

HORIZON

NID sets up design incubator CM inaugurates India's first design institute

By OUR CORRESPONDENT

Ahmedabad, Feb. 15: India's first design related incubator, the National Design Business Incubator (NDBI), set up by the National Institute of Design, seeks to achieve leadership for India in the field of design, making "Designed in India, Made for the World" a reality.

NDBI was inaugurated on Tuesday at NID by the chief minister Narendra Modi. The incubator is supported by the department of science and technology of the Union Government. Mr Modi also distributed keys to the seven "design entrepreneurs" who have been inducted as incu-

batees at NDBI after a national talent search. Speaking on the occasion, Mr Modi said that the limitation in developing countries is that ideas do not get institutionalised. "India has always had vision, knowledge and creativity but no institutional support," he said.

On the same lines, executive director of NID, Dr Darlie Koshy, said, "Many ideas do not reach the market because for technology to be converted into products and services, both design intervention and entrepreneurship are required." According to Prof V.S. Rama-

murthy, secretary, department of science and technology, Government of India, with increasing globalisation a competitive edge can only be maintained by superior technology and design. He also said that the stigma attached to failure should be

removed and people should realise that failure is a

stepping stone to success. NDBI envisages supporting the process of "Mind to Market". In other words, after conceptualising the product design, people can approach NDBI. If they are selected as incubatees, the incubator will provide support of all kinds for a period

ranging from 12 to 18 months so that the product reaches the market. These include design knowhow, technical assistance, help in procuring financial aid, office infrastructure, marketing support, entrepreneurship development skills, market research and assistance in IPR and other legal issues.

The incubator will identify designers who can become entrepreneurs and transform their design concepts into prototypes and finally into marketable products. The physical infrastructure of the incubator includes a rapid prototyping lab and a high performance visualization lab.

Designer machine