



RFD

Result Framework Document

For

National Institute of Design

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Ministry of Commerce & Industry

Department of Industrial Policy & Promotion

For the year

2012-13

Results-Framework Document in respect of National Institute of Design

Section – I

Vision, Mission, Objectives and Functions

Vision:

To provide world-class innovation-led learning and research activities to emerge as a global leader in design education, research, training and services with concern for social and human values.

Mission :

To train and create design professionals by providing Graduate Diploma Programme in Design and Post Graduate Diploma Programme in Design education and training programmes, undertake research and publication activities, provide integrated design consultancy services to the industry, MSME sectors and the craft sectors.

Objectives:

The mandate of NID is to promote design awareness and application toward raising the quality of Indian-made products, systems and environments, towards increased employment and earning opportunities through design application, and toward the spread of design training in India through

- To provide GDPD in Industrial Design, Communication Design, Textiles, Apparel and Lifestyle Design education programmes to 12th Standard passed aspiring students to make a career in Design profession.
- To provide sectoral specific PGDPD Programmes in seventeen different specializations to the graduate students to create design professionals to serve the specific sectors.
- Providing sustainable design interventions and solutions to the industries, MSME sectors and the craft sectors.
- Create world class infrastructure for the design education, research and services.
- Undertaking Outreach activities for the development by design intervention in craft, rural and artisan sectors.

- Undertaking research and publications in the design areas. Registration of Designs and Patents developed by the design students and faculties. Becoming a repository of design knowledge, experience and information on products, systems, materials, design and production processes related to both traditional as well as to modern technologies.

Functions :

- 1** Providing four years full-time professional design education programmes (**GDPD** in following disciplines during 2012-13

Industrial Design

- a) Product Design
- b) Furniture & Interior Design
- c) Ceramic & Glass Design

Communication Design

- a) Graphic Design
- b) Animation Film Design
- c) Film & Video Communication
- d) Exhibition (Spatial) Design

Textile, Apparel & Lifestyle Design

- a) Textile Design

- 2** Provide 2 years, 2 ½ years full-time professional design education and sectoral specific education programmes(PGDPD) in following disciplines during 2012-13

- a) Product Design
- b) Furniture & Interior Design
- c) Ceramic & Glass Design
- d) Graphic Design
- e) Animation Film Design
- f) Film & Video Communication
- g) Textile Design
- h) Transport & Automobile Design
- i) Toy & Games Design
- j) Photography Design
- k) Apparel Design & Merchandising
- l) Lifestyle Accessory Design

- m) New Media Design
- n) Strategic Design Management
- o) Information & Interface Design
- p) Design for Digital Experience
- q) Design for Retail Experience

- 3** To provide statutory as well as obligatory opportunities to the SC, ST, OBC, PHP students in its education programmes.
- 4** To provide world class infrastructure, studios, workshops, residential facilities by acquiring appropriate machinery, equipment, furniture, interior, IT hardware and software etc. to the students, faculty and the researchers.
- 5** To provide resources like books, digital information, material, publications, journals, research articles in the Library / Knowledge Management Centre.
- 6** To provide dedicated internet services and connectivity by installing Local Area Network and Wide Area Network. Also to connect the three Campuses of the Institute by video conference facility for interactive education.
- 7** To construct the new hostel building to accommodate additional intake of students by introduction of 27% reservation for the OBC students.
- 8** To increase the intake capacity of trainees under the Faculty Development Programme, Centre for Training of Trainers, for the existing and up coming new NIDs in the country.
- 9** To conduct training programmes, workshops for National Design Sensitization Programmes for the MSME sector in craft and unorganized handloom and handicraft sectors.
- 10** To provide rolling venture capital fund for design incubatees through Section-25 Company – NDBI at NID.
- 11** To complete the construction works for the expansion of academic blocks, auditorium, Hostel Block-B etc. at the PG Campus, Gandhinagar.
- 12** To complete the vertical expansion project of construction at NID's R&D Campus, Bengaluru.
- 13** To provide handholding and technical support to set up the four new NIDs in the country, as envisaged in the National Design Policy.
- 14** To refurbish and repurpose the building at the Industrial Estate of Rajajinagar, Bengaluru, to provide outreach and incubatees activities to the region.
- 15** To provide freeships and scholarships to the economically needy students on need cum merit basis.

