

**GUIDELINES**  
**FOR**  
**NATIONAL INITIATIVE FOR SETTING UP OF DESIGN INNOVATION CENTRES,  
OPEN DESIGN SCHOOL & NATIONAL DESIGN INNOVATION NETWORK**

Design-centred innovation is a force multiplier that can help the country move up the value chain, making Indian industry globally competitive. In this context, Ministry of Human Resource Development proposes to launch a National Initiative for Design Innovation in the Twelfth Plan. Under this initiative, 20 new Design Innovation Centres (DIC), one Open Design School (ODS) and a National Design Innovation Network (NDIN), linking together all these schools, would be set up. ODS would ensure maximum reach of design education and practice in the country through various collaborative education programmes (linking a broad spectrum of educational institutions), and free sharing of its courseware through the Internet. NDIN would be a network of design schools that work closely with other leading institutions of industry and academia, NGOs and government to further the reach and access of design education, to pro-mote design innovation in all sectors, and to develop wide-ranging collaborative projects between institutions. ODS and NDIN would also raise the standards of design education and innovation in the country through various initiatives including the creation of fabrication labs and digital media zones across educational institutions on a large scale.

**2. OBJECTIVES AND TARGETS**

The basic purpose of setting up Design Innovation Centres is to:

- Promote a culture of innovation and creative problem solving;
- Promote knowledge sharing and collaboration amongst industry, academia, Government Institutions, research laboratories, etc;
- To serve as a location for the industrial collaborators to encourage their new Product Development in the campus using in-house facilities.
- To serve as a place that imparts design based education and practice systematic design through projects.
- To enhance interdisciplinary design-focused innovation and creativity.
- To facilitate interdisciplinary design-focused education, research and entrepreneurial activities in order to create commercial opportunities and build partnerships between academics and industry.

- To promote, nurture and advance the culture of design and innovation in the country leading to significant contributions and breakthroughs impacting quality of human life.
- To create an ecosystem facilitating students and faculty to take their innovative ideas from classrooms/labs to market/people.
- To facilitate evolution of new models of academia-industry interactions as well as academia-social interactions and develop institutional networks for innovations in the thematic areas.
- To promote innovations which are both inclusive and disruptive.
- To build a flagship programme in the areas of design and innovation which can be replicated in other institutes/universities in our country.
- To promote all forms of innovations in the complete value chain from process to product, including innovation as a discipline itself.
- To promote increased interactions/collaborations with institutes/organizations World-wide working in the areas of design and innovation.

### 3. COMPONENTS OF THE SCHEME

(A) **Design Innovation Centres (DICs)** - The scheme aims at establishment of 20 DICs as under: -

- a. Six (6) existing Design Education Departments/Schools would be supported during the current financial year i.e. 2013-14.
- b. Fourteen (14) new Design Innovation Centres would be set up from 2014-15 to 2016-17

(B) **Open Design School** - Open Design School (ODS) would ensure maximum reach of design education and practice in the country through free sharing of its courseware through the internet in virtual mode.

(C) **National Design Innovation Network** - National Design Innovation Network (NDIN) would be a network of design schools that work closely with other leading institutions of industry and academia, NGOs and government to further the reach and access of design education. NDIN will be connected to the National knowledge Network (NKN) in future.

## 4. SELECTION PROCESS

4.1 The broad guidelines for selection of DICs are as under:

- (i) These DICs will be set up by co-locating them in existing publicly funded institutes of national repute like IITs, NITs, central and state universities, to facilitate optimal utilization of the existing resources including faculty and land.
- (ii) DICs would adopt a 'Hub & Spoke' model with the lead institute acting as the mentor while synergizing and leveraging the potential of the institutes at the field level.
- (iii) These institutes would be having atleast 3 satellite centres. The host institutions would be invited to submit their proposals and each of these design innovation centres would be mentored by existing design institutions/schools.
- (iv) These institutions will be identified based on the geographical spread to cover length & breadth of the country and are expected to cover from Science & Technology to Liberal Arts. A list of such institutions, where DICs could be located is at Annexure -I
- (v) The DICs can focus on product design, industrial design, process design or system design with the outcomes aligned to the needs of the society.
- (vi) These centres are expected to run atleast six courses at undergraduate/post graduate level with an enrolment of about 40 students per course. The structure, course content, course design, pedagogy and protocols for outreach are required to be furnished at the time of submission of the project proposals.
- (vii) The DICs will be free to network and partner with other institutes depending upon their area of work.
- (viii) The DICs are expected to fill the gap between a successful laboratory prototype and a committed business venture by providing necessary eco-system and research to students/faculty.
- (ix) It is expected that DICs would be self-sustaining over a period of time.

