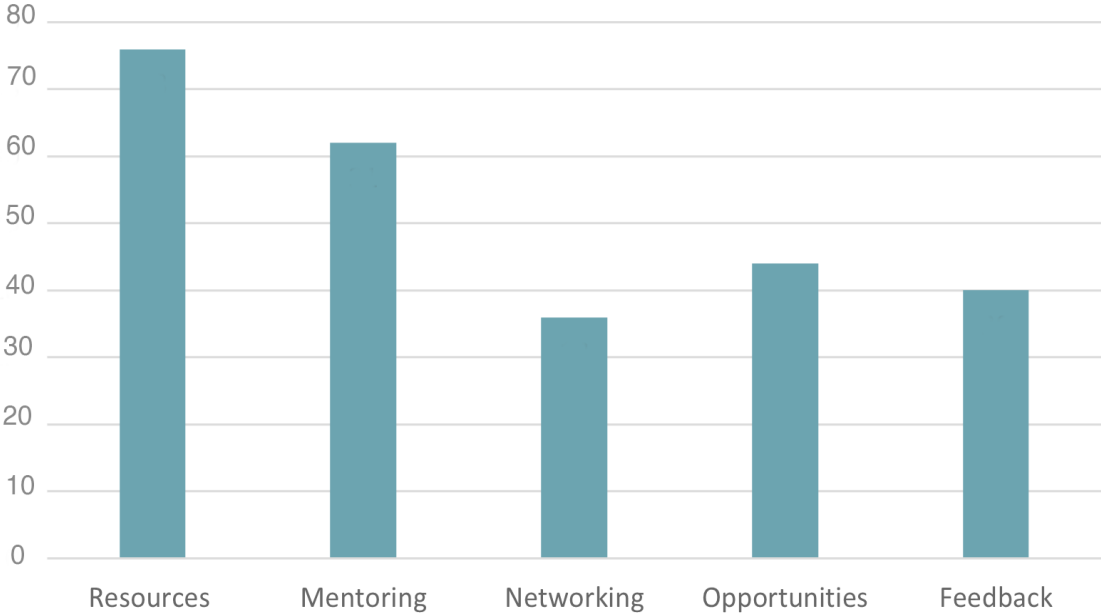
## Skills to be developed by the graduates



To analyse the self realization and to identify the skill gap of the design graduates, a series of skills were provided to the graduates which they have identified that there is a scope for improvement for the particular skill in which they have been allowed to select multiple options.

It was interesting to know that Adaptability and Flexibility, Creativity & Innovation and Research and Analysis were the skills reported by almost 30 to 40 percent of the graduates. Knowledge of subject / domain, Teamwork & Collaboration and Personality and Communication were noticed by around 40 to 50 percent of the candidates as the scope for the development. Approximately, 60 to 70 percent of the people in the design industry recognized that Business Acumen, Technical Proficiency and Practical Experience and key skills which need to be developed among themselves for better performance.

# Support of the Educational Institutions

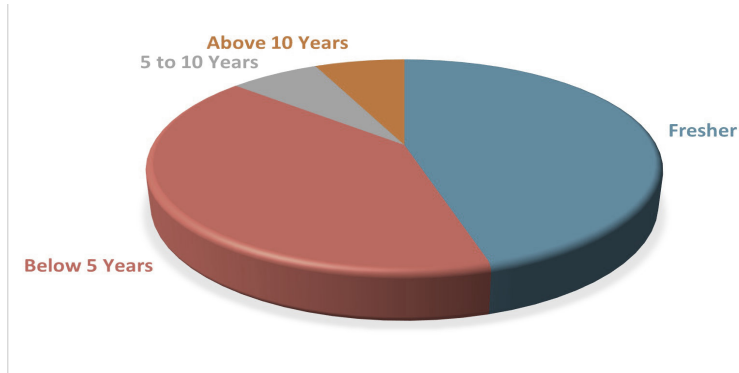


With reference to the support of the Educational Institution received for the Graduates, the responses obtained from the graduates are consolidated as below:

Almost all the educational institutions are doing multiple roles namely, resources, mentoring, networking, opportunities and feedback, around 70% to 85% of the educational institutions are providing the support of mentoring and resources required for the graduates for their growth. Whereas around 40% to 50% of the institutions are providing opportunities, feedback and networking for the growth of their graduates.



