



राष्ट्रीय डिज़ाइन संस्थान  
NATIONAL INSTITUTE OF DESIGN

2017-18

## **Admissions Handbook For Doctor of Philosophy (PhD) in Design**

Deadline to submit the application:  
**Friday, 31<sup>st</sup> March 2017**

Design Research Test (DRT) for PhD in Design:  
**Wednesday, 26<sup>th</sup> April 2017**

**Friday, 28<sup>th</sup> April 2017**  
**Saturday, 29<sup>th</sup> April 2017**  
**Sunday, 30<sup>th</sup> April 2017**

**Note:**

- This brochure is only available as an online digital download.
- Changes and updates to this document, if any, will be highlighted on the official NID website ([www.nid.edu](http://www.nid.edu)).
- Candidates are advised to download this handbook only from the official NID website and check for any updates on the website before submitting their application.
- PhD in Design is offered at NID's campuses in Ahmedabad, Bengaluru and Gandhinagar.

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All courses at NID are taught in English.

Candidates must satisfy all the eligibility criteria stipulated in this handbook in order to be eligible for admission.

Records of exam-related documents will be retained by NID only for a period of one year from the date of declaration of final selection list.

The courts and tribunals in Ahmedabad alone shall have exclusive jurisdiction to entertain and settle any dispute or claim regarding admission to NID.

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# 1. General Information

National Institute of Design (NID) is an 'Institute of National Importance' as per the NID Act 2014, as well as an autonomous institute under the Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce & Industry, Government of India. The Institute is empowered to award its own degrees—presently offering Bachelors of Design (B.Des.), Masters of Design (M.Des.), and PhD in Design. The Institute is also a member of the Association of Indian Universities (AIU). It has strong linkages with the industry and active collaboration with several design institutes and universities across the world.

In pursuit of its continued commitment to design research, NID is commencing a PhD in Design programme. This programme shall give impetus to design research priorities for its current faculty in collaboration with researchers who will be selected as PhD scholars under faculty supervision.

## 2. Stages of Selection:

Entry to the PhD programme in design will be granted on the basis of a three-stage selection process. The objective of the process is to assess the design thinking, research ability, knowledge base, and creative skills of the candidates. Final selection will be based on the quality of proposals and suitability of topics to NID's research priorities.

### **Stage 1: Shortlisting of Applications**

Applications shall be shortlisted on the basis of the eligibility criteria and the proposal submitted by the candidate. The content of the proposal will be examined from the point of view of alignment with NID's research objectives, appropriateness of content, plagiarism and the overall potential of the research. Only shortlisted candidates shall proceed to the next stage.

### **Stage 2: Design Research Test (DRT)**

The Design Research Test (DRT) will be conducted at NID Ahmedabad or Gandhinagar Campus. Appearing for the DRT or being included in the shortlist does not guarantee admission into the programme.

### **Stage 3: Interview**

Candidates shortlisted after the DRT will be invited to appear for an interview and make presentations to a committee at NID.

#### **Note:**

- Candidates are solely responsible to provide accurate information during the application process. If it is found that any information provided by the candidate is not true, NID has the right to cancel, at any stage, the candidate's application or selection. Any direct or indirect attempt to influence the management and employees of the Institute will lead to automatic disqualification of the candidate.
- The Institute has the sole prerogative to determine the procedure for each cycle of admission. In case of any matter not covered in this handbook, NID's decisions shall be considered final and binding on all the parties concerned.

# 3. Important Dates

<b>Stages</b>	<b>Dates</b>
1 Last date for submitting the application through email	1400 hrs. on Friday, 31 <sup>st</sup> March 2017
2 Last date for submitting printed application forms accompanied with a demand draft (to be hand-delivered or sent via speed post, registered post or courier)	Until 1800 hrs. Friday, 07 <sup>th</sup> April 2017
3 Download Admit Cards for Design Research Test (DRT) from NID website	Until 1600 hrs. on Friday, 14 <sup>th</sup> April 2017
4 DRT at NID	From 1000 hrs. to 1800 hrs. on Wednesday, 26 <sup>th</sup> April, 2017
5 Interviews and presentations by selected candidates	Conducted on the following dates: Friday, 28 <sup>th</sup> April, 2017 Saturday, 29 <sup>th</sup> April 2017 Sunday, 30 <sup>th</sup> April, 2017
6 Announcement of Final List of selected candidates	1400 hrs. on Tuesday, 05 <sup>th</sup> May 2017
7 PhD programme commences on	Thursday, 17 <sup>th</sup> August, 2017

# 4. The Programme

## 4.1 About PhD in Design at NID

Design is the professional capability of creating and developing context-led concepts and translating them into tangible solutions for the benefit of people, society, industry and the environment. The design of objects, communication, services, interface and their systems requires in-depth analysis and the creative synthesis of information and ideas based on a variety of disciplines and experiences. Design thinking brings together the finest sensibilities of the arts, the logic of science and the functional pursuits of technology in an innovative framework.