4.2 The institutions desirous of setting up of a DIC has to be submit its project proposal which will be considered by the Project Approval Board (PAB) constituted under the Chairmanship of Secretary (HE), MHRD. PAB will take a decision on the merits of the proposal.

## 5. FINANCIAL SUPPORT

- (i) Each of the DICs would be provided financial support to the extent of Rs.10 crores during 12<sup>th</sup> Plan. Out of this, non-recurring grant will be released in a period of two years. Recurring grant will be available annually, upto three years.
- (ii) DICs are required to spend atleast 1/3<sup>rd</sup> of the available funds on activities through the satellite centres/spokes.
- (iii) DICs will have the flexibility with regard to budget estimates keeping in view their project requirements. An indicative list of items is at Annexure-II.
- (iv) In case of new Design Schools, cost of mentoring may also be included in the budget estimates.

## 6. ACCOUNTING PROCEDURES

- (i) Separate accounts are to be maintained by each DIC in regard to the grants released by the Central Government.
- (ii) The Accounts of the grantee organization shall be open to audit at any time by the Comptroller and Audited General of India or his nominee at his discretion.
- (iii) The grantee organization shall submit to the Government of India, a Statement of Accounts audited by a Chartered Accountant, stating out the expenditure incurred on the approved project and indication the utilization of the Government grant in the preceding years. If the utilization certificate is not submitted within the prescribed period, the grantee shall arrange to refund immediately the whole amount of the grant received together with interest thereon at the prevailing borrowing rate of the Government of India unless specially exempted by the Government.
- (iv) The grantee organization will be open to a review by the Government of India, Ministry of Human Resource Development by appointing a Committee or in any other manner decided by the Government as and when deemed necessary by the Government.
- (v) It will be subjected to such other conditions as may be imposed by the government from time to time.

## Annexure-I

### **List of Centre Universities/ Institutes where Design Innovation Centres could be established**

- (1) IIT Bombay
- (2) IIT Delhi
- (3) IISC Bangalore
- (4) IIT Guwahati
- (5) University of Delhi
- (6) Maharaja Sayajirao University of Baroda
- (7) University of Pune
- (8) Jawaharlal Nehru Technological University, Kakinada
- (9) Madurai Kamaraj University
- (10) Barkatullah University, Bhopal
- (11) Jadavpur University, Kolkata
- (12) IIT, Bhubaneswar
- (13) Panjab University, Chandigarh
- (14) University of Rajasthan, Jaipur
- (15) North Eastern Hill University, Shillong
- (16) Guru Ghasidas University, Bilaspur, Chattisgarh
- (17) University of Bihar, Patna
- (18) Banaras Hindu University
- (19) Utkal University, Bhubaneswar
- (20) Sir J.J. College of Architecture, Mumbai
- (21) Central University of Kerala
- (22) Rani Durgawati University, Jabalpur

**Annexure-II**

**Estimated cost of indicative principal cost components of one Design Innovation Centre (DIC)**

**Rs. in Crores**

|    |  |       |
|----|--|-------|
| 1. | Innovation Programmes, Students Fellowships and internships                | 0.80  |
| 2. | Fablab Equipment for the Innovation Studios                                | 1.00  |
| 3. | Concept Development, Mock-up models and prototyping Expenses               | 1.50  |
| 4. | Staff salary and honorarium for visiting faculty                           | 1.10  |
| 5. | Tooling cost for user trials   | 0.70  |
| 6. | Travel & Field Trial related expenses                                      | 0.50  |
| 7. | Workshops, Training & Outreach   | 0.60  |
| 8. | Creation of Innovation Nodes at partner institutes under hub & spoke model | 3.80  |
|    | Total  | 10.00 |