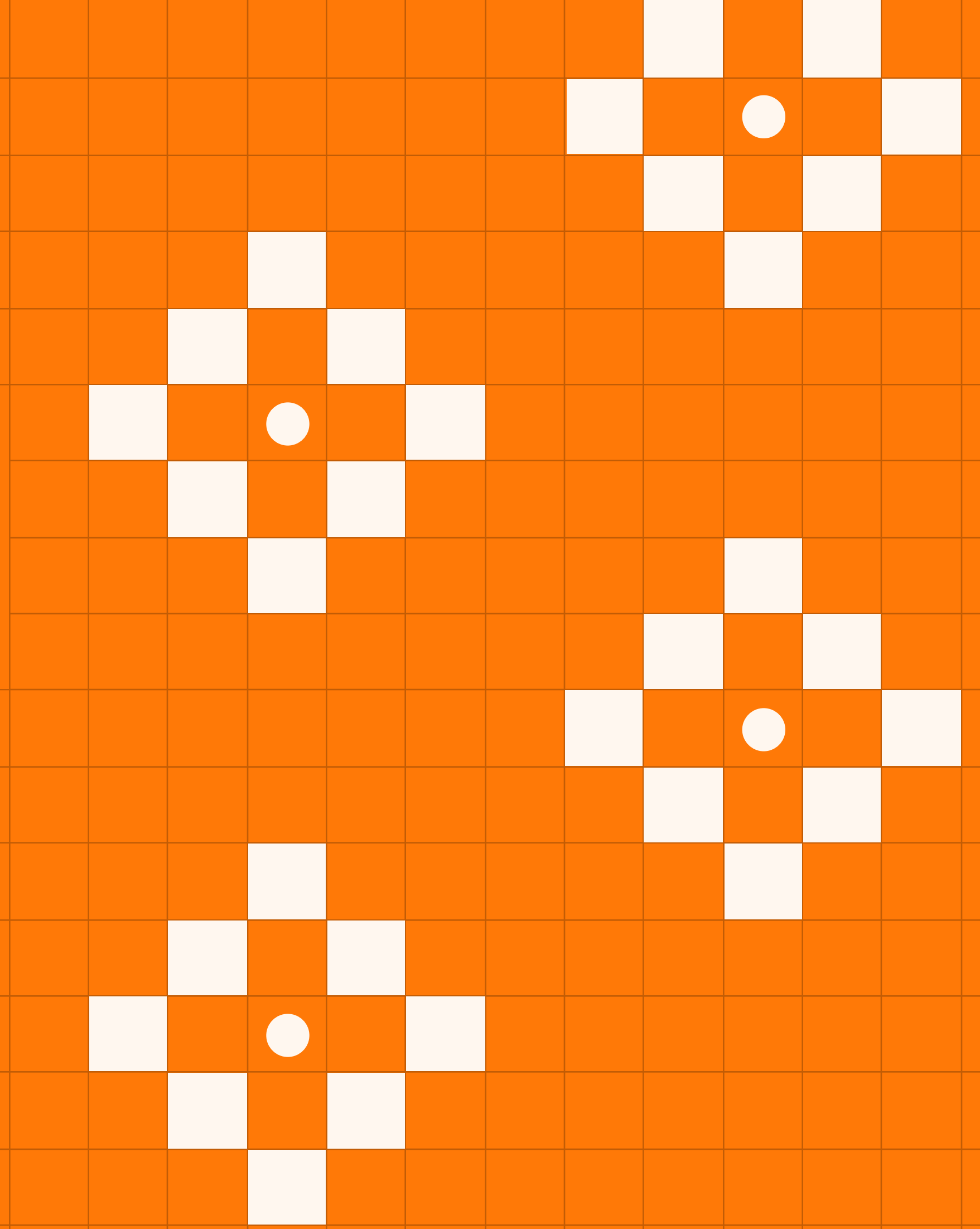


Placement Brochure

2025-26



INDUSTRY INTERFACE



राष्ट्रीय डिजाइन संस्थान
NATIONAL INSTITUTE OF DESIGN



About NID

The National Institute of Design (NID) is internationally acclaimed as one of the foremost educational and research institutions for Industrial, Communication, Textile & Apparel, Interdisciplinary Studies, and IT Integrated Design. It is an autonomous institution under the aegis of the Ministry of Commerce and Industry, Government of India.

NID has also been declared as an 'Institution of National Importance' by the act of Parliament, by virtue of the National Institute of Design Act 2014. NID is recognised by the Department of Scientific and Industrial Research (DSIR) under the Ministry of Science and Technology, Government of India, as a Scientific and Industrial Design Research.

Ahmedabad Campus

The flagship and oldest campus (est. 1961), Ahmedabad is recognized as an 'Institution of National Importance' and the pioneer of Industrial Design in India. It offers the broadest spectrum of programmes, including Bachelor's, Master's, and Doctoral degrees across disciplines like Product, Furniture, Graphic, and Animation Film Design.

Gandhinagar Campus

The Gandhinagar campus is a dedicated centre for Strategic Design and Emerging Technologies. It offers full-time residential Master of Design (M.Des.) programmes across seven specialised disciplines, including Strategic Design Management, New Media Design, and Transportation & Automobile Design.

Bengaluru Campus

Situated in Bengaluru, the IT capital of India, this campus is a compact, research-driven facility focused on the intersection of Design and Digital Technology. It offers highly specialised Master of Design (M.Des.) programmes in disciplines like Interaction Design, Information Design, Digital Game Design, and Universal Design.

Content

Communication Design

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IT Integrated Design

Digital game Design	21
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Industrial Design

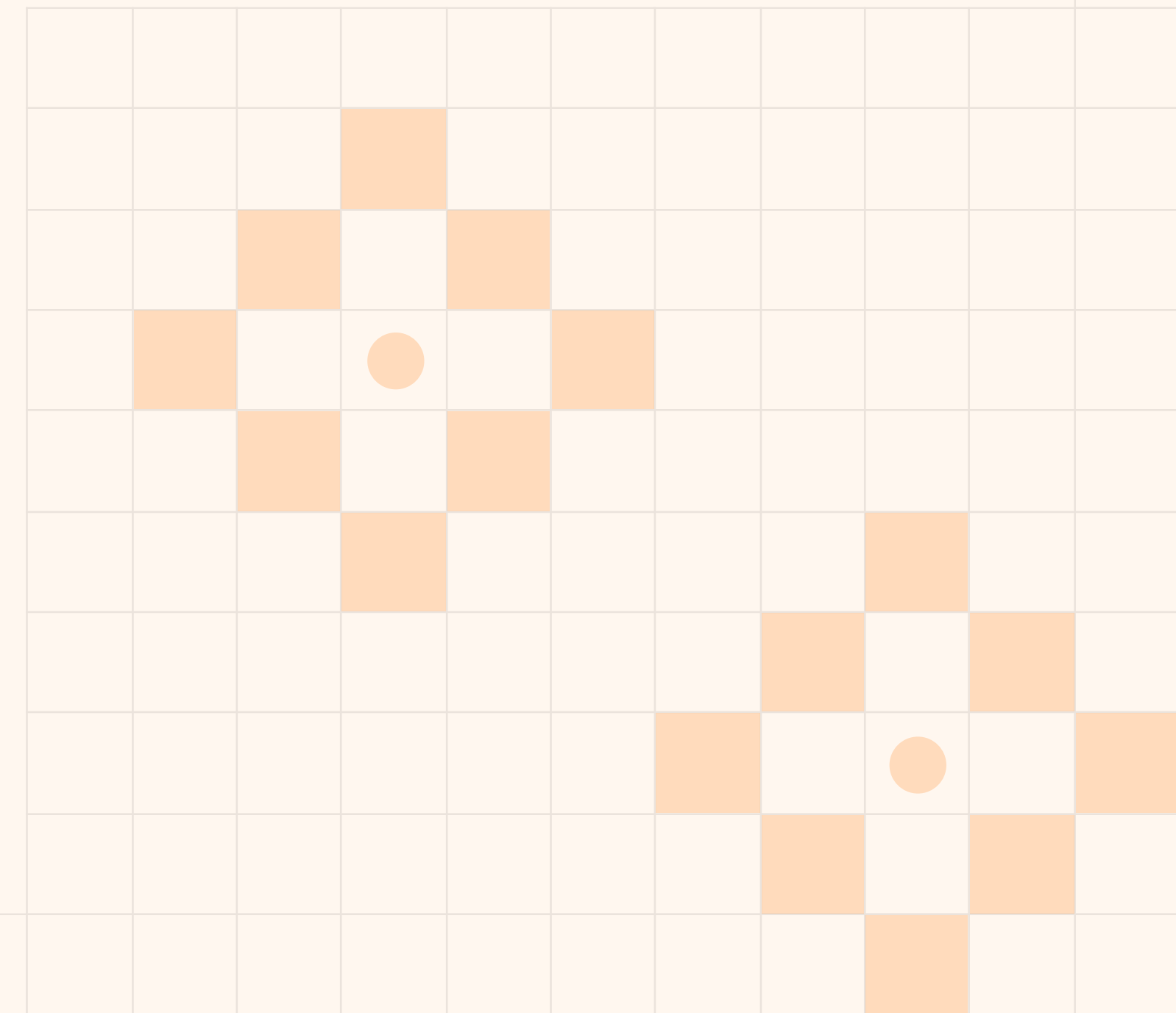
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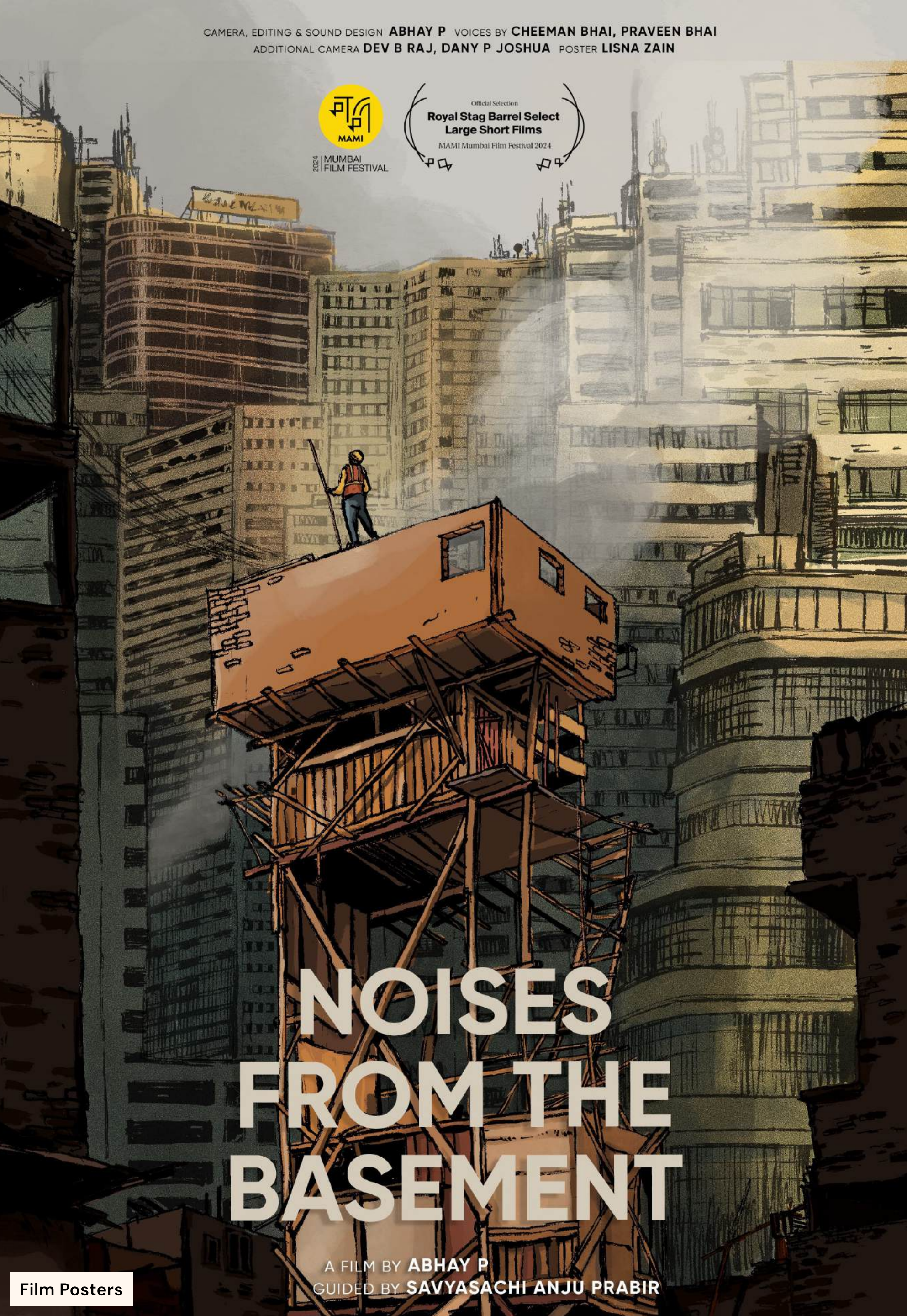


Communication Design

Disciplines

❖ Film and Video Design	M.Des 19 Seats B.Des 13 Seats
❖ Graphic Design	M.Des 19 Seats B.Des 19 Seats
❖ Animation and Film Design	M.Des 19 Seats B.Des 19 Seats
❖ Photography Design	M.Des 19 Seats
❖ Exhibition Design	M.Des 19 Seats B.Des 13 Seats

CAMERA, EDITING & SOUND DESIGN **ABHAY P** VOICES BY **CHEEMAN BHAI, PRAVEEN BHAI**
 ADDITIONAL CAMERA **DEV B RAJ, DANY P JOSHUA** POSTER **LISNA ZAIN**



NOISES FROM THE BASEMENT

A FILM BY **ABHAY P**
 GUIDED BY **SAVYASACHI ANJU PRABIR**



Documentary | Theertha Prakash
 | Biju Kurup
 | Prajwal Sharma



Cinematography | SOHAIB AHMER
 | HAFSA KAMAL
 | KHATTA, SARWAR QANDA



राष्ट्रीय डिजाइन संस्थान
 NATIONAL INSTITUTE OF DESIGN
 AHMEDABAD

PARIDRISHYA INTERNATIONAL FESTIVAL OF SHORT FILMS & DOCUMENTARIES
 Best sound design in student category (2025)

HOKKAIDO FOOD FILM FESTIVAL JAPAN 2024
 Official selection (2024)

VADODARA FILM & DESIGN FESTIVAL VADODARA 2025
 Winner: Best Fiction (2025)

DUEMILAS90 INTERNATIONAL FILM FESTIVAL MILANO 2024
 Official selection (2024)

FLAME FIRST CUT PUNE 2025
 Top - 100 (2025)

THREE ACTS OF GOODNESS MICRO FILM FESTIVAL US 2025
 Global Impact (2025)

BLACK AND BROWN FEMME FILM FESTIVAL CHICAGO 2025
 Semi Finalist (2025)

WRITTEN & DIRECTED BY **THEERTHA PRAKASH**
 GUIDED BY **DR SHILPA DAS**

DOP **ABHAY P** PRODUCTION **DEV B RAJ** SOUND **S GREESHMA**
 EDITING & MIXING **THEERTHA PRAKASH** TITLE **PRAJWAL SHARMA**

Film & Video Communication

M. Des | B. Des

The Film and Video Communication discipline shapes adaptable directors capable of creating films for diverse purposes, including education, social impact, entertainment, and marketing. The program provides a solid foundation in visual communication, social studies, and theoretical and technical filmmaking. The focus is on developing versatile conceptual skills adaptable to changing technologies and audience segments. Graduates, whose work has earned global recognition, pursue successful careers in advertising, film production, television, interactive media, and developmental communication.

