



राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

2019-20

Admissions Handbook For Doctor of Philosophy (PhD) in Design

Deadline to submit the online application:
Monday, 30th September 2019

Design Research Test (DRT) for PhD in Design:
Monday, 18th November 2019

Interviews and Presentations
Wednesday, 25th November 2019
Thursday, 26th November 2019
Friday, 27th November 2019

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 website (www.phdadmissions.nid.edu).
- Candidates are advised to download this handbook only from the official 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.

Table of Contents

Section	Page number
1. General Information	4
2. Stages of Selection	5
3. Important Dates	6
4. The Programme	7
5. Eligibility Criteria	11
6. Reservation of Seats	12
7. How to Apply	14
8. Design Research Test (DRT) and Interview	16
9. Announcement of Selection List	17

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 for Promotion of Industry and Internal Trade (DPIIT), 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 started a PhD in Design programme. This programme gives impetus to design research priorities for its current faculty in collaboration with researchers who are 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, analytical framework 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

Admission Stages	Dates
1 Accepting application form online starts	Saturday, 31 st August, 2019
2 Last date for submitting online application (along with scan of Demand Draft for application fee and Research Proposal)	1800 hours on Monday, 30 th September, 2019
3 Last date for receiving printed application forms accompanied with a Demand Draft (to be sent via speed-post, registered post or courier) and the Research Proposal	1800 hours on Monday, 07 th October, 2019
4 Downloading Admit Cards for Design Research Test (DRT) from website (www.phdadmissions.nid.edu)	1600 hours on Monday, 11 th November 2019 onwards
5 Design Research Test (DRT) at NID	From 1000 hours to 1800 hours on Monday, 18 th November, 2019
6 Interviews and presentations by selected candidates	1000 hours to 1700 hours on: Wednesday, 25 th November, 2019 Thursday, 26 th November 2019 Friday, 27 th November, 2019
7 Results declared on website	1800 hours on Friday, 29 th November 2019
8 Seat allotment, document verification & payment of first semester fees	1000 hours to 1300 hours on Monday 2 nd December 2019
9 PhD programme commences	1000 hours on Tuesday 3 rd December to Friday, 27 th December 2019

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: Design Education (e.g. pedagogy, design for schools), Design Innovation (e.g. in railways), Social Innovation (e.g. crafts and culture), and Design Practice.

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 part-time and full-time format.

Full-time PhD Programme: The full-time PhD programme shall ordinarily be of three years' duration. More details on this are given below.

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

- a) Research Scholars with full fellowship;
- b) Research Scholars sponsored by Industry, Government and recognised non-Governmental organisations who shall not be eligible for any financial support from the Institute;

Financial support for full-time PhD: Candidates enrolled in the full-time PhD programme shall be eligible for a research fellowship or a stipend. 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) will have 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.

Part-time PhD Programme: The part-time PhD programme shall ordinarily be of five years' duration. **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) Faculty or staff of the Institute who are permanent employees of the Institute or Institute campus, as the case may be, shall be eligible for admission to the Doctor of Philosophy programme.
- b) Persons working in academia or industry or research organisations who are unable to pursue the full time doctoral programme in residence, for personal or professional reasons;
- c) Individuals sponsored on part time basis by industry or institutions.

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. Part-time candidates shall also be governed by all rules and regulations of the Institute.

The annual fee structure of the programme for Indian citizens is as below:

Particulars	2019-2020	
	Sem - 1	Sem - 2
Tuition Fees	35000	35000
Total - A	35000	35000
Student Deposit (One Time and Refundable)	10000	
Insurance (Personal Accident)	200	
Student Activity Fund	400	
Film Club	200	
Total - B	10800	
Total A + B	45,800	35,000

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

**All amounts in INR and are subject to revision from time to time at the discretion of the Institute.

5. Eligibility Criteria

5.1 Eligible Candidates

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

- a) Master's degree in Design from an accredited institution or recognised University or Post Graduate Diploma Programme in Design from the National Institute of Design, Advanced Entry Programme or five-five and a half year School Leavers' Professional Education Programme Diploma in Design from the National Institute of Design.