## Years of Experience of Design Professionals

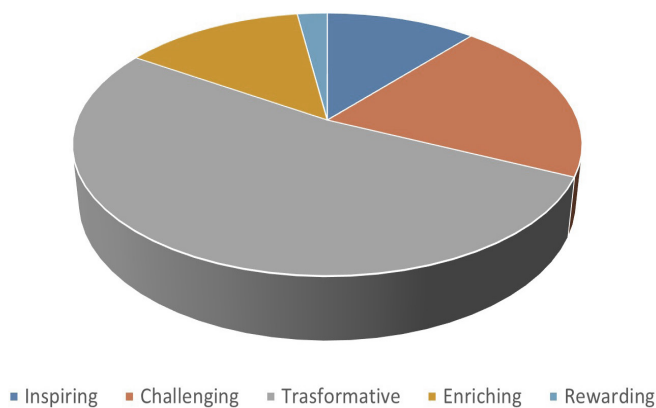


As far as the experience of the design professionals are concerned, the following trend is observed. Approximately 40% of the candidates are of freshers.

Around 40% candidates are having an experience of below 5 years, remaining 20% of candidates, 10% of the candidates are having 5 to 10 years of experience and more than 10 years of experience respectively.

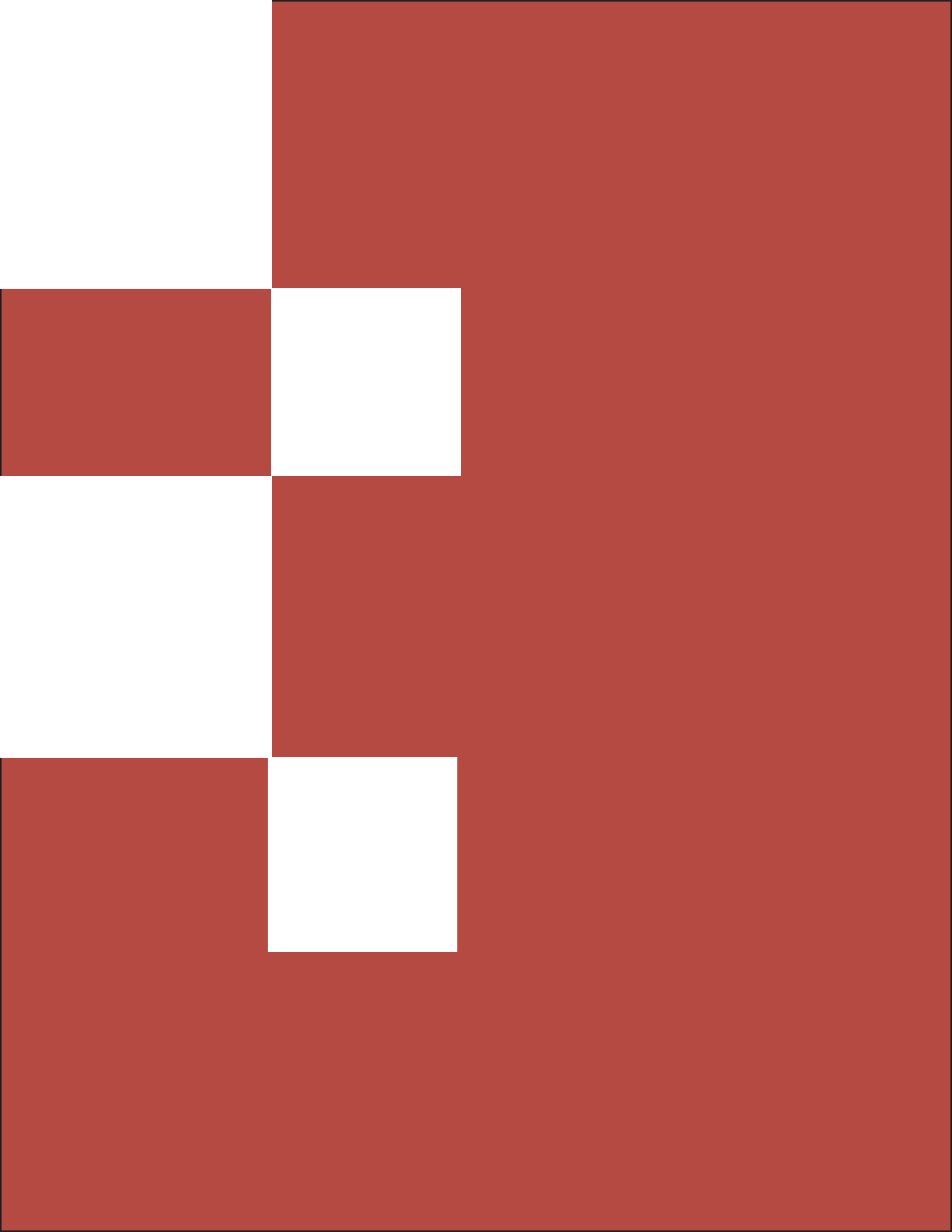
From this trend, it can be identified that both Freshers and the candidates who are having less than 5 years of experience are available in huge numbers. This might be due to the establishment of a higher number of new design institutions in the past 5 to 10 years.