- Advertisement Films
- Documentary Films
- Feature Films
- Music Videos
- Film Direction & Editing
- Cinematography
- Scriptwriting

Graphic Design | M. Des | B. Des

The Graphic Design curriculum is a rigorous discipline focused on building a robust visual vocabulary and sharp aesthetic judgment. Students master core principles of form, proportion, image, and language while gaining practical experience across diverse specialisations, including typography, branding, corporate identity, packaging, and digital communication systems. The program integrates cultural, historical, and ethical studies to ensure designs are informed and responsible. The overarching aim is to graduate highly creative professionals equipped with strong critical thinking and research skills, ready to join leading firms or launch independent design ventures.

Branding

Typography

Packing Design

Poster Design

Social Media Graphics

UI/UX Design

Infographics



Calendar



Card



Book Cover



Book Cover

Animation Film Design | M. Des | B. Des

The Animation Film Design discipline trains students to create memorable visual storytelling through moving imagery. Students are encouraged to draw inspiration from the rich culture of the Indian subcontinent to create works full of originality. The curriculum balances traditional drawing and animation with modern digital techniques, teaching the craft of short films and graphic novels. Graduates find employment in production houses, TV channels, UI/UX, and e-learning, or they establish their own successful studios, becoming key players in the Indian animation industry.

Storyboard & Layouts

Comic Books & Graphic novels

Animation for Mobile and E-learning platforms

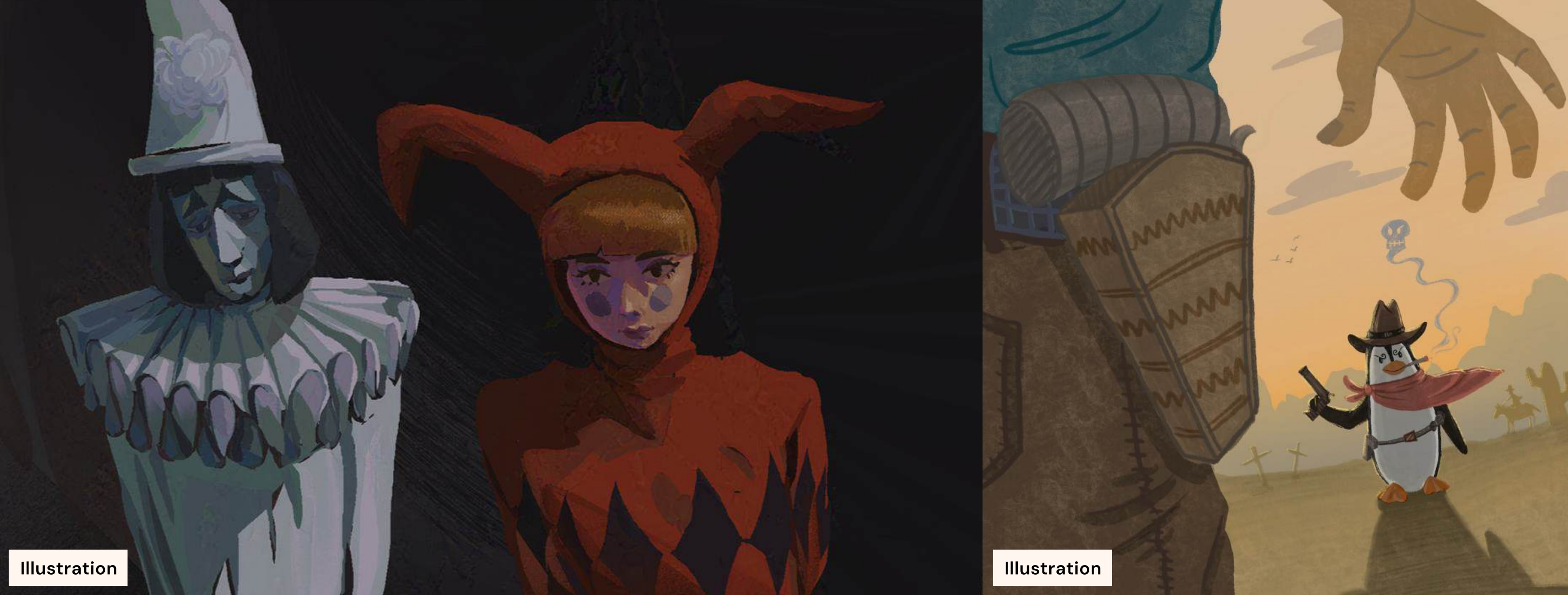
World building & Environment Design

Character & Prop Design

Storytelling & Scriptwriting

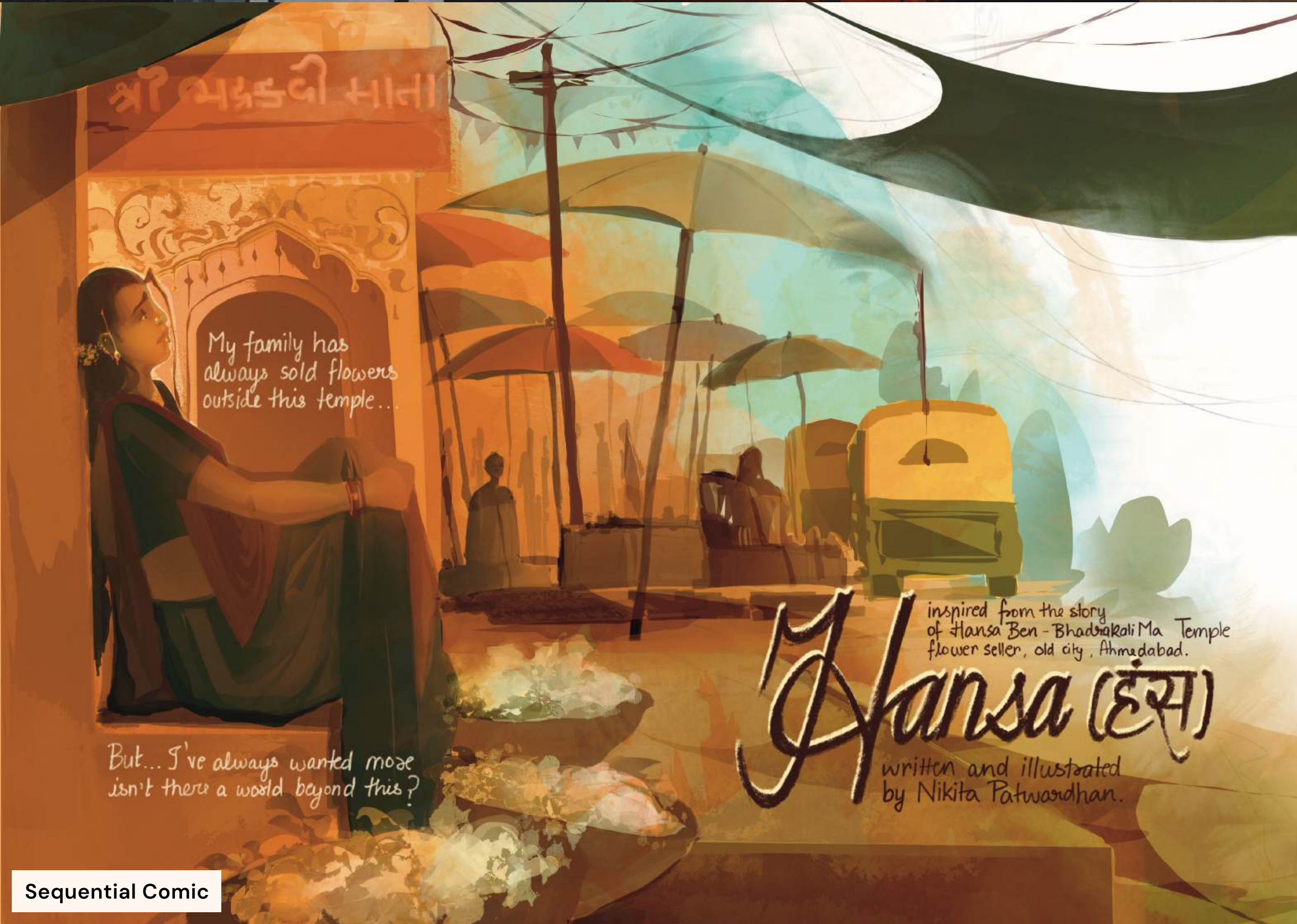
Clay & Stop Motion Animation

Animation for Digital Games

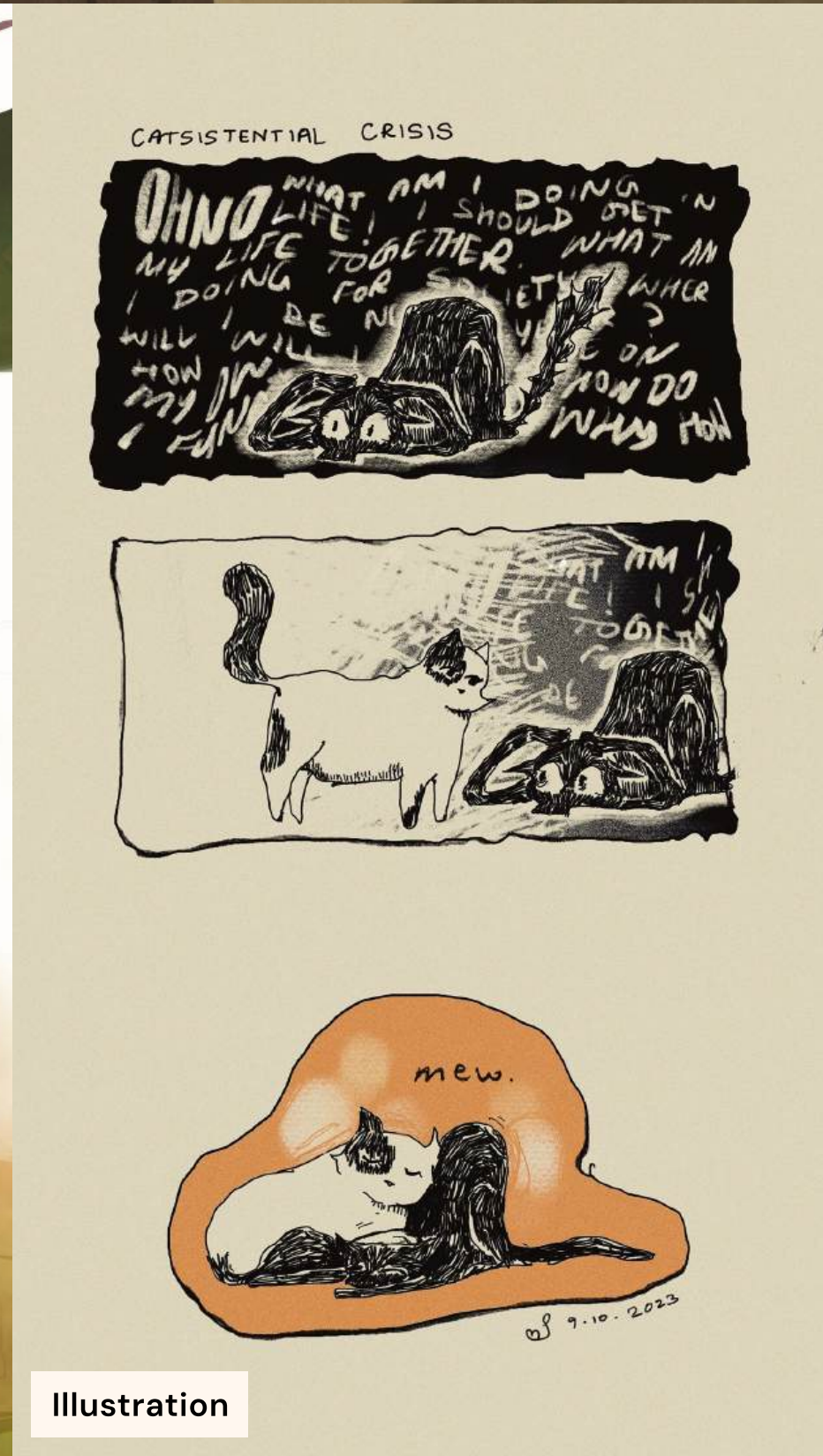


Illustration

Illustration



Sequential Comic



Illustration

Photography Design | M. Des

The Photography Design program focuses on helping students contextualise the changing dynamics of photography as a medium; helping them make informed choices based on classroom learning and a strong industry interface. The program encourages cross-disciplinary approaches, shifting away from genre-specific methodologies. The pedagogical structure emphasises a deep understanding of historic processes, contemporary practices, emerging technologies, sociology, politics, literature, philosophy, visual culture, while also embracing new technologies like AI, photogrammetry, and other innovations.

Documentary Photography

Fashion/ Editorial/ Lifestyle

Creative Direction

Archiving & Curating

Analog Photographic Process

Book-making

Future/ New Imaging Technology

Film Making



Documentary Photography



Module in Progress



Fashion Photography



Book-Making



Darkroom Processes

Exhibition Design | B. Des

This program is a multi-disciplinary course which looks at experiences in spatial realities. It looks at spaces formed through narratives, interrogates the existing presuppositions and norms in its construction; questions the morals, values & methods of its production; and creates meaningful moments. The department work across modalities of formal explorations & contexts- museums, trade fairs, scenography, & theatres ; always aware of the heritage, & cultural significance of creating public commons which is both sensorial & effective.