At the heart of all of NID's academic programmes and activities are the values of 'learning by doing' and 'learning from the field'. The curriculum and pedagogy offered at the Institute have uniquely evolved from a value based interdisciplinary approach to creative problem solving wherein research is integral to the process of design.

A Doctor of Philosophy (PhD) degree in Design shall be awarded for a period of advanced study that culminates with the design of an innovative solution/ approach/ method/ interface for a product/ communication/ service/ experience along with an accompanying thesis that extends the body of knowledge and the application of design thinking, process and practice.

The programme shall be open to educators and professionals in design and allied fields who wish to reinvent their own practice or knowledge base while pushing the boundaries of the discipline through innovation in practice and create new design theories. The PhD programme at NID is benchmarked to a level comparable to doctoral research in design at reputed institutions in the field, both abroad and in India.

## 4.2 Aims and Goals

The PhD programme in Design aims to promote deep reflection, inquiry, and rigor in the development and dissemination of new ideas, expressions and skills in the field of design and allied fields and shall lead to their meaningful manifestations in the form of new design collections, objects, communication, services, strategies, etc. The work shall contribute new theories and knowledge to design, design education and design practice.

The purpose of the programme is to support the creation of products or services that improve the quality of life of people, meet demands to sustain the environment, improve policymaking; and better the understanding and use of design in industry, education and society at large.

## 4.3 Objectives

1. To foster original research and create new knowledge about the nature and practice of design.
2. To engage in a deeper understanding of expressions, methods and the role of design in problem solving activity.
3. To foster NID's pedagogic principles of 'Learning to Know' and 'Learning to Do' alongside its core ideals and culture.
4. To enable collaboration in research, scholarship, design development and service.

5. To enable students to engage in advanced research and practice with design theorists and practitioners in a broad variety of fields.
6. To contribute towards the Institute's objective of design for dignity and service to society, and to participate in meaningful design for change and sustainability.

#### 4.4 Key aspects

The PhD programme in Design shall include the following priority areas this year: innovation and entrepreneurship, mobility, public transportation design (e.g. railways), interaction design, social innovation (in domains such as health, water, and sanitation) and design for craft and culture.

The PhD programme in Design will include:

- Original investigation undertaken through a design project, in order to gain new knowledge by means of practice and the outcomes of that practice. Claims of originality and contribution to knowledge may be demonstrated through creative outcomes, which may include artefacts such as objects, images, film, fashion, music, design collections, models, samples, prototypes, digital media or other outcomes such as performances and exhibitions. Doctoral submissions for this kind of research must include a contextualisation of the creative work. A written/video thesis will form a part of the dissertation, which shall be in a dialogic and analytic relation to the outcome, with a suitable articulation of the objective, methods, process and findings.
- The research may also be concerned with the nature of practice and lead to new knowledge that has operational significance for that practice. The main focus of this kind of research shall be to advance knowledge about practice or to advance knowledge within practice. The results of the research, in this case, may be fully described in text form in the doctoral thesis.

The programme shall promote the accumulation and application of diverse research methods that should be customised as per Indian variables and the context of Indian socio-cultural heritage and should be relevant to the needs of the country. The main emphasis of the programme will be the generation of new knowledge through testing and implementing new materials, techniques, processes and design ideas. The programme will nurture design thinking as an inquiry-based field of research and knowledge production that, in turn, inform better design practices.

#### 4.5 Details of the PhD Programme

The PhD programme will be offered in both full-time and part-time formats.

**Full-time PhD Programme:** The full-time PhD programme shall ordinarily be of three years' duration and will include a stipend given to the candidate for three years. More details on this are given below.

A PhD degree may be conferred on full-time students, subject to the condition that they have carried out research at the Institute under the guidance of a research guide for **at least** three years from the date of registration.

**The following candidates shall be considered Full-time Research Scholars:**

- a) Research scholars with a full fellowship.



