

# Koshy designs 'demystification of Indian concepts'

NID DIRECTOR'S BOOK, WITH A FOREWORD  
BY RATAN TATA, RELEASED BY GOVERNOR

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A BOOK on Indian design, written by Darlie Koshy, the director of the National Institute of Design (NID) in Ahmedabad, was released by Governor Nawal Kishore Sharma on Friday.

Titled 'Indian Design Edge', the foreword is written by Ratan Tata, whose leadership qualities have put the Indian industry on to the path of irreversible innovation and design.

Sharma said: "I always use to think that design is mostly related to the fashion world and it's meant for the young people. Even when I got the invitation to be the chief guest at the function, I wondered what an old man like me would do at the book release function. But my doubts became clear today after I visited the exhibition at the

NID. Now I know that design is beyond the fashion world and it is much more than fashion."

Darlie Koshy said the main concept behind writing this book was to influence the new generation of design innovators. "In this book I have tried to speak about the inevitability of design and innovation found in the Indian industry and society. In India, there is a talent crunch, and Indian design scene is a speaking example of the 'National Design Deficit'. The number of designers, required in tandem with the number of technologists falls far below the requirement," he said.

He added: "This book may simply demystify the concept of design and make it more comprehensible for the larger cross-section of people in India and across the world. It may serve as a bridge for designers to travel to the domain of management and design."



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