Spatial Experience

Spatial Graphics

Curation

Production

Set Design

Art Direction

Retail Design

Event Design

Design Research



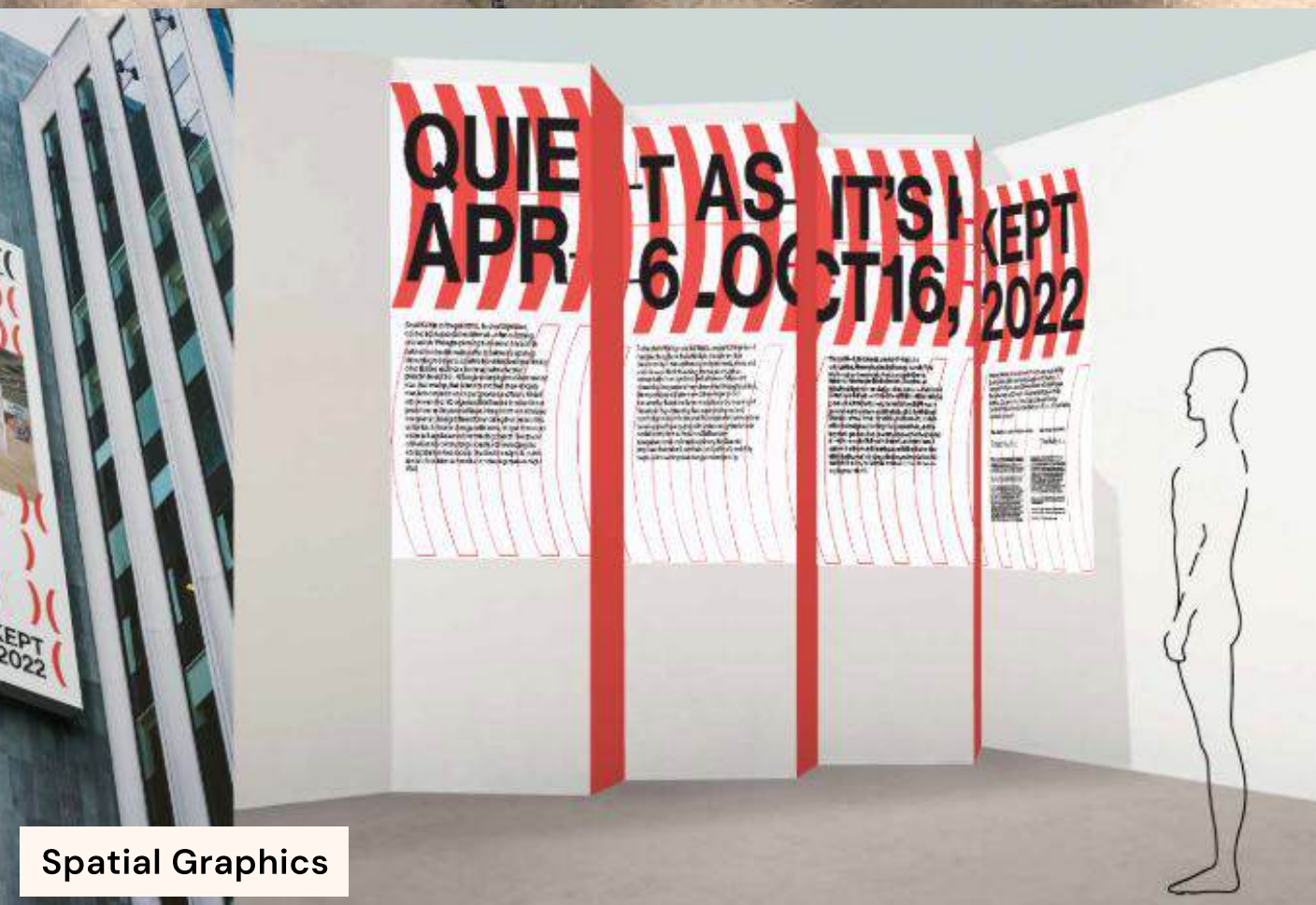
Installation



Spatial Experience



Identity



Spatial Graphics

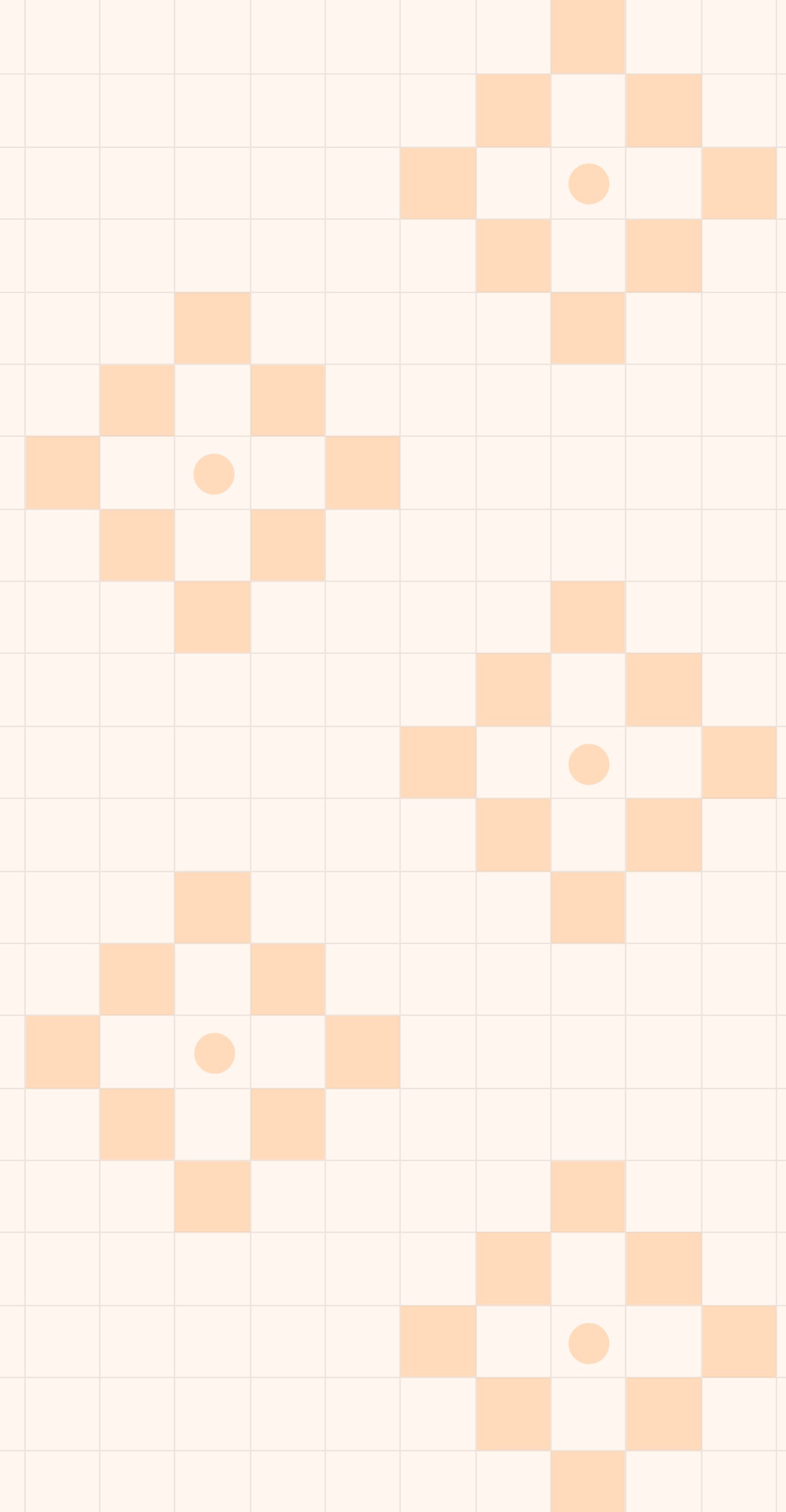


Curation

Industrial Design

Disciplines

- ❖ Ceramic and Glass Design M.Des 12 Seats | B.Des 13 Seats
- ❖ Furniture and Interior Design M.Des 19 Seats | B.Des 13 Seats
- ❖ Product Design M.Des 19 Seats | B.Des 19 Seats
- ❖ Toy and Game Design M.Des 12 Seats
- ❖ Transportation and Automobile Design M.Des 19 Seats
- ❖ Universal Design M.Des 19 Seats



Ceramic & Glass Design | M. Des | B. Des

The discipline emphasizes diverse, process-oriented methods involving materials, technologies, and applications. This approach prepares students to work across a wide range of fields, including architecture, healthcare, home decor, and high-tech products. Graduates use their skills in conceptual thinking and design strategy for entrepreneurship, industrial production, and material research, ultimately enhancing user experiences and addressing social and environmental concerns.

Material, Technology and Production Processes

Surface treatments, Decal and Print Development

Branding and Packaging

Human Factors

Craft Research, Design and Development Design

Research and Management

Systems Thinking

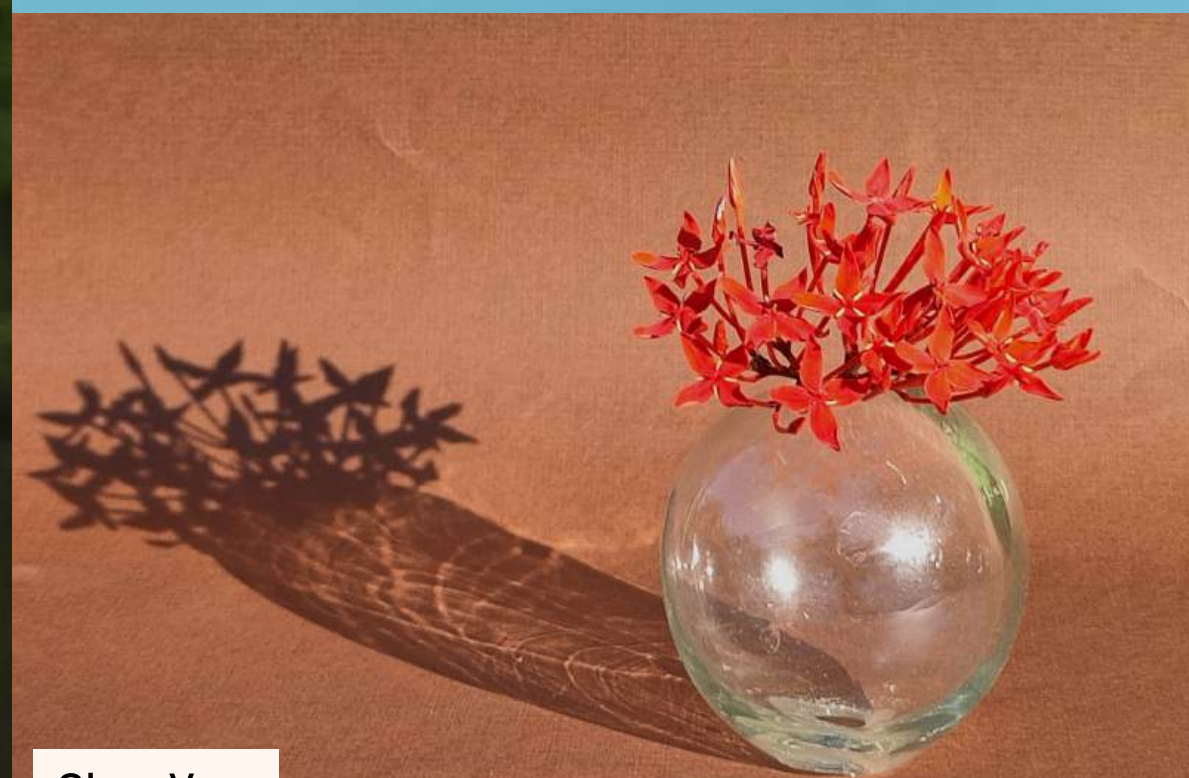
Photography



Glass Vase



Ceramic Dish



Glass Vase



Flask

Furniture & Interior Design | M. Des | B. Des

The Furniture and Interior Design discipline shapes living and working environments through the development of objects, structures, and systems. The curriculum addresses sustainability, materials, aesthetics, and social context, building technical and research skills. The program emphasizes comprehensive control over design, focusing on material, technical, and empirical skills for human-environment interactions. This includes hands-on prototyping, user-centric research, and critical thinking, effectively bridging studio practice with industry.

Space Planning

Experience Design

Retail Experience

Exhibition & Display

Materials & Process

Systems Thinking

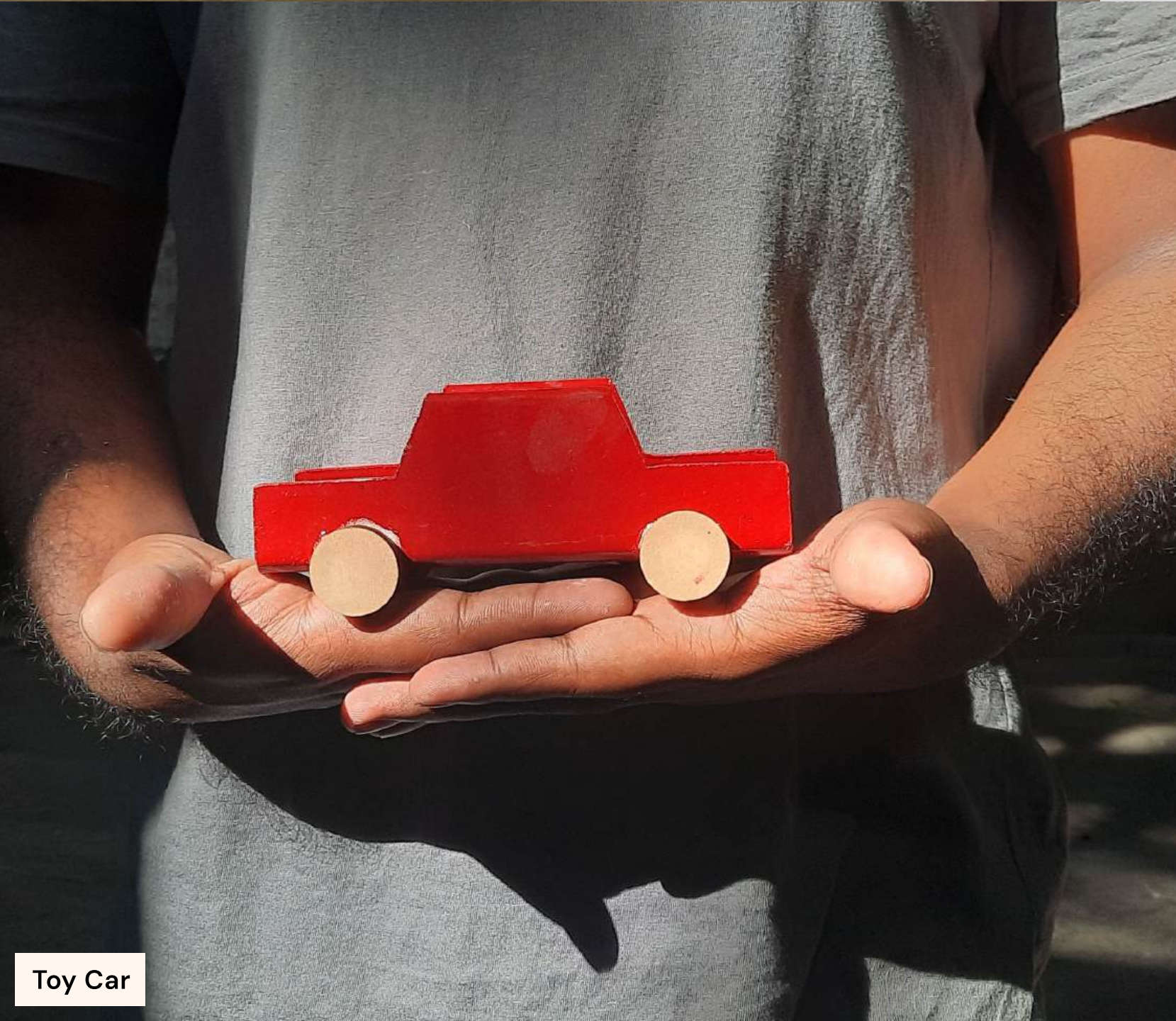
Ergonomics



Bench



Toys



Toy Car



Toy Horse

Product Design |

M. Des | B. Des

The Product Design discipline focuses on delivering user-centered solutions for products, services, and experiences. Students master design principles, ergonomics, materials, manufacturing, and aesthetics. Through research-based projects, they craft user-friendly, appealing products that address issues of varying complexity. Ultimately, the program equips students to sensibly cater to diverse user groups with distinct physical, economic, and emotional requirements.

Product Form and Aesthetics

Speculative Product Design

New Product Development

Product Interface Design

Product Service Design

Design Research

Design in Social Innovation

Human Factors



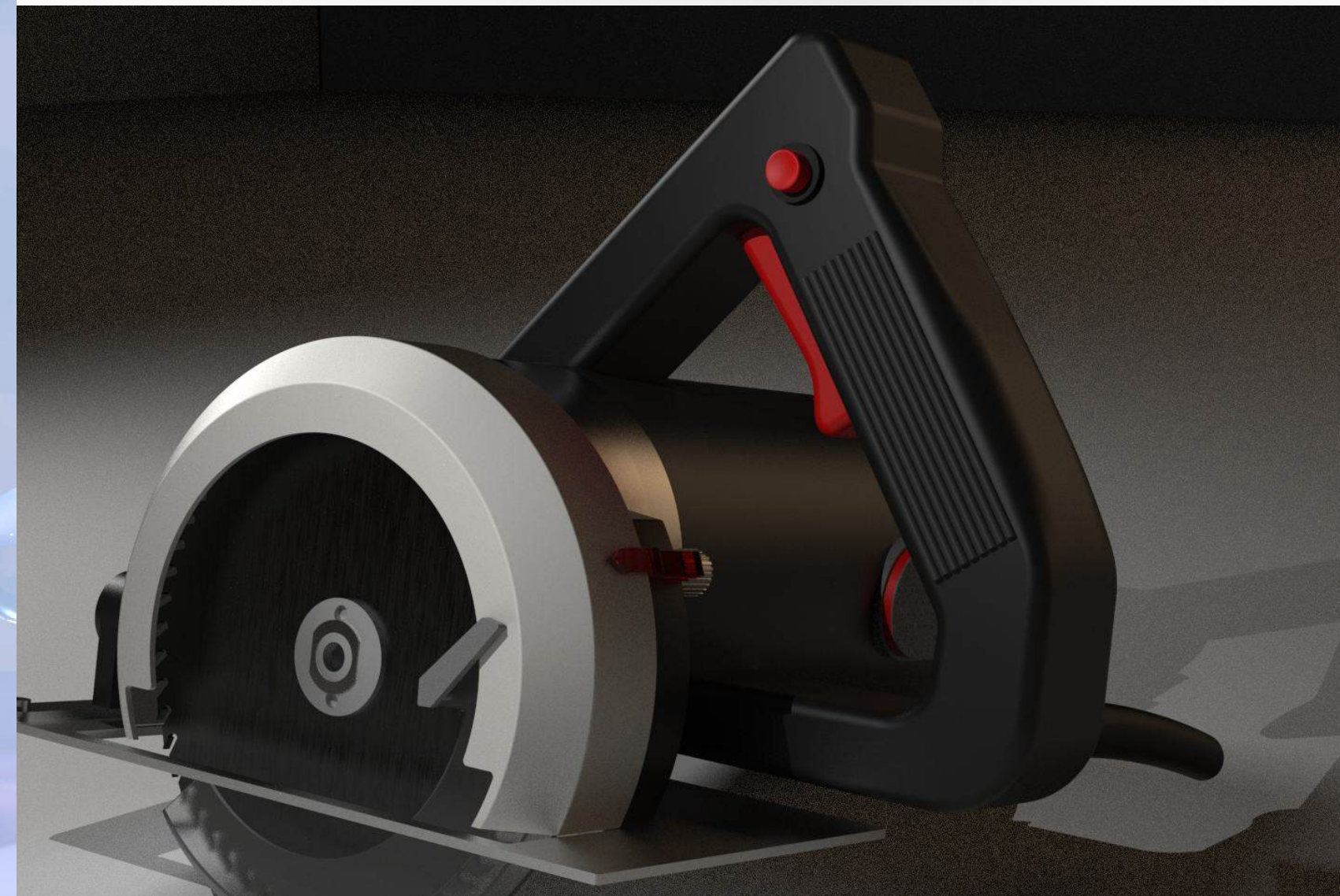
Camera



Trimmer



Walker



Marble Cutter

Toy & Game Design | M. Des

The Toy & Game Design discipline embraces interdisciplinary innovation to infuse playfulness into design interventions. It caters to diverse domains such as education, entertainment, health, behavioural change, digital experiences, and more. Employing play based methodologies, design thinking, systems analysis, and experiential prototyping with various materials, it tackles real world challenges. The program emphasises creating research driven, practical designs that address system level issues and offer play-based solutions for multi-stakeholder contexts.

