

## NID launches new research programmes

By A Staff Reporter

AHMEDABAD: Keeping pace with the trends in the knowledge economy, National Institute of Design (NID), Ahmedabad has launched several initiatives towards more "result oriented" industry-institute interface, including research programmes in the emerging areas of web and digital media.

Darlie Koshi, executive director of NID said, "It has been our conscious effort to make design more useful and purposeful for the industry and we have made a pact with industries and institutions in this respect". He said that design intervention in technology innovations could give a "marketable edge" to industry in the fiercely comparative global markets.

Besides new post-graduate (PG) programmes in toy design, medical equipment design, museum design and new media, there are specific short-term programmes and workshops for industry. This includes consumer goods, textiles, apparel industry,

communications, automobiles, software and heavy machines.

NID also plans to begin a Web Usability Lab (WUL) that proposes to provide unique research facilities in web and digital design. WUL will have a multi-disciplinary approach in research, where aesthetic, cognitive, psychological and digital basis of web designs will be studied. Moreover, industry will be invited for research and work for design solutions at these labs. The institute will also co-ordinate with the Digital Design Centre being built at Bangalore, for which the government has already sanctioned Rs 146 lakh.

The institute generated a revenue of Rs 3 crore in the last fiscal through its consultancy services, which was 6.5 per cent more than the previous fiscal. Koshi said, "We aim to double our consultancy services and the first quarter indicates that we be able to achieve our target". Besides, the government grant to NID has also increased from Rs 4 crore to Rs 9.5 crore.