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Section – II

Note: Being Academic Institution, major academic activities are planned from June 2012 to May/June 2013. All other activities / objectives related with DIPP grants, financial utilization etc. are planned as per the FY 2012-13.

Objective 1	Weight % 2	Actions 3	Success Indicator 4	Unit 5	Weight % 6	Target / Criteria / Value 7				
						Excellent	Very Good	Good	Fair	Poor
1. To provide GDPD education to the aspiring students	20	To conduct national level Design Aptitude Test and admit 100 students for the academic year 2012-13.	Timely conduct the Design Aptitude Test and admit 100 GDPD students.	Nos.	20	100	98	95	90	85
2. To provide sector-specific PGDPD education to the aspiring students	20	To conduct national level Design Aptitude Test and admit 240 students for the academic year 2012-13.	Timely conduct the Design Aptitude Test and admit 245 PGDPD students.	Nos.	20	245	242	240	235	230
3. To provide sustainable design intervention and consultancy to industry, MSME and craft sector	10	To provide design consultancy services by undertaking consultancy projects and conducting design workshops, seminars, etc.	Generation of optimum consultancy income for the Institute and provide real-life design project exposure to students and faculty	Amt (Rs.Cr)	10	17	15	13	11	9
4. To create a world class infrastructure for education and research	10	Purchase of relevant and state-of-the-art technology, equipments, furniture & interior, IT hardware & software	Timely utilization of grants provided by the DIPP	Amt (Rs.Cr)	10	9	8	7	6	5
5. To undertake outreach activities for the rural and craft sectors.	9	Undertake research & documentation projects, training, workshops/seminars	No. of research projects and training programmes undertaken.	Nos.	9	15	13	12	11	9
6. To publish books, journals and publications in the design area.	10	Undertake research and publication activities in the design field.	Nos. of books, research journals and publications.	Nos.	5	10	8	6	5	4
7. Promote Intellectual Property Rights in Design sector.	5	Conduct design IPR seminars and promote registrations of designs and patents.	Nos. of IPR seminars and registration of Designs and Patents.	Nos.	5	15	12	10	8	7

8 To undertake Faculty Development Programme to create a pool of Design teachers.	5	To induct and provide training to create trained design teachers	No. of successfully trained Faculty under the Faculty Development Programme	Nos	5	15	10	7	4	2
9. Mandatory Success Indicators for efficient functioning of the RFD system	11	Timely submission of RFD for 2012-13	On-time submission	Date	2%	March 31 2012	April 3 2012	April 4 2012	April 5 2012	April 6 2012
		Timely submission of Results for 2012-13	On-time submission	Date	1%	May 1 2013	May 3 2013	May 4 2013	May 5 2013	May 6 2013
		Finalize a Strategic Plan for RC	Finalize the Strategic Plan for next 5 years	Date	2%	Dec 10 2012	Dec 15 2012	Dec 20 2012	Dec 24 2012	Dec 31 2012
		Identify potential areas of corruption related to organization activities and develop an action plan to mitigate them	Finalize an action plan to mitigate potential areas of corruption	%	2%	Dec 10 2012	Dec 15 2012	Dec 20 2012	Dec 24 2012	Dec 31 2012
		Implementation of Sevottam	Create a Sevottam compliant system to implement, monitor and review Citizen's Charter	Date	2%	Dec 10 2012	Dec 15 2012	Dec 20 2012	Dec 24 2012	Dec 31 2012
			Create a Sevottam compliant system to redress and monitor public Grievances	Date	2%	Dec 10 2012	Dec 15 2012	Dec 20 2012	Dec 24 2012	Dec 31 2012