Playful User Experience Design

Design for Learning

Gamified Design Solutions

Design for Digital Play

Design for Schools and Education

Design for Special Needs and Development

Designing for Children's Products

Design for Games and Toys



Children's product/ Development



AR/VR



3d digital game#unity



2D Platformer Game



Tabletop game# strategy



Toys



Art and Craft

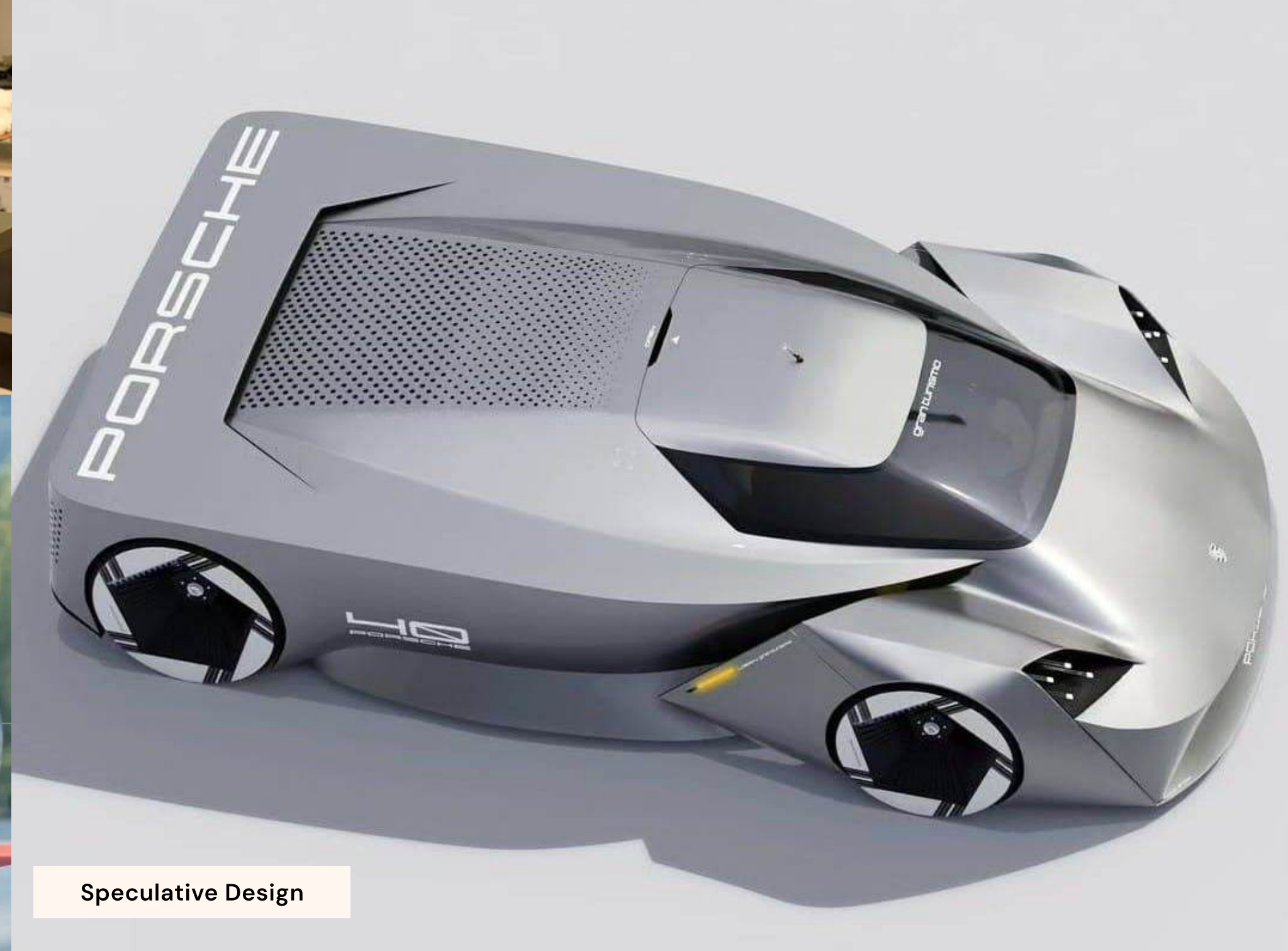
Transportation & Automobile Design | M. Des

The Transportation and Automobile Design department trains students with creative and critical learning to resolve prevailing and future challenges in the mobility industry. It covers various personal and mass transportation aspects, such as product, experience, system and service design. Students learn through collaboration with the industry on live projects and workshops and access to cutting-edge development facilities at NID. Students master skills like, sketching, rendering, 3D visualization, and prototyping with experience on tools relevant to the industry.

- Mobility Research
- Exterior Vehicle Design
- Interior Vehicle Design
- 3D Visualization
- Transportation System Design
- Human Machine Interface
- CMF (Color, Material, Finish) & Clay Modelling



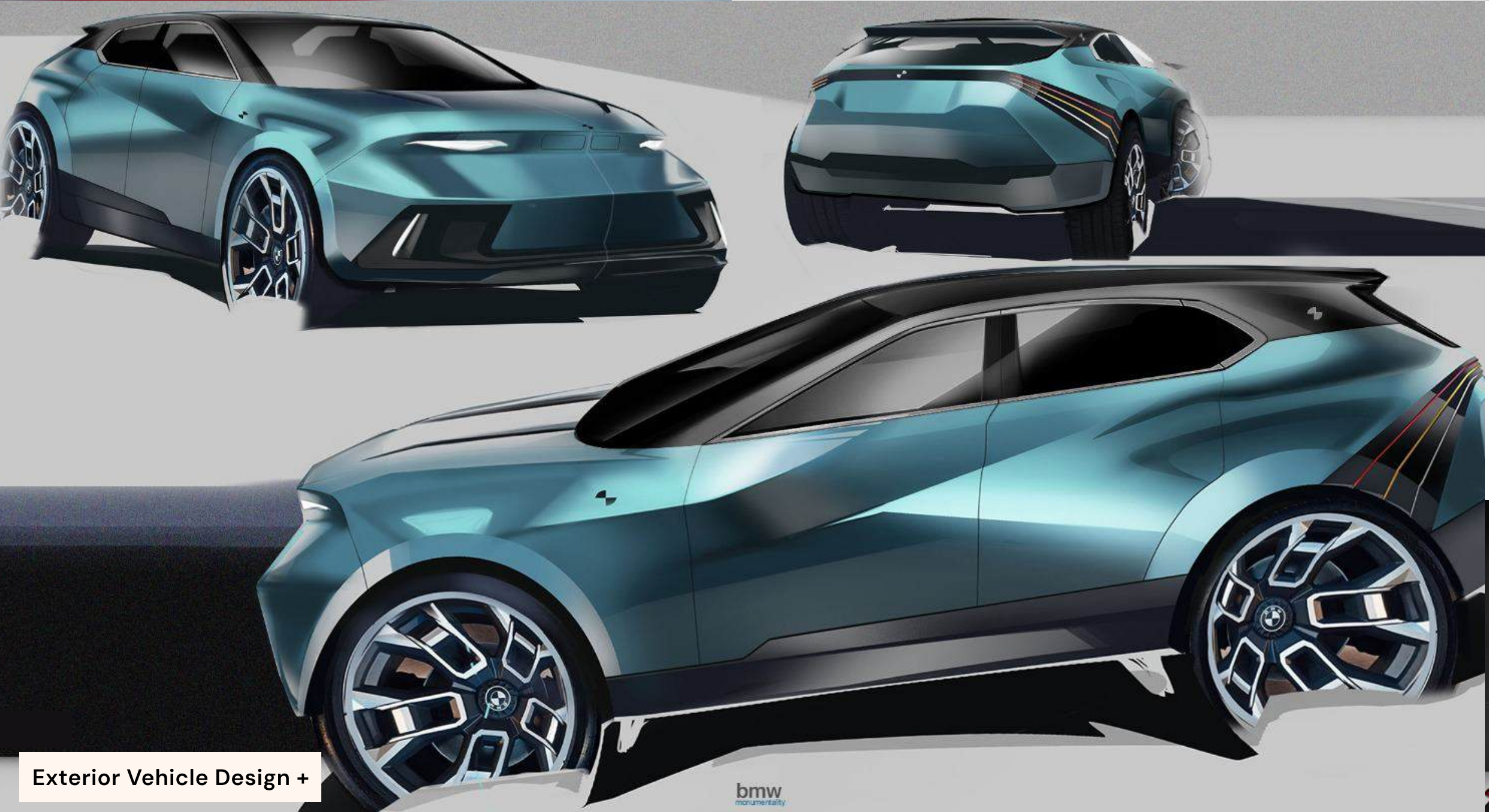
Clay Modelling



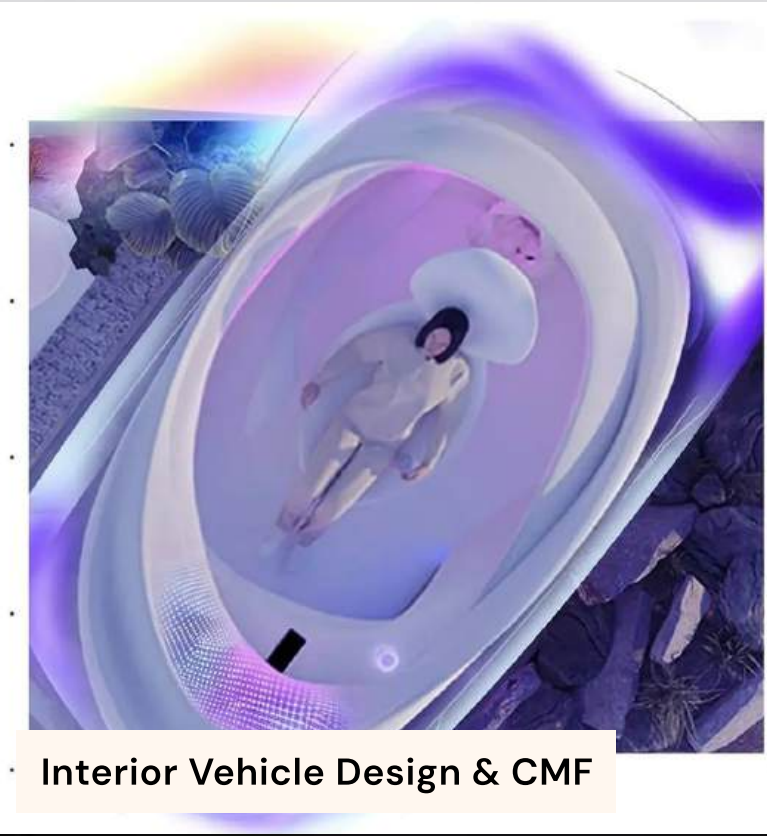
Speculative Design



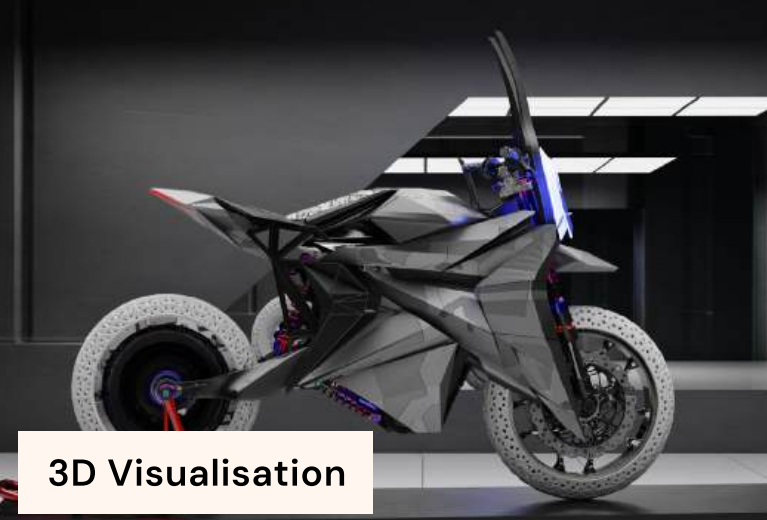
Motorcycle Design



Exterior Vehicle Design +



Interior Vehicle Design & CMF



3D Visualisation

Universal Design | M. Des

Universal Design discipline at NID, addresses design for a sustainable future, where products and systems respond to the challenges of a large and complex set of users with diverse abilities, needs, aspirations and notions of well-being. The discipline aims to create design influencers who will bridge the gap between thought and product and between the privileged and under-privileged. The programme bases itself on human-centric, universal design thinking, leading to easily adaptable and viable design directions for wide and varied user-groups. With universal design thinking being an intrinsic part of product definition, design, process and development, the programme aims at preparing students to be design professionals with competence in system-level design development of products and services which are adaptive to the needs of a variety of users – across a wide range of cultural and social factors as well as trans-generational, physical and cognitive abilities.

User Research

Accessibility Audit & Design

User Experience / User Interface Design

Human-Centred Design (Tangible & Digital)

Systems Thinking & Service Design

CMF /Product Design

Ergonomics & Human Factors in Design

gigglu

Gigglu is a system that includes a physical device and a mobile app, that helps children to connect with their friends and family while reducing their mobile phone usage, combat loneliness as well as anti bully system. It also provides parents with a way to monitor their child's happiness and strengthen their emotional connection."

UI/UX



Accessibility Design



Product Design

Sparshith

Equal Medication Access : One Touch Away
"Sparshith" means "touched" and is pronounced as "Spar-SHI-TH"

A set of tactile stickers for easy medication adherence for Visually impaired

Accessibility

Hi Meer, Welcome Back

What's Next

Current Sequence
Assassin's Creed Unity Sequence 7
Memory 1: A Cautious Alliance

Challenges
• Three enemies incapacitated with Stun Bombs
• Three headshots

Resume
10h 23m 21s
View Details

Assassin's Creed Unity Sequence 7
Memory 1: A Cautious Alliance

Follow Elise
As soon as you take control of Arno, you'll want to follow Elise. This is very simple at first, only requiring you to walk, then just slightly more difficult when she starts to run. When you finally reach your destination you'll complete your first objective...