OR

- b) Master's degree in Architecture or Fine Arts or Applied Arts from a recognised institution or University with 55 percent marks in aggregate or its equivalent grade 'B' in the UGC 7 point scale or an equivalent grade in a point scale wherever grading system is followed or an equivalent foreign degree from a foreign educational institution accredited by an assessment and accreditation agency which is approved, recognised or authorised by an authority established or incorporated under a law in its home country or any statutory authority in that country for the purpose of assessing accrediting or assuring quality and standards of educational institutions and having a graduate or post graduate degree, in Design.

OR

- c) Bachelor's degree in Design from National Institute of Design or National Institute of Design's Graduate Diploma Programme in Design with three years' of professional or teaching experience or both.

OR

- d) Four and a half year School Leavers' Professional Education Programme Diploma in Design with three years of professional or teaching experience or both.

OR

- e) Master's degree in Philosophy (in Design) with 55 per cent. marks in aggregate or its equivalent grade 'B' in the UGC 7 point scale or an equivalent grade in a point scale wherever grading system is followed or an equivalent foreign degree from a foreign educational institution accredited by an assessment and accreditation agency which is approved, recognised or authorised by an authority established or incorporated under a law in its home country or any statutory authority in that country for the purpose of assessing accrediting or assuring quality and standards of educational institutions.

OR

- f) Individuals who have successfully completed a Faculty Development Programme in Design having two years or more duration from the National Institute of Design or any other recognised University.

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.

Reservation of Seats

The maximum number of seats for the PhD programme is 7. 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.

Relaxation in cut-off scores for candidates from reserved categories

Candidates from reserved categories will be offered admission according to their rank in the merit list. The score of the candidate securing the last seat in the open category will be considered as the cut-off score for the reserved category. Considering this as the standard of measure, cut-off scores will be relaxed for candidates from reserved categories as follows:

OBC-NCL	SC	ST	PwD
10% less than the cut-off score of the Open category	20% less than the cut-off score of the Open category	20% less than the cut-off score of the Open category	20% less than the cut-off score of the Open category

It must be noted that the category chosen by a candidate at the time of submitting the application form will be considered as final, and requests for change of category will not be entertained.

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

Your proposal will be verified using anti-plagiarism tool to check the originality of your proposal.

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 15 years of post-eligibility criteria experience shall 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.phdadmissions.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 fill up the application form available at www.phdadmissions.nid.edu.
2. Please fill up the online form 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.

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.

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 below along with one recent passport size photographs in a single envelope to the following address, so as to reach before 1800 hrs on **07th October 2019**. Please write "**PhD Application**" clearly on your envelope.

- a. Research proposal of 2000-3000 words as a hard copy.
- b. Recommendation letter from three referees.
- c. No Objection Certificate (NOC) from the employer, if applicable.

- 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.
- e. Candidates applying under the Persons with Disability (PwD) category are required to submit their valid Disability Certificate issued by a competent medical authority as per the guidelines of the Government of India.
- f. One recent passport size photographs. These must be coloured photograph taken at a professional studio. Photographs taken via mobile phone and other kinds of self-composed portraits will not be accepted.
- g. All Degree Certificates as per your educational qualifications mentioned in the application form. Candidates with Master's Degree in Philosophy/Architecture/Fine Arts/ Applied Art need to upload their marksheet as well.

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

PhD Admissions
National Institute of Design
Paldi, Ahmedabad 380 007

Note:

Please send your application both online (30th September, 2019) and as a hard copy with Demand Draft of Application Fee (due date: 07th October 2019). 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 hours to 1800 hours on Monday, 18th November 2019.

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:

- General Awareness
- Design Aptitude
- Research Ability
- Basic numeric abilities
- Design abilities

Based on the scores obtained in the DRT, only shortlisted candidates will be invited for interviews on 25th, 26th and 27th November 2019. 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.phdadmissions.nid.edu). The Institute will announce the DRT results by Friday, 29th November 2019 at 1800 hours. 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 Monday, 25th November 2019 from 1000 hours onwards.

8.3 Final List of Selected Candidates:

The list of the candidates selected for the PhD programme 2019-20 will be declared only on the website (www.phdadmissions.nid.edu) by 1800 hours on Friday, 29th November 2019.

Contact

National Institute of Design
Paldi, Ahmedabad 380 007
Email: phdadmissions@nid.edu
NID website: <http://www.phdadmissions.nid.edu>

Queries related to PhD programme:

Phone: +91 79 2662 9678 (Monday to Friday, 1430 hrs. to 1730 hrs. only)