

## **Press Release**

### **4<sup>th</sup> All India Design Innovation Centre Meet-2024, organized by DIC, IIT Hyderabad**

*The Design Innovation Centre (DIC) at IIT Hyderabad (IITH) has organized the 4<sup>th</sup> All India DIC Meet-2024 and an Exhibition on May 2-3, 2024 at the Convention Centre, IITH.*

#### ***Highlights:***

- 80 institutions from across the country are part of DIC as hub or spoke.
- The next step is to widen the reach to more number of institutions.

**Hyderabad, May 03, 2024: Design Innovation Centre (DIC)** has been established in public, academic institutions under the National Initiative for Design Innovation (NIDI) Scheme as a flagship programme by Ministry of Education, Govt. of India (as per the Twelfth Plan), under a HUB and Spoke Model, with the Lead Institution acting as the mentor while synergising and leveraging the potential of the Spoke Institutes.

The purpose of setting up DIC centres is to

- Promote and enhance interdisciplinary design-focused innovation and creative problem-solving through design-based education and projects.
- Promote knowledge sharing and collaboration amongst industry, academia, government institutes, research laboratories, etc., for entrepreneurship and product marketing.
- Build a flagship programme in design and innovation which can be replicated in other institutes/ universities in our country.

Presently, 20 institutions are DIC Hubs, including SPA-New Delhi, 10 IITs, 9 Central Government Universities, 64 institutions are Spokes to the Hubs, Open Design School, e-Kalpa, and National Design Innovation Network (NDIN).

IITH is an Institution of National Importance and stands in the top 10 institutes as per the NIRF Ranking. It offers various undergraduate programmes that promote interdisciplinary study and research through faculty mentorship and honours programmes. With a strong emphasis on innovation, IITH has a thriving research culture, as seen by its numerous patents and publications. Graduate programmes cater to various subjects, including advanced technology, Design, Science and Liberal arts, complemented by initiatives fostering entrepreneurship and worldwide collaboration.

20 DIC Hubs and 64 Spoke institutes have participated in the event. The event was inaugurated by Shri K. Sanjay Murthy, Secretary, Department of Higher Education, Ministry of Education, Govt. of India as the Chief Guest, Smt. Neeta Prasad, Joint Secretary (P & ICC), Department of Higher Education, Ministry of Education, Govt. of India, have graced the occasion along with Dr BVR Mohan Reddy, Chairman, Board of Governors of IITH as the Guest of Honor.

The agenda of the meeting was,

- a) To connect with the industries and showcase the innovative products and prototypes of the various DICs to the industries and investors.
- b) Exhibition of innovative projects and startups.
- c) To interact and bridge the gap between industries and DICs regarding the outreach of innovations.

Shri. Sanjay Murthy emphasized the concerted efforts of several agencies, such as the Tinkering Lab, IICs of AICTE, etc., to strengthen the innovation, entrepreneurship, and design ecosystem. He also urged the DICs to come forward to improve the quality of content for the SWAYAM portal so the institutes and students benefit from the emerging sectors. Shri Murthy also discussed the 'Future of Work' in various sectors such as Agriculture, Health, AI, Logistics, etc. and how DICs can support them.

Prof. BS Murty, Director of IITH, addressed the guests, shared details about the institute's contributions to innovation and entrepreneurship, and discussed the possibilities of interdisciplinary collaborations within different fields and departments.

Prof. PVM Rao, Principal Investigator at DIC, IIT Delhi, took everyone through a fascinating journey of their DIC over the years.

Shri BVR Mohan Reddy proposed a pyramid model with the engineering colleges of the rural areas at the base that will interact with the institutes at the higher level for their innovation endeavors.

Prof. Deepak John Mathew, Principal investigator of the DIC Hub at IITH, emphasizes the need and possibilities of All DIC's collective efforts to create a larger impact and work as one unit to enhance the efficiencies and grow collectively.

20 DIC Hubs across India presented their work progress along with their Spoke institutes in the form of consolidated presentations in an interactive session to showcase how design thinking and grassroots development with technological interventions have been promoted by them infusing innovations in various facets of the entire ecosystems.

A panel discussion was conducted with the PIs of all the partnering institutes of the 4<sup>th</sup> All India DIC Meet, focusing on "Synergy between Hubs and Spokes for Future" to pave the way forward for the DICs wherein a discussion on the possibilities for the collaborative actions for the holistic growth of all DICs was taken up.

The panel members were:

Prof PVM Rao, IIT Delhi  
Prof Arun Kumar Pradhan, IIT Bhubaneswar  
Prof Sanjukta Bhaduri, SPA New Delhi  
Prof Fayaz Ahmed, Central University of Kashmir  
Prof Deepak John Mathew, IITH  
Session Chair Dr Shiva Ji, IITH

On Day 2, the Expert Talk session focused on the achievements of the organizations and institutes participating in the meet. Prof. Prasad Onkar, Head of the Design Department, IITH, gave a detailed presentation on the Design Department at IITH journey and its achievements. Shri M.C. Kumari, NIDI Dashboard Release and Training Session, IISc Bangalore, gave a brief on the NIDI Dashboard and encouraged all DIC Hubs and Spoke Institutes to register on the portal. Success stories of e-Kalpa and ODS were also shared by its coordinators.

Parallel workshops focusing on various aspects of Design, Innovation and Entrepreneurship were scheduled, and participants engaged in the workshops to gain insights into the various aspects of developing stronger design connections.

The 2<sup>nd</sup> day of the Meet connected the DICs, Designers, Entrepreneurs and leaders of educational institutions to build a brighter future for the holistic development of the design innovation ecosystem.

All the 80 institutions owed to scale up innovation and design in all engineering and other colleges in India and IITH has expressed its willingness to take the lead in building up this synergy.

### **About IIT Hyderabad:**

Indian Institute of Technology Hyderabad (IITH) is one of the eight IITs established by the Government of India in 2008. In a short span of **15** years, the institute has become one of the top-ranked institutions in the country and has received global recognition. It has **300+** full-time faculty, **~4,800** students, **18** Departments + **1** Centre for Interdisciplinary Programs, nearly **500+** state-of-the-art Research Facilities, and five research and entrepreneurship centres. The institute has a strong research focus with approx. **Rs. 1,000+ Cr** of sanctioned research funding (Rs. 250+ Cr in 2023-24), with PG+PhD students accounting for about **60%** of total student strength. IITH has more than **10,000+** research publications with **1,50,000+** Citations, **200+** Published Patents, **3,700+** sponsored/consultancy projects with **500+** running projects, and about **194+** startups that have generated **1,000+** jobs and a revenue of **Rs. 1,250+ Cr**. Follow us on [Instagram](#), [LinkedIn](#), [Twitter](#), [Facebook](#), [Koo](#), and [YouTube](#) for the latest updates.

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