Sequence 6
As soon as you take control of Arno, you'll want to follow Elise. This is very simple at first, only requiring you to walk, then just slightly more

The Search
NF Music

89 BPM
Health Check

Ajinkya V: 02/04/23
Hi, meeting are we meeting Kal?
Generate Response

Human centred Design

exodus of the Anthropocene

Since the beginning of time, humans have been moving from place to place in search of a better life, better conditions and opportunities. The movement of people - migration - has helped enrich our collective cultures and history and today there are people all over the world who are migrating to migrate, not in the pursuit of a dream.

What happens when the land you call your own gives way beneath you and drives you out of your home?

OVERVIEW
Migration is a fundamental part of being a human as being a collective species in search of better living conditions and opportunities. The movement of people - migration - has helped enrich our collective cultures and history and today there are people all over the world who are migrating to migrate, not in the pursuit of a dream.

The study shows that a significant number of migration of climate refugees is expected in the coming years. The following trends were observed:

Climate Migration Hotspots in India

System thinking

The Nexus of Climate Change & Human Migration

Human well-being often undergoes a range of pressures, leading to migration and displacement.

It is seen that migration due to climate change is expected to increase significantly in the coming years.

The Human Livability Factors Framework

ableFresh
farm-fresh produce, from PwDs to you

THE SERVICE :

IDENTIFYING
WAREHOUSE
EMPLOYED PwDs
SPECIALITY BUYERS
RETAIL OUTLET/ ONLINE STORE
FARMING
FARM SET-UP
SUPPORT SERVICES

Service Design

Interdisciplinary Design

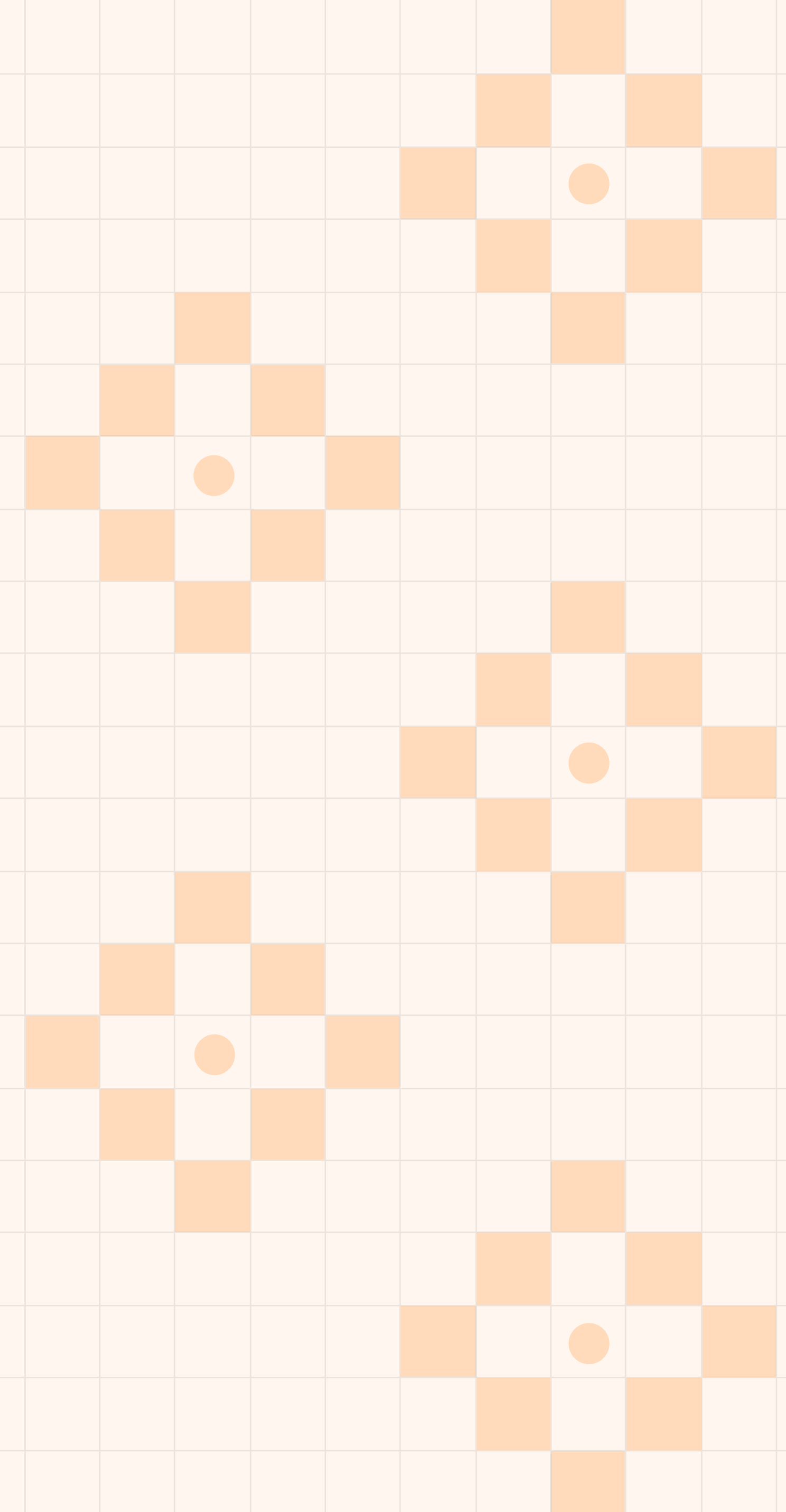
Disciplines

❖ Design for Retail Experience

M.Des 19 Seats

❖ Strategic Design Management

M.Des 19 Seats



Design for Retail Experience | M. Des

Design for Retail Experience is a multidisciplinary domain that equips with skill and knowledge to adapt to the evolving trends in retail industry shaped by technology and online shopping. The discipline emphasises on branding, packaging, spatial design, market/ product research, consumer thinking and systems design. The program enables students with expertise in dynamic realm of retail design through global technology and interactive design.