Trend values of the Success Indicators

Objective	Weight %	Actions	Success Indicator	Unit	Weight %	Target / Criteria / Value				
						2009-10	2010-11	2011-12	2012-13	2013-14
1	2	3	4	5	6	7				
1. To provide GDPD education to the aspiring students	20	To conduct national level Design Aptitude Test and admit 100 students for the academic year 2012-13.	Timely conduct the Design Aptitude Test and admit 100 GDPD students.	Nos.	20	90	100	100	100	–
2. To provide sector-specific PGDPD to the aspiring students	20	To conduct national level Design Aptitude Test and admit 240 students for the academic year 2012-13.	Timely conduct the Design Aptitude Test and admit 240 PGDPD students.	Nos.	20	220	240	245	245	–
3. To provide sustainable design intervention and consultancy to industry, MSME and craft sector	10	To provide design consultancy services by undertaking consultancy projects and conducting design workshops, seminars, etc.	Generation of optimum consultancy income for the Institute and provide real-life design project exposure to students and faculty	Amt (Rs.Cr)	10	-	5.50	17	17	–
4. To create a world class infrastructure for education and research	10	Purchase of relevant and state-of-the-art technology, equipments, furniture & interior, IT hardware & software	Timely utilization of grants provided by the DIPP	Amt (Rs.Cr)	10	-	6.0	10	10	–
5. To undertake outreach activities for the rural and craft sectors.	9	Undertake research & documentation projects, training, workshops/seminars	No. of research projects and training programmes undertaken.	Nos.	9	-	10	15	15	–
6. To publish books, journals and publications in the design area.	10	Undertake research and publication activities in the design field.	Nos. of books, research journals and publications.	Nos.	5	-	6	7	7	–
7. Promote Intellectual Property Rights in Design sector.	5	Conduct design IPR seminars and promote registrations of designs and patents.	Nos. of IPR seminars and registration of Designs and Patents.	Nos.	5	-	12	15	15	–
8 To undertake Faculty Dev. Programme to create a pool of Design teachers.	5	To induct and provide training to create trained design teachers	No. of successfully trained Faculty under the Faculty Development Programme	Nos.	5	-	4	10	10	–

						2009-10	2010-11	2011-12	2012-13	2013-14
9. Mandatory Success Indicators for efficient functioning of the RFD system	11	Timely submission of RFD for 2012-13	On-time submission	Date	2%	New Activity -	-	2%	2%	-
		Timely submission of Results for 2012-13	On-time submission	Date	1%	-	-	1%	1%	-
		Finalize a Strategic Plan for RC	Finalize the Strategic Plan for next 5 years	Date	2%	-	-	1%	2%	-
		Identify potential areas of corruption related to organization activities and develop an action plan to mitigate them	Finalize an action plan to mitigate potential areas of corruption	%	2%	-	-	1%	2%	-
		Implementation of Sevottam	Create a Sevottam compliant system to implement, monitor and review Citizen's Charter	Date	2%	-	-	Nil	2%	-
			Create a Sevottam compliant system to redress and monitor public Grievances	Date	2%	-	-	Nil	2%	-

Description and Definitions of Success Indicators and Proposed Measurement Methodology

- 1 In case of academic activities, to provide undergraduate and postgraduate education, the success indicators relate to number of students admitted and timely completion of activities as per the academic calendar of the Institute.
- 2 In case of utilization of grants released by the DIPP, as per the approved Annual Plan, the success indicators relate to timely and percentage-wise utilization of the grant, within the financial years.
3. In case of construction projects of the Campus, timely completion of the projects have been considered.

Section – 5

Specific Performance Requirements from Other Agencies that are Critical for Delivering Agreed Results

Department	Relevant Success	What are the requirements	Why needed ?	How much needed ?	What happens if not got it ?
DIPP, Ministry of Commerce & Industry, Government of India	Approval of the Annual Plan, BE & RE of the Institute	Timely release of grants earmarked	For the revenue as well as Capital Plan and Non Plan Activities	Total Approved Annual Plan of Rs.36.58 crores	No funding for the Plan and Non-Plan Activities
Local Authorities in the Gandhinagar and Bengaluru cities	Approvals of the building plans and issue of Building Utilization Permissions	Approval of the Building construction Plans and BU permission on completion of projects	Statutory requirements for construction projects	As per construction projects	Construction projects delay
State Governments	Allocation of plot of lands for setting up of the new NIDs	Land acquisition and allocation by the respective State Governments	For initiating construction projects of the new NIDs	Four places in India, as per GoI DIPP decisions	Delay in setting up of the new NIDs