- b) Candidates sponsored by industry, government and recognised NGOs. **Such candidates will not be eligible for any financial support or stipend from the Institute.**
- c) Foreign students who have received a fellowship from the Indian Council for Cultural Relations (ICCR). Such candidates are sponsored by their governments and awarded a scholarship by the ICCR, Government of India. **They should apply for admission through the Indian Embassy in their country.**
- d) Candidates from foreign universities/institutions with whom NID has entered into an MoU for doctoral level research. **These candidates must apply through their respective university or institution.** They shall be shortlisted by their respective home university/institution as per the guidelines of NID's PhD Research Committee, following which they must appear for an interview at NID.

**Financial support for full-time PhD:** Candidates enrolled in the full-time PhD programme shall be eligible for a research fellowship or a stipend at rates approved by the Senate of NID. In the first year, PhD candidates will receive a stipend of INR 25,000 per month, and of INR 30,000 per month in the second and third year. Candidates spending more than three years on their PhD will not be eligible for continued stipend after the first three years. Candidates enrolled in the full-time PhD programme (with fellowship) shall be expected to take up teaching assignments at the Institute and its campuses, based on the recommendation of their guides.

Researchers enrolled in the full time PhD programme may seek sponsorship from their employer/ any other organisation for the duration of the programme, provided that the sponsoring organisation shall bear all expenses related to the programme. The expenses for a full time PhD candidate are expected to be approximately INR 15 lakh for three years. This amount may vary depending on the travel, material and equipment requirements of each candidate's research project.

**Part-time PhD Programme:** The part-time PhD degree programme shall ordinarily be of five years' duration. A PhD degree may be conferred on a part-time student, subject to the conditions that he/she has carried out the research work at the Institute under the supervision of a research guide for at least **five years** from the date of registration. The part-time PhD programme will be open to candidates working in academia, industry or research organisations who are unable to pursue the full-time doctoral programme in residence for personal or professional reasons. **Candidates enrolled in the part-time PhD programme will not be entitled to any fellowship or teaching assistantship.**

The following candidates shall be considered as part time research candidates:

- a) Institute faculty or staff candidates who are permanent employees of the Institute who fulfil the prescribed eligibility criteria as declared by the Institute from time to time. They shall undertake their research only after fulfilling their professional duties.
- b) Candidates sponsored for a part-time PhD programme by an industry or institution.

Working professionals seeking admission to the part-time PhD programme shall be required to obtain a No-Objection Certificate (NOC) from their employer, stating that the employer has no objection to the employee pursuing a PhD from the Institute, and that the employee will be available for doctoral consultations with the guide, periodic seminars and presentations, as the case may be, and will fulfil residential requirements as per the Institute's ordinances. This certificate should be submitted along with the application.

Professionals enrolled in the part time PhD programme may seek sponsorship from their employer organisation for the duration of the programme, provided that the sponsoring organisation shall bear all expenses related to the programme. The expenses for a PhD candidate are expected to be approximately INR 18 lakhs for five-year part time programme. This amount may vary depending on the travel and equipment requirements of each candidate's research project. Part-time candidates shall also be governed by all rules and regulations of the Institute.

The annual fee structure of the programme is as below:

(All amounts in INR and are subject to revision)

<b>Sr. No.</b>	<b>Particulars</b>	<b>Semester 1</b>	<b>Semester 2</b>	<b>Total (1st Year)</b>
1	Tuition Fees	50,000	50,000	1,00,000
2	Student Enrolment Fees (Annual)	10,000	0	10,000
3	Annual Insurance Premium (Personal Accident)	200	0	200
4	Student Activity Fund (Annual)	400	0	400
5	Film Club (Annual)	200	0	200
6	One Time Student Security Deposit (Refundable)	10,000	0	10,000
<b>Total</b>		<b>70,800</b>	<b>50,000</b>	<b>1,20,800</b>

\*Mess charges will be charged additionally depending on the campus location.

# 5. Eligibility Criteria

## 5.1 Eligible Candidates

Selection for the PhD programme shall be conducted once every year.