Design Thinking & Strategy

UI/ UX Design & Research

Service & Systems Design

Branding, Brand Marketing & Brand Management

Design systems thinking- retail system

Market research- customer behaviour

Understanding retail systems

Retail strategy- planograms

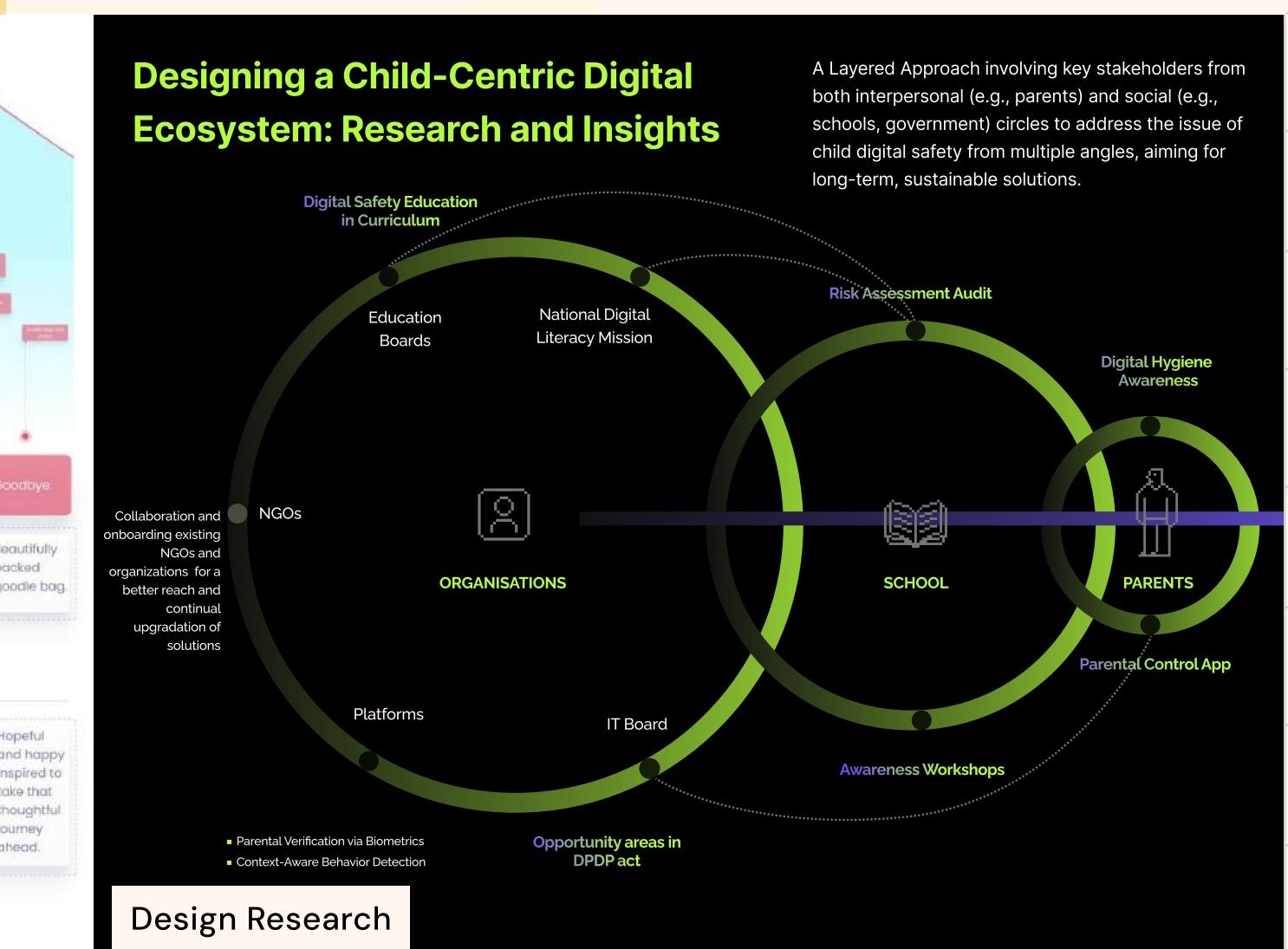
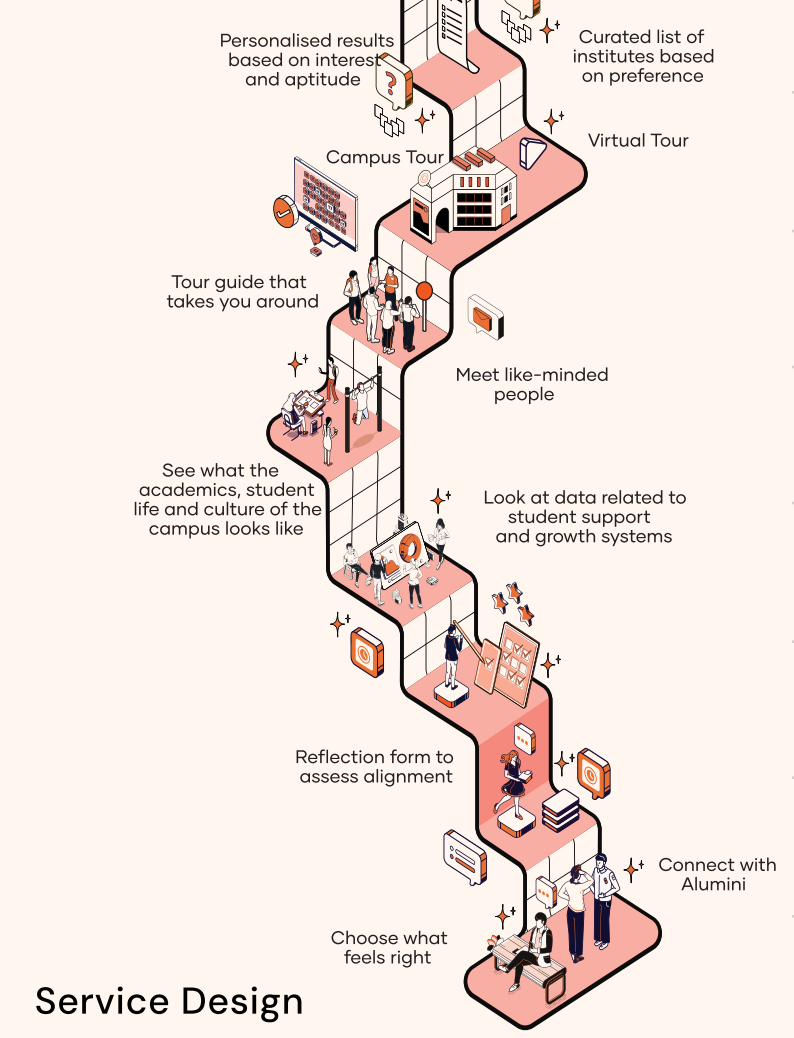
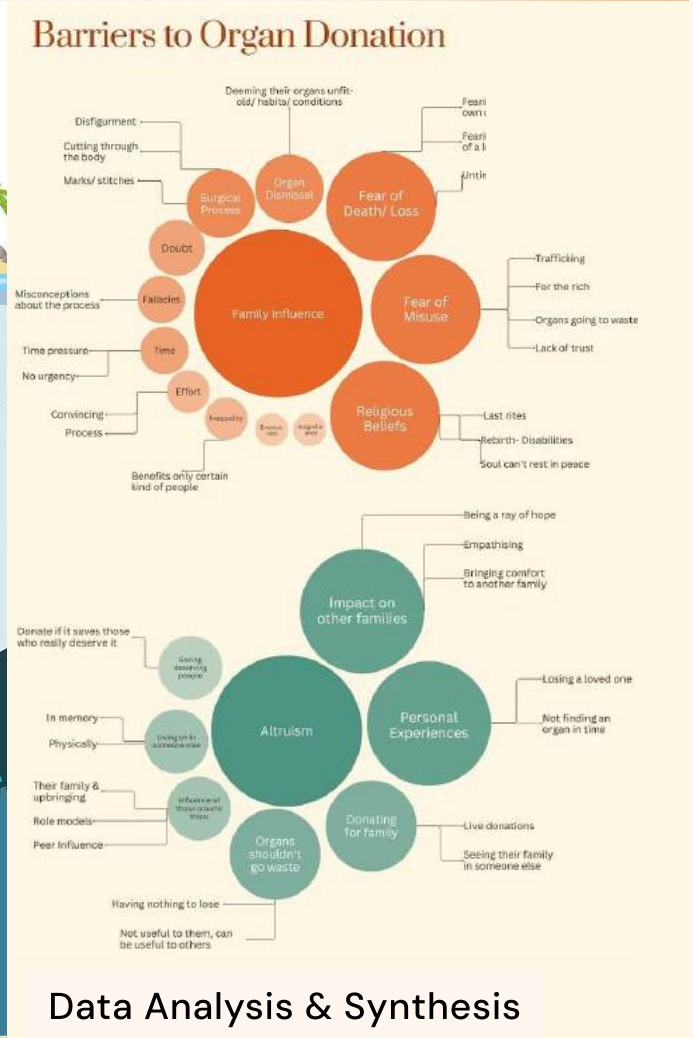
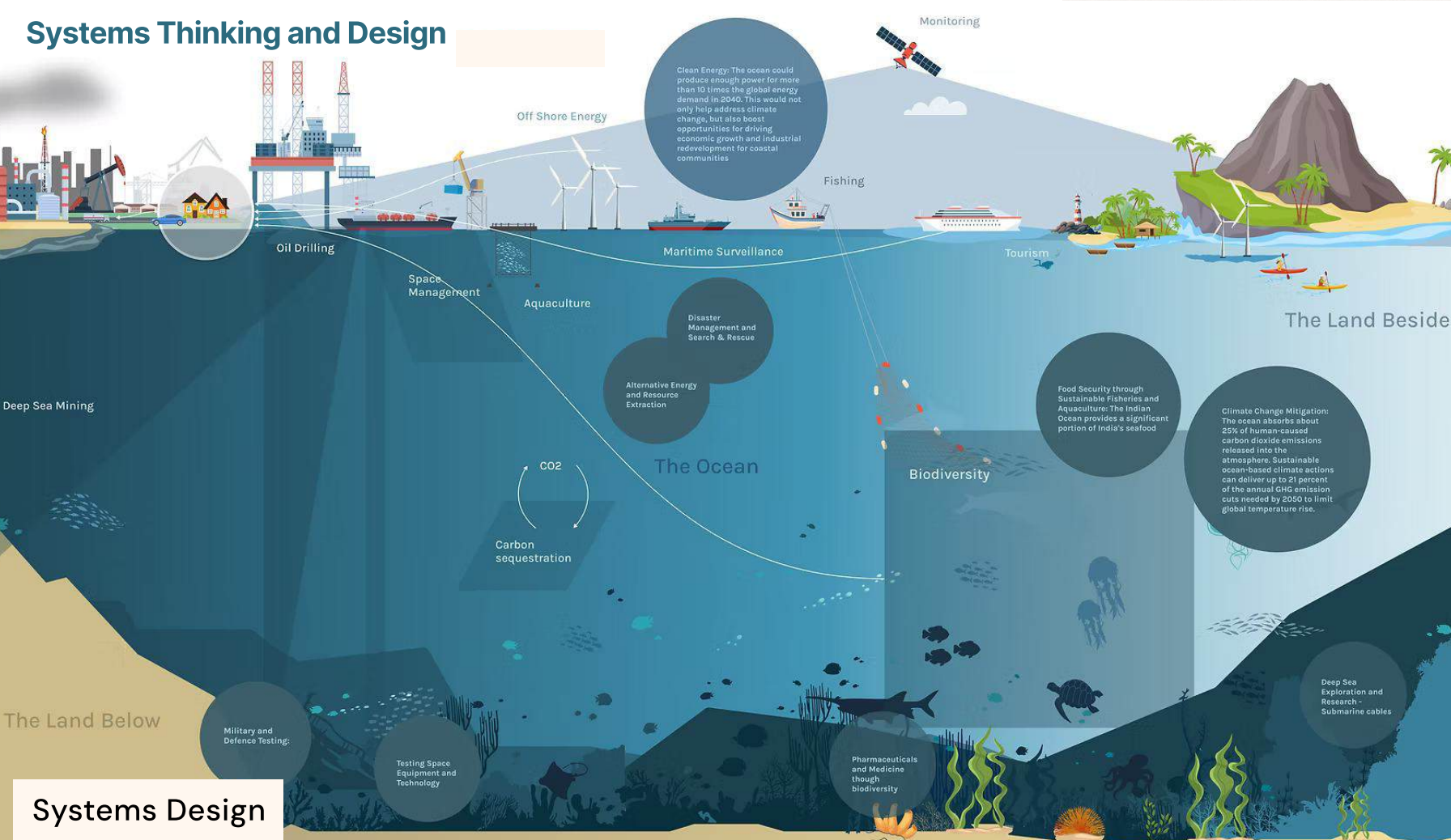
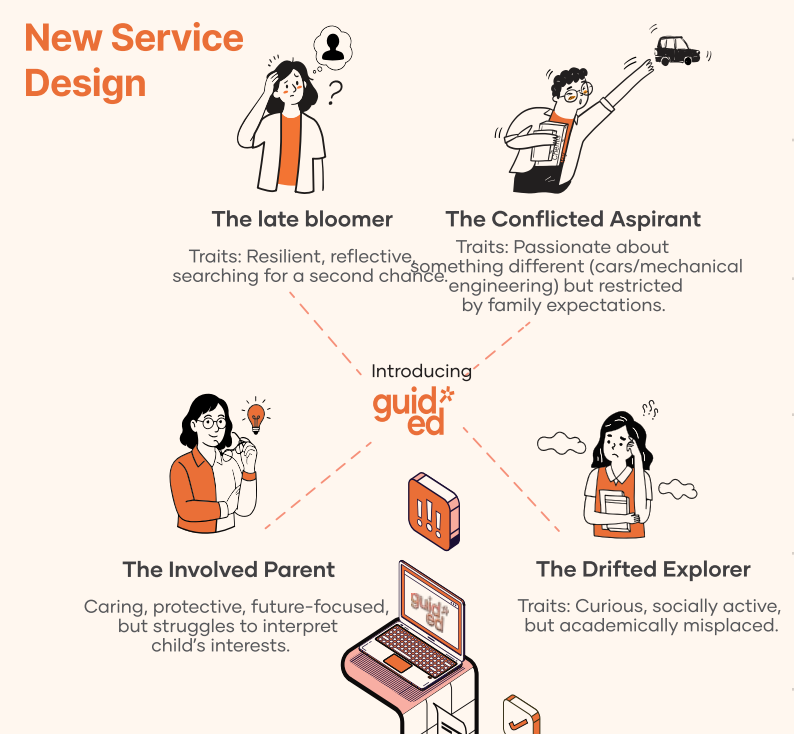
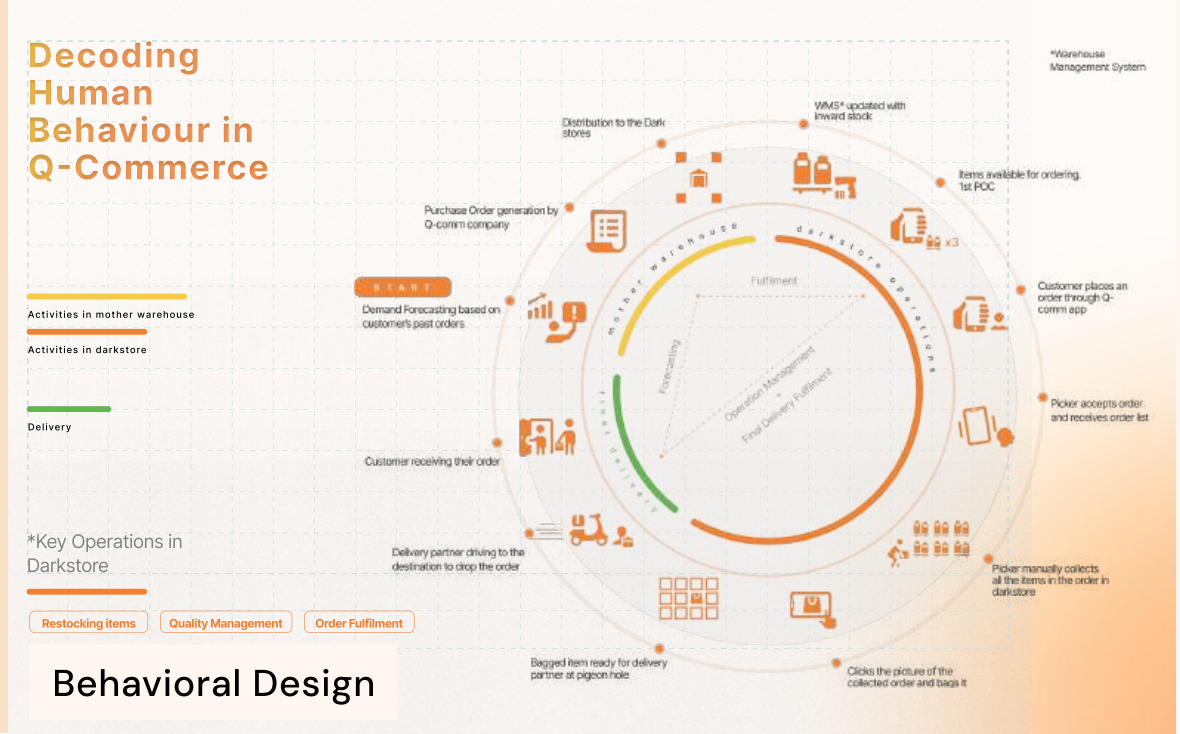
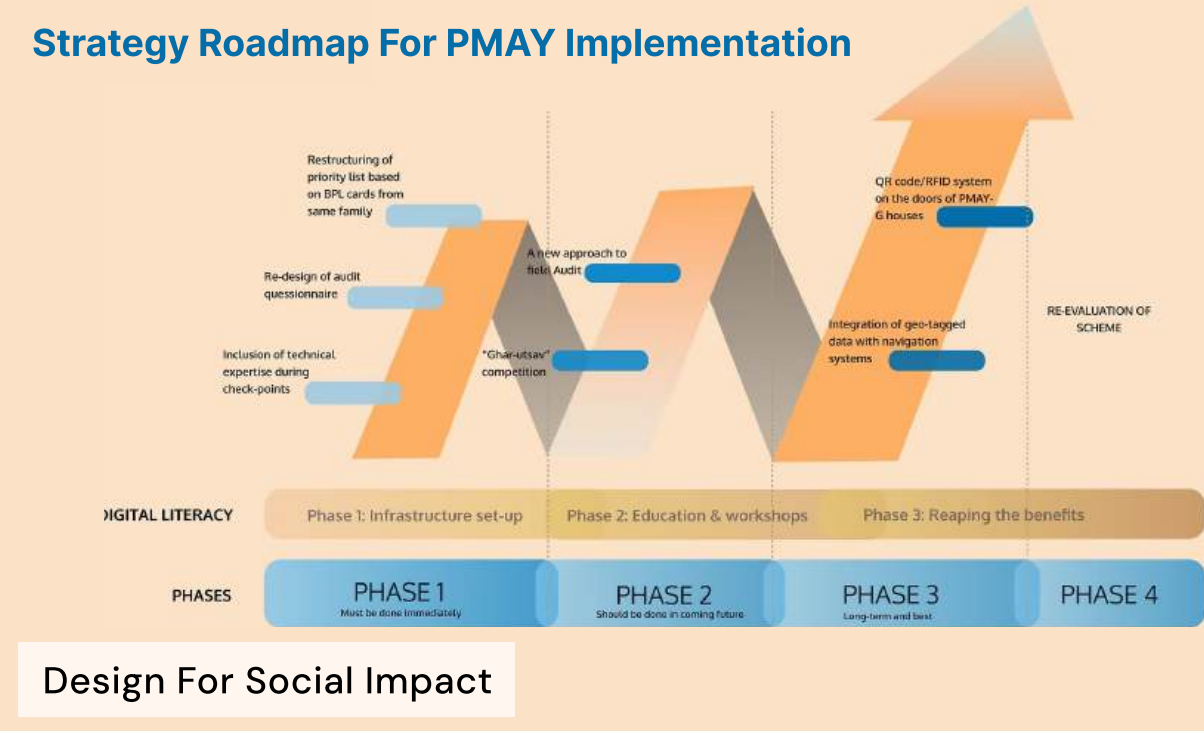
Experiential design- space and product (AR/Vr/XR)



Strategic Design Management | M. Des

Strategic Design Management emphasises on holistic thinking and **Systems-Oriented Design**, where students understand how various components interact within a system to create a cohesive whole, giving the students essential perspective for **analyzing macro-level situations** and **exploring micro-level solutions**. In designing business and management processes, SDM focuses on the **innovation & development of new business models** around existing technologies. Students learn to build strategic linkages between Industry, addressing market needs and fostering innovation. This interconnected approach can drive entrepreneurial ventures, new business propositions and lead to successful commercialization of new ideas and opportunities.

- Systems Thinking & Design
- Business Strategy & Management
- Social Innovation
- Design Leadership
- Service Design
- Behavioural Design Strategies
- UX/CX & Design Research
- Organizational Design Audit
- Strategic Foresight & Futures Thinking



IT Integrated Design

Disciplines

- ❖ Digital Game Design
- ❖ Interaction Design
- ❖ Information Design
- ❖ New Media Design

M.Des 19 Seats

M.Des 19 Seats

M.Des 19 Seats

M.Des 19 Seats

Digital Game Design | M. Des

The Digital Game Design discipline trains students to create impactful interactive games by merging art, storytelling, and technology. Led by industry professionals, the curriculum develops skills in digital media, 2D/3D graphics, simulation/modeling, narrative architecture, and includes inputs on game economy and design research. Supported by the latest technology and emphasizing collaborative learning, graduates gain a comprehensive and versatile skill set for diverse careers in the gaming industry.