## Overall Experience in Design Industry



Overall experience of the graduates in the Design Industry were collected in the order of Inspiring, Challenging, Transformation, Enriching and Rewarding and the following responses were obtained. 11% and 20% of the candidates are experiencing inspiring and challenging phase respectively.

52% of the candidates are in the stage of transformation from one stage to another stage. 14% of the candidates are having enriching experience and only 2% candidates find it rewarding.



# 10. Design Studios/Industry

The design industry and studios in India encompass diverse sectors such as graphic design, fashion, interior, product, and UX/UI design, shaping products, spaces, and experiences. These studios blend traditional heritage with modern techniques, reflecting rich cultural diversity. They contribute to branding, advertising, and publication needs, emphasizing innovation and global standards. Indian fashion designers merge traditional textiles with contemporary styles, gaining international acclaim. Interior design studios prioritize functionality, aesthetics, and sustainability in residential, commercial, and hospitality spaces. Product design studios focus on user-centric innovation, employing design thinking and prototyping. UX/UI design studios thrive in the digital realm, emphasizing user experience across web and mobile platforms. Challenges include skill development and infrastructure enhancement, met with government initiatives and industry-academia collaborations, elevating India's position in the global design landscape.

Understanding the design industry and studios in India requires a multifaceted exploration of their evolution, impact, diversity, and innovation across various sectors. The Indian design industry and studios have undergone significant transformation, reflecting the country's cultural heritage, technological advancements, and global influences.

The design industry in India encompasses a wide array of sectors, including graphic design, fashion design, interior design, product design, UX/UI design, and more. It plays a crucial role in shaping products, services, communication, and experiences across both traditional and emerging markets.

Graphic design studios in India have flourished, catering to branding, advertising, digital media, and publication needs. These studios blend modern techniques with traditional art forms, reflecting the rich cultural diversity of India while meeting global standards.

Fashion design, a prominent sector, has seen a surge in innovation and entrepreneurship. Indian designers have gained international recognition for their fusion of traditional textiles and contemporary styles, contributing to the global fashion landscape.

Interior design studios in India emphasize a fusion of functionality, aesthetics, and sustainability. They cater to residential, commercial, and hospitality spaces, blending traditional Indian design elements with modern sensibilities.

Product design studios focus on creating innovative and user-centric products. With a growing emphasis on design thinking, these studios solve complex problems through user research, prototyping, and iterative design processes.

The UX/UI design industry has witnessed remarkable growth due to the digital revolution. Indian studios emphasize user experience, usability, and interface design across web, mobile applications, and emerging technologies.

Design thinking and innovation labs have gained prominence, collaborating with businesses to solve challenges through a human-centered approach. These labs facilitate ideation, prototyping, and co-creation, fostering a culture of innovation.

The impact of Indian design studios extends beyond national borders. Their work has garnered global attention, contributing to international design trends and collaborations. Additionally, several Indian designers have gained recognition at prestigious global platforms, elevating the country's position in the global design landscape.

Challenges within the Indian design industry include the need for continuous skill development, infrastructure enhancement, and fostering design education at various levels. Despite these challenges, the industry continues to evolve, driven by a growing demand for creative solutions across sectors.

Government initiatives, industry associations, and collaborations with academia play a vital role in nurturing and supporting the design ecosystem in India. Institutions like the National Institute of Design (NID)s and National Institute of Fashion Technology (NIFT) have been instrumental in shaping the design landscape by producing skilled professionals.

In conclusion, the design industry and studios in India are dynamic and diverse, reflecting a blend of tradition, innovation, and global influences. They contribute significantly to economic growth, cultural expression, and problem-solving, positioning India as a hub of creativity and design excellence on the global stage.



# 11. Designing a Sustainable Tomorrow: The Profound Impact of ESG on Design Education in India

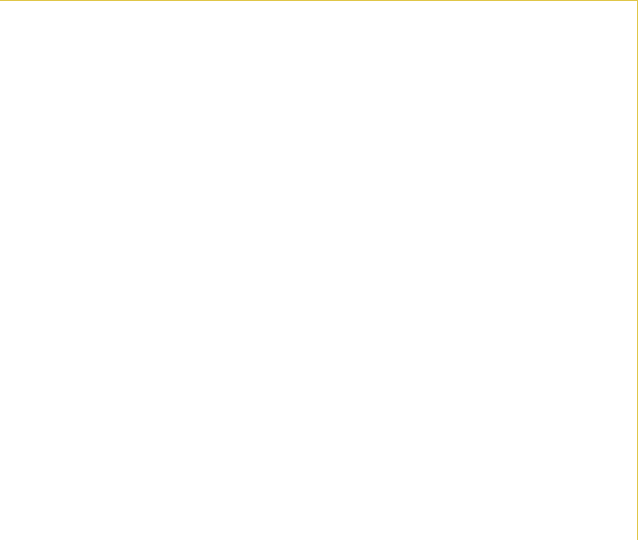
In the wake of global shifts towards Environmental, Social, and Governance (ESG) considerations, the future of design education in India stands at a pivotal juncture. ESG principles are reshaping the design landscape, demanding a heightened focus on sustainability, ethical practices, and social responsibility.