The following shall be the minimum eligibility for selection to the PhD programme:

- a) Master's degree in design from an accredited institution/recognised university OR NID's PGDPD, AEPEP or five-year SLPEP Diploma in Design. Candidates with a master's degree in areas relevant to design may also apply. Such candidates must have at least one recognised degree, either UG or PG, in the field of design.
- b) Bachelor's degree in design from an accredited institution/recognised university OR NID's GDPD or four-year SLPEP Diploma in Design, with at least three years of professional and/or teaching experience.
- c) Candidates who have successfully completed a faculty development programme in design or related field (of two or more years' duration) from NID or any other university recognised by the UGC/Institutes of National Importance. They will be treated at par with Master's level students.
- d) Candidates with qualifications in subjects other than design shall be entitled to apply to the PhD programme, provided they have at least one recognised degree, either UG or PG, in the field of design, and have a demonstrated interest in and aptitude for the study of design. They also need to pass the Design Research Test (DRT).
- e) Candidates currently employed as design professionals should submit a letter from their employer supporting their application.
- f) International candidates may refer to Sections 4.5 (c) and 4.5 (d) of this document.

Candidates who are scheduled to complete the final year of their qualifying examinations and are awaiting results are also eligible to apply for the PhD programme. In such cases, their candidature shall be provisional and confirmation of selection shall be subject to successful completion of the qualifying exams. Provisional acceptance will be confirmed only if the candidates secure the minimum grade/marks in their qualifying examination and submit its results to the Institute before the commencement of the programme. Failing this, the provisional status granted to such candidates shall automatically stand cancelled.

The Institute shall follow the reservation policy of the Government of India, as may be applicable from time to time, for allocation of seats for the PhD programme.

## 5.2 Selection Requirements

**1. PhD Proposal:** The PhD Proposal is a vital component of the selection criteria. A proposal is judged on the basis of its significance to the practice of design and should suitably justify the need for the investigation the candidate wishes to undertake. The proposal should

explain how the research is relevant and how it could make an original contribution to the field of design. An outline of the proposed methods to be used must shed light on the feasibility and suitability of their approach. Finally, research proposals are selected if they are found to be in alignment with NID's vision, the research interests of the NID faculty and if they fall under the purview of the requirements of its various disciplines.

Candidates for the PhD programme shall be required to submit, in addition to other relevant documents as prescribed, a well-developed Research Proposal, approximately 2000-3000 words in length, reflecting:

- a) The broad field of study or general background or literature review or the context of the research
- b) The research problem and scope
- c) The rationale for and the significance of the study
- d) The objectives of the study and the research questions
- e) The approach/methodology to be followed
- f) The candidate's skills, knowledge and research or work experience relevant to the study
- g) The research work's potential contribution to knowledge and understanding of the relevant field
- h) In case of practice-based research, how the practice and research objectives relate to each other
- i) List of references and/or a bibliography

**2. Qualifying Examination:** Candidates whose proposals are selected shall then be invited to appear for the Design Research Test (DRT).

Design professionals meeting the eligibility requirements detailed in Section 5.1 of this document **and** with more than 10 years of work experience **may** be exempted from the Design Research Test. They may be directly eligible to appear for the interview, on submission of their proposal. Evidence of their work experience and portfolio shall be examined at the time of the personal interview.

**3. Personal Interview:** The DRT shall be followed by a personal interview or presentation to the NID Selection Committee. On selection, a Research Guide shall be assigned to every registered student.

# 6. How to Apply

**Visit the NID website at [www.nid.edu](http://www.nid.edu) and follow the steps below:**

## **Step 0:**

Read and familiarise yourself with the eligibility criteria and other relevant information related to the PhD programme. All this information can be found in this Handbook.

## **Step 1: Filling up the Application Form**

1. All candidates are required to download this handbook and the application form available at [www.nid.edu](http://www.nid.edu).
2. Please fill up the form in a legible manner giving correct information. Provide a valid email address and an active mobile number while filling up the form, since these contacts will be used for all future communication with the applicant. Candidates will be solely responsible in case a wrong email address and/or mobile number has been provided.
3. On receipt of fully completed application form, NID will send an email to your registered email address (do remember to check your spam or junk folders in case you do not find the email in your inbox).
4. Do not delete the email sent to you as this will be needed for future reference.

**Note:** Along with your completed application form, you will have to email the following documents to [phdadmissions@nid.edu](mailto:phdadmissions@nid.edu). **The last date to submit by email is 31<sup>st</sup> March 2017.**

- a. Research proposal of 2000-3000 words in PDF format
- b. Recommendation letter from three referees in PDF format
- c. No Objection Certificate (NOC) in PDF format from the employer
- d. Candidates applying under the SC and ST categories are required to upload their valid Caste Certificate issued by a competent authority as per the guidelines of the Government of India. The certificate must be in JPG format and under 150 KB in size.
- e. Candidates applying under the Persons with Disability (PwD) category are required to upload their valid Disability Certificate issued by a competent medical authority as per the guidelines of the Government of India. The certificate must be in JPG format and under 150 KB in size.
- f. A recent passport-sized scanned photograph of the candidate in JPG format and under 100 KB in size. It must be a coloured photograph taken at a professional studio. Photographs taken via mobile phone and other kinds of self-composed portraits will not be accepted.
- g. A scanned signature of the candidate in JPG format and under 100 KB in size. You should have your signature digitally photographed or scanned and cropped to the required size.
- h. A scanned copy of the Demand Draft prepared for the payment of the application fee.