Game Mechanics

Level Design

Game Narrative

Game & Concept Art

AR/VR/MR Experience

Gamification



Concept Art



Action FPS Game

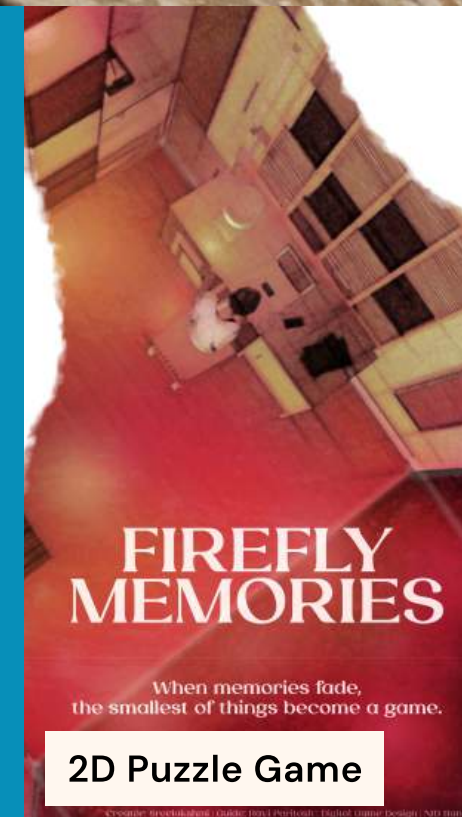


FREE TO PLAY
2D Puzzle Game

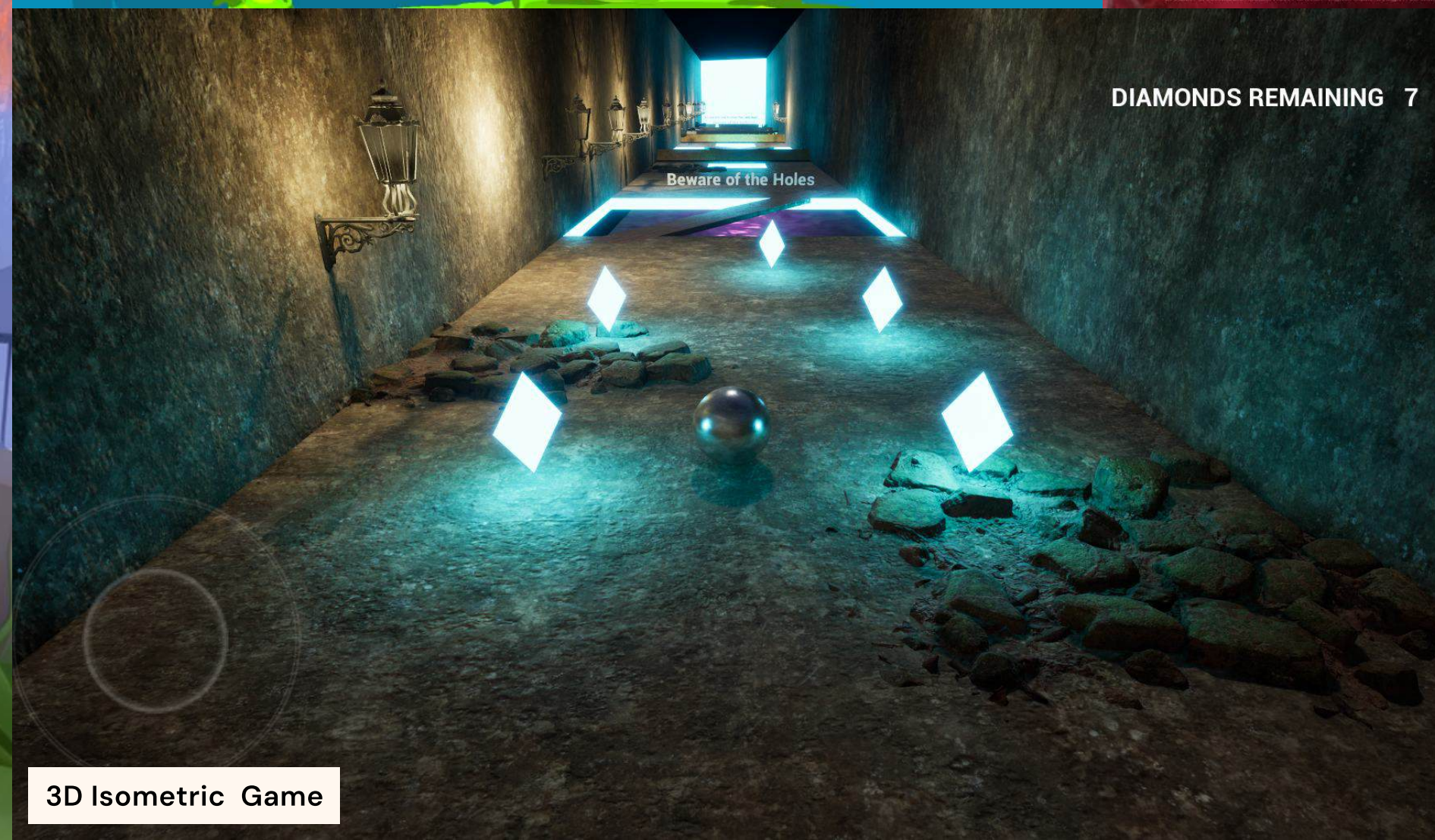
NID DIGITAL GAME DESIGN



2D Platformer Game



2D Puzzle Game

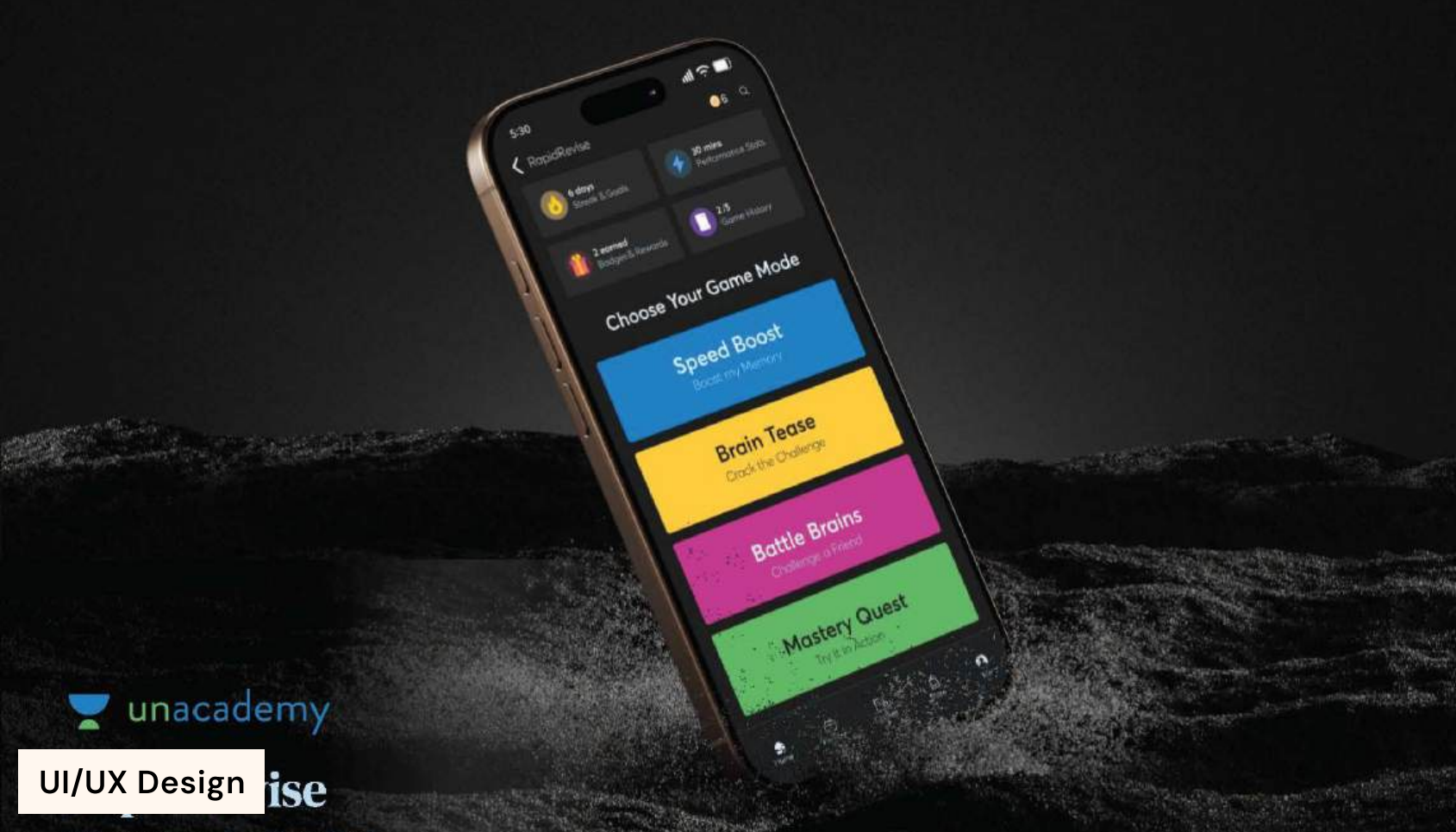


3D Isometric Game

Interaction Design | M. Des

The Interaction Design discipline explores design and behavior across products and sectors, integrating technologies like AI, machine learning, and IoT. Designed to meet industry standards, the research-driven program progresses from conceptual, web, and mobile interfaces to interactive physical products in spatial contexts. It emphasizes sensorial, cognitive, and socio-cultural aspects with a focus on aesthetics. Students learn to research, conceptualize, and prototype innovative digital and physical experiences for diverse audiences.

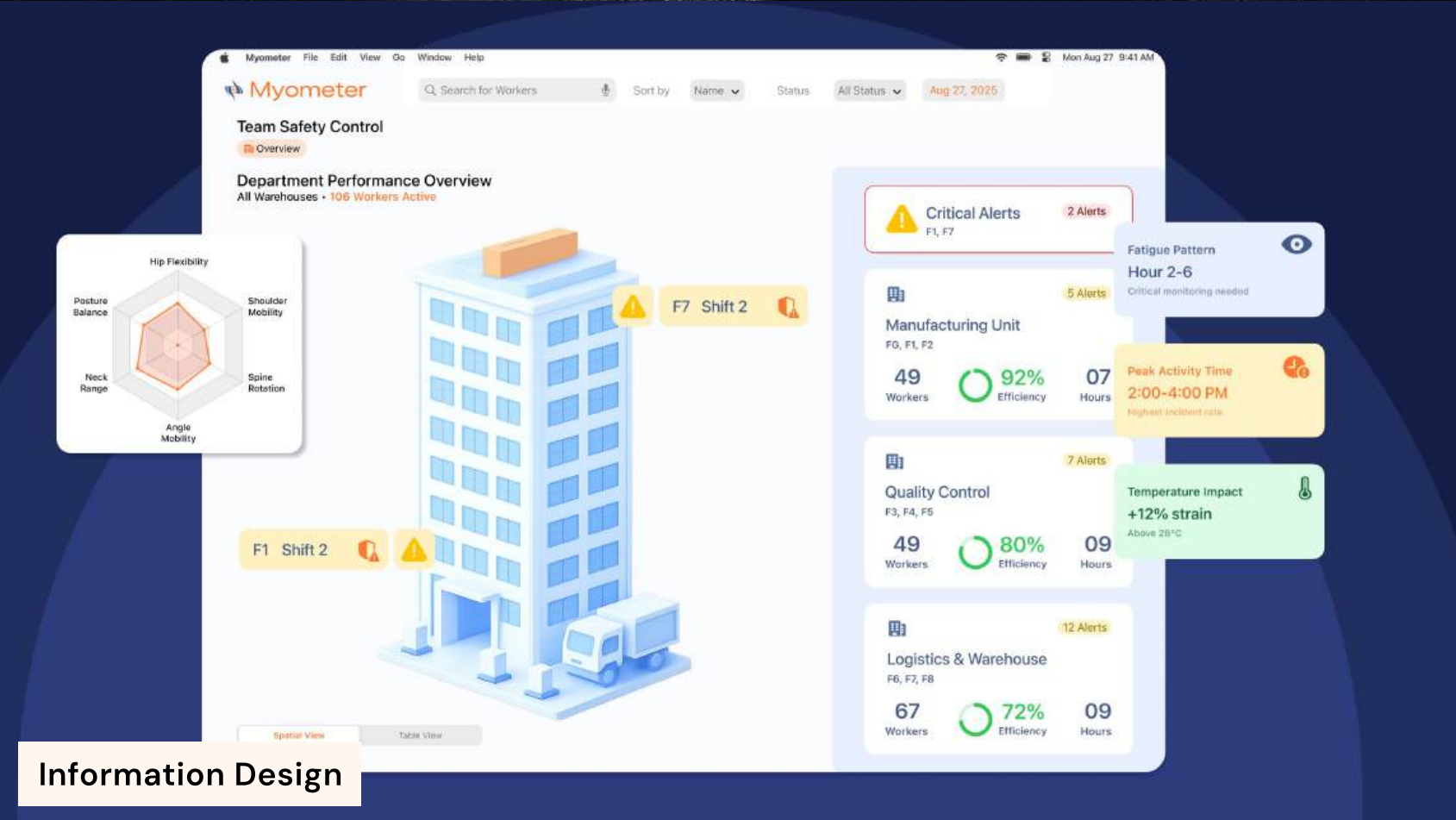
- UI/UX Design
- AR/VR Experience Design
- Human Computer Interaction
- Tangible User Interfaces
- Information Design & Visualisation
- System Design
- Design Research



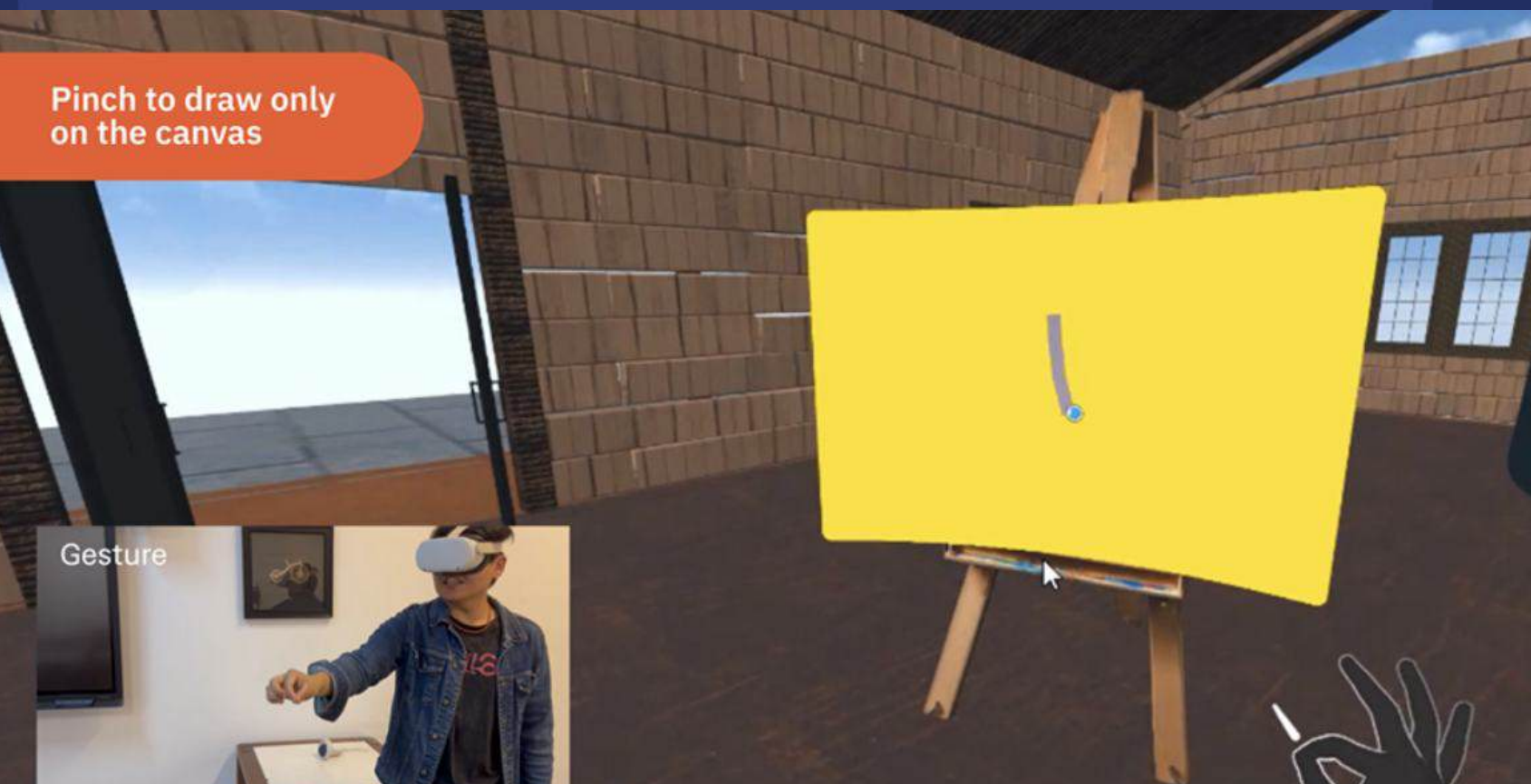
unacademy
UI/UX Design



Tangible User Interface



Information Design



AR/VR Experience Design



Spatial Interaction



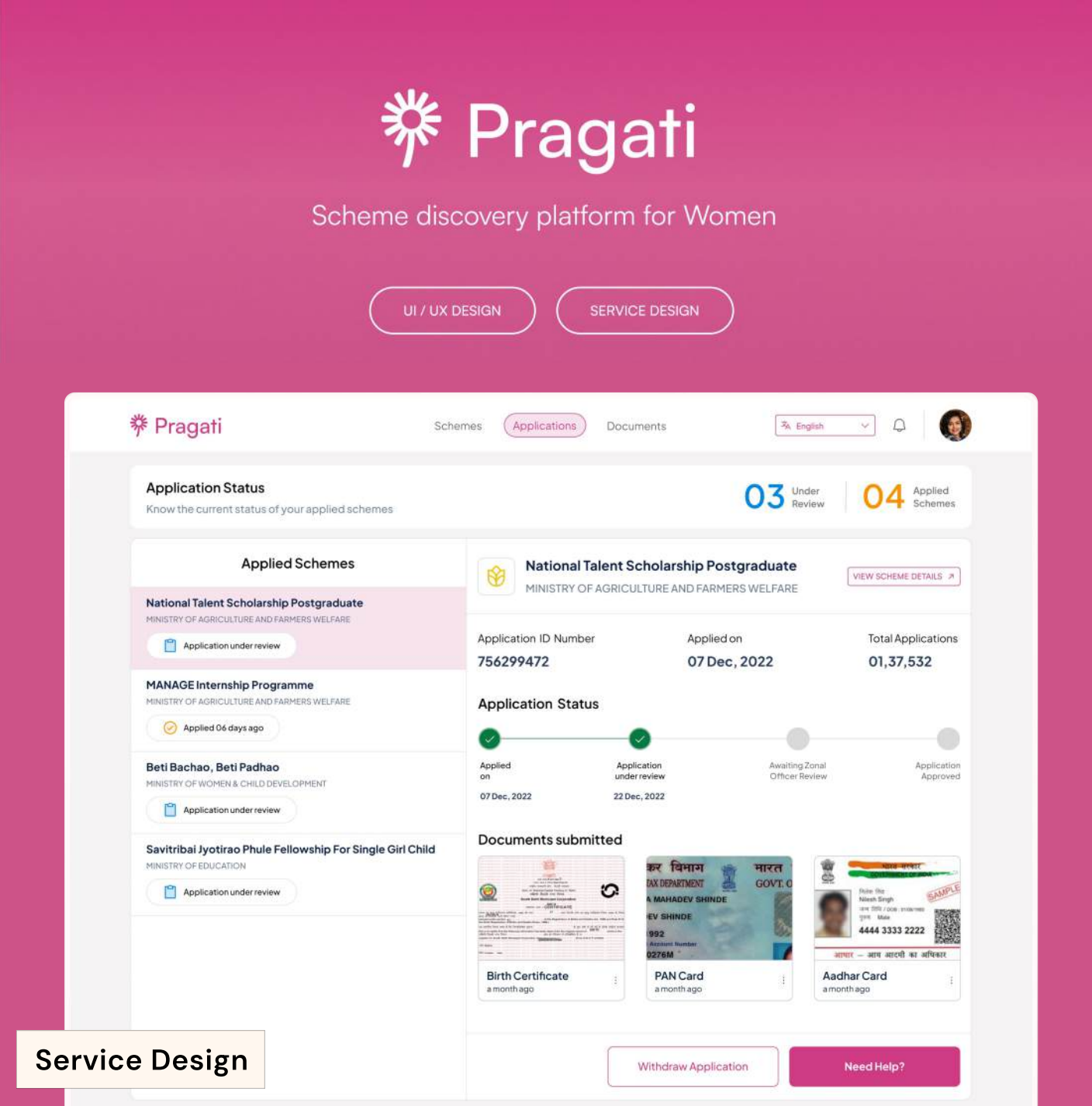
Information Design | M. Des

Information Design focuses on transforming complex data and systems into intuitive, actionable experiences. Designers leverage Information Architecture, Systems Thinking, Data Visualisation, and UI/UX Design to enhance comprehension and reduce cognitive load. Applying a rigorous, research-led methodology, NID graduates create high-impact, human-centric solutions across both digital and physical environments, ultimately improving user performance and delivering measurable business value.