Design education must evolve to instill a deep understanding of ESG factors among students. Embracing sustainable design practices, reducing environmental footprints, and promoting social inclusivity become integral components of the curriculum. Students need to be equipped with the skills to create solutions that not only meet aesthetic standards but also contribute positively to the world.

Industry partnerships that prioritize ESG values can provide students with real-world exposure to sustainable design practices. Collaborations with organizations committed to environmental conservation, social equity, and ethical governance offer invaluable experiences, shaping a new generation of conscientious designers.

The impact of ESG on the future of design education in India is transformative. It necessitates a paradigm shift, steering education towards a holistic approach that aligns design innovation with principles that safeguard the planet, foster social well-being, and uphold ethical standards. Designing a sustainable tomorrow requires a concerted effort to integrate ESG considerations into the very fabric of design education.





## 12. Conclusion and Way forward

India's design journey, from ancient civilizations to the digital age, has been marked by visionary institutions like the National Institute of Design (NID). The National Design Policy and autonomous NIDs underscore India's commitment to global design standards, further aligned by the National Education Policy (NEP) 2020.

Global insights emphasize the need for India to adopt a multifaceted strategy, bridging the design-industry gap, elevating education standards, and positioning itself as a design export hub.

Interactions with industry leaders advocate for collaborative solutions, proposing a revised National Design Policy for a human-centric approach to nation-building. Despite challenges, India's dynamic landscape reflects positive trends driven by education demand and technological advancements.

The future of AI in design education promises transformative possibilities, emphasizing personalized learning and maintaining a balance between technology and fundamental design principles.

The adoption of Sustainable Development Goals (SDGs) reshapes design education in India, aligning with NID's commitment to sustainability. Industry 5.0 emphasizes human-centric approaches, urging a holistic transformation to equip designers with skills relevant to an evolving landscape.

The future of design education in India hinges on adaptability to global trends, technological evolution, industry collaboration, and ethical integration. Inspired by successful global policies, strategies focus on bridging gaps, enhancing education standards, and positioning India as a global design hub. Navigating this future requires a harmonious blend of tradition, innovation, and global inspiration to shape a vibrant and impactful design landscape.



NID MP, an esteemed institute operating under the aegis of the DPIIT, Ministry of Commerce and Industry, Government of India, stands as a beacon of creativity and national significance. Nestled in the picturesque surroundings of Acharpura in Bhopal, the institute's captivating campus sprawls across 29.49 acres, seamlessly integrating the beauty of nature with state-of-the-art technology and avant-garde design concepts. NID MP is committed to nurturing artistic imagination, fostering lofty aspirations, encouraging boundless innovation, and upholding unwavering excellence through a commitment to quality teaching.

The institute boasts a diverse student body and a team of dedicated staff, creating a dynamic and culturally rich environment where creativity flourishes without constraints.

At NID MP, we offer three distinguished programs — Communication Design, Industrial Design, and Textile & Apparel Design. The academic journey begins with a comprehensive one-year foundation course, serving as a transformative phase. Subsequently, students select their preferred program based on their passions and achievements. Over the ensuing three years, they immerse themselves in their chosen fields, acquiring in-depth knowledge and refining their skills.

Upon completion of the program, these exceptional individuals proudly graduate with a distinguished Bachelor of Design degree, a testament to their outstanding accomplishments and the unwavering commitment of NID MP. Guided by a learner-centered approach, the institute values and nurtures each student's unique potential, creating an atmosphere characterized by care and dedication. Simultaneously, NID MP cultivates a spirited environment of healthy competition, propelling perpetual growth among its students.





Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

As India strategizes for the next 25 years to India@100, Indian industry must scale the competitiveness ladder to drive growth. It must also internalize the tenets of sustainability and climate action and accelerate its globalisation journey for leadership in a changing world. The role played by Indian industry will be central to the country's progress and success as a nation. CII, with the Theme for 2023-24 as 'Towards a Competitive and Sustainable India@100: Growth, Inclusiveness, Globalisation, Building Trust' has prioritized 6 action themes that will catalyze the journey of the country towards the vision of India@100.

With 65 offices, including 10 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 350 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.

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