## **Step 2: Payment of Application Fee**

The application fee for admission to the PhD programme is INR 5000.

Candidates applying under SC/ST and PH categories will be given a 50% reduction in the application fees as per existing norms. Such candidates shall pay a fee of INR 2500.

1. Application fee is NEITHER refundable NOR transferable.
2. Fees should be paid via a demand draft in favour of '**National Institute of Design**' payable at Ahmedabad. A scanned copy of this demand draft must be emailed along with all other documents, as mentioned above.

## **Step 3: Sending Physical Documents to NID**

To complete the application process, candidates must send the demand draft and a printout of the application form along with self attested physical copies of all supporting documents mentioned above along with two recent passport size photographs in a single envelope to the following address, so as to reach before 1800 hrs on **7<sup>th</sup> April 2017**. Please write "**PhD Application**" clearly on your envelope.

**Address for sending Demand Draft, printed copy of Application Form, and copies of all documents:**

PhD Admissions Cell  
National Institute of Design  
Paldi, Ahmedabad 380 007

### **Note:**

Please send your application both via email (due date: 31 March 2017) and as a hard copy with Demand Draft (due date: 7 April 2017). Failure to do so by the due date may lead to a disqualification of your application.

# 7. Design Research Test (DRT) & Interview

The Design Research Test (DRT) consists of an examination of six hours duration. The question paper is in English.

## 7.1 Important Dates:

The DRT will be conducted from 1000 hrs. to 1800 hrs. on Friday, 26th April 2017.

## 7.2 Test Centres for the Design Research Test (DRT):

The DRT will be conducted at the NID campus at either Ahmedabad or Gandhinagar.

## 7.3 Format and Criteria:

The Design Research Test (DRT) primarily evaluates each candidate on the following abilities:

- Knowledge and world view
- Creativity and design thinking
- Observation and imagination
- Analysis and synthesis
- Comprehension and articulation
- Numeric ability and reasoning

The DRT consists of two parts:

**Paper I:** This paper-based test contains multiple-choice questions with one or more than one correct answer.

**Paper II:** A test of design research analysis and synthesis with responses to be provided in visual and/or written format.

**Based on the scores obtained in the DRT, only shortlisted candidates will be invited for interviews on 28<sup>th</sup>, 29<sup>th</sup> and 30<sup>th</sup> April 2017. Only candidates who pass the DRT shall be eligible to appear for the personal interview.**

**NID will not provide any travel and accommodation facilities** for applicants appearing for the test and interviews; therefore, the candidates must bear all expenses for travel and accommodation.

# 8. Announcement of Results

In order to be considered for the final selection, a shortlisted candidate must have appeared for the DRT and the interview, unless they have been exempted from the DRT as per the Institute's PhD regulations.

## 8.1 Results of DRT:

The results of the DRT will be declared only on the NID website ([www.nid.edu](http://www.nid.edu)). The Institute will announce the DRT results by Friday, 28<sup>th</sup> April 2017 at 1100 hrs. Candidates are advised to plan their return travel accordingly.

## 8.2 Candidates Shortlisted for Interviews & Presentation:

Based on the merit list following the DRT, only shortlisted candidates will be required to appear for the interviews, which shall commence on Friday, 28<sup>th</sup> April 2017 from 1400 hrs onwards.

## 8.3 Final List of Selected Candidates:

The list of the candidates selected for the PhD programme 2017-18 will be declared only on the NID website ([www.nid.edu](http://www.nid.edu)) by 1400 hrs. on Friday, 05<sup>th</sup> May 2017.

# Contact

## PhD Admissions Cell

National Institute of Design  
Paldi, Ahmedabad 380 007

Email: [phdadmissions@nid.edu](mailto:phdadmissions@nid.edu)

NID website: <http://www.nid.edu>

## Queries related to PhD programme:

Phone: +91 79 2662 9589 (only Monday to Friday, 1430 hrs. to 1730 hrs.)