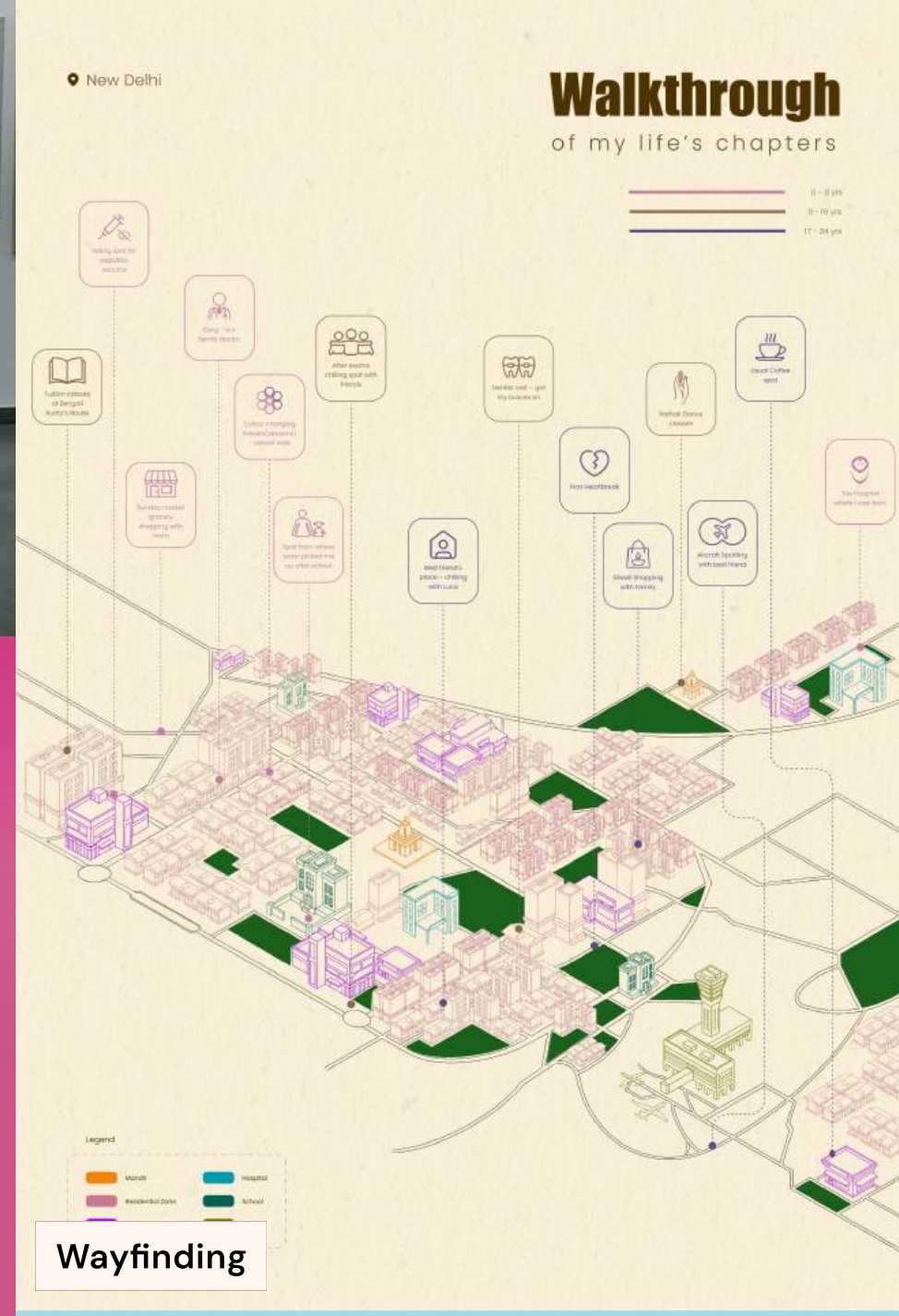
- User Experience & Interface Design
- Design Research & Methods
- Information Architecture
- Data Visualisation
- Tangible Information Design
- Systems Thinking & Service Design



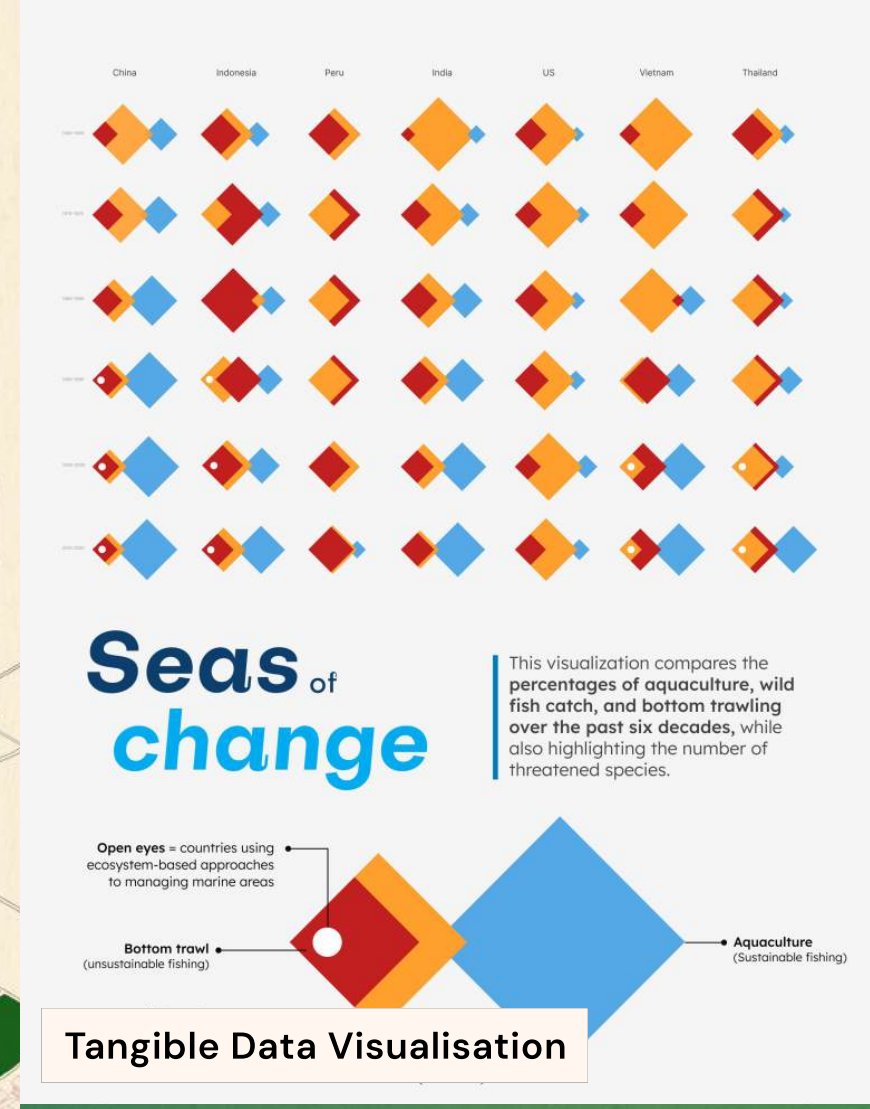
Tangible Data Visualisation (Exhibition)



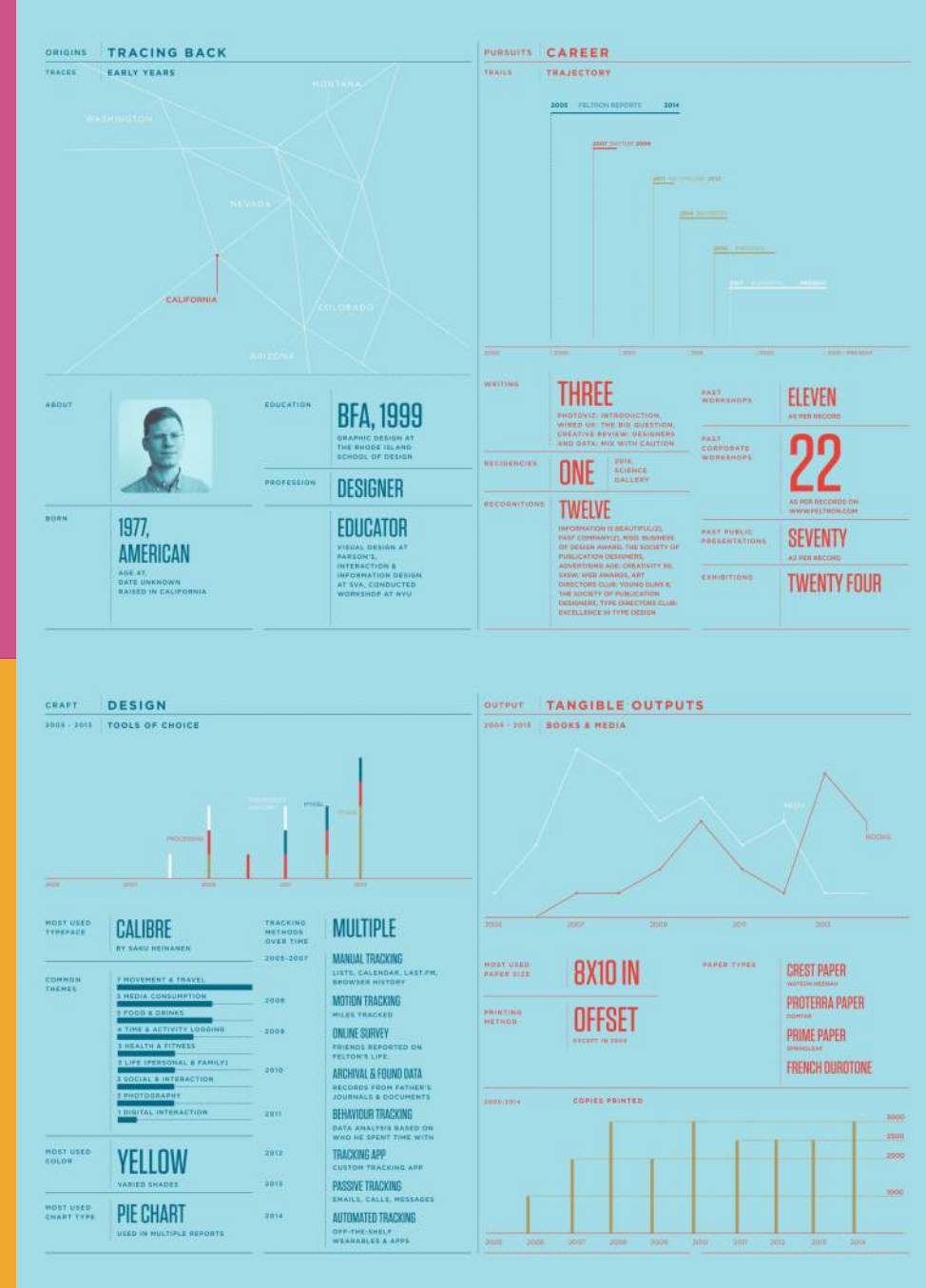
Service Design



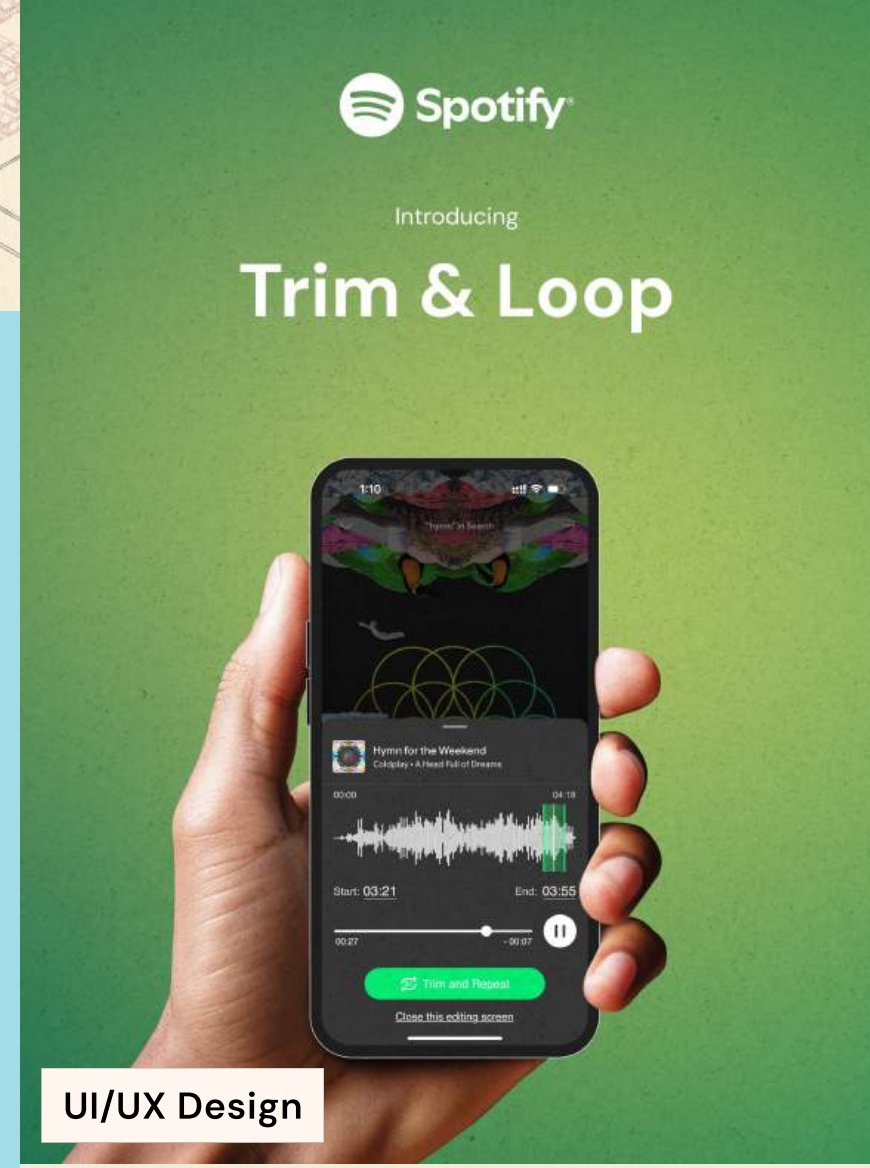
Wayfinding



