

India has a huge potential for design education: experts

The potential market for industrial design in India is pegged at nearly \$ 50 billion and by 2020 this is expected to grow to \$110 billion, according to a report released on Tuesday.

The report titled—The Future of Design Education in India - released at a session of the India-UK Tech Summit speaks on how the next five years are extremely crucial for the Indian design industry as there has been a phenomenal growth in each sector along with the growth in demand for design.

“There are approximately 7000 qualified designers in the country and approximately 5000 in the various campuses pursuing design education. By 2020 the total number of designers required in industrial, graphic, communication, packaging and other design domains is approximated at 62000 provided the design potential is fully realised,” the report says.

Stressing on an urgency to transform the design institutes in India, the report maintains the need to increase emphasis on research and doctoral education. “Design institutes need to cooperate extensively with other domains of study such as business, social sciences and technology. Designers today are expected to think beyond mere artefacts and be more strategic in their work.”

Earlier speaking at the session on the Future of Design Education Prof Pradyumna Vyas Director, National Institute of Design said that India’s competitiveness as a global economy hinges on our ability to harness the power of design.

Listing the various challenges he said that design disciplines should be based on emerging global and local context. “There is a need for a trans disciplinary approach, merging of disciplines. Also grassroots innovation should be a part of design education.”

Echoing the same Anne Boddington, Design Council Trustee, University of Brighton said that there were ample opportunities in India and UK to work together. There are many inter and intra disciplinary challenges but design education is a vital need of the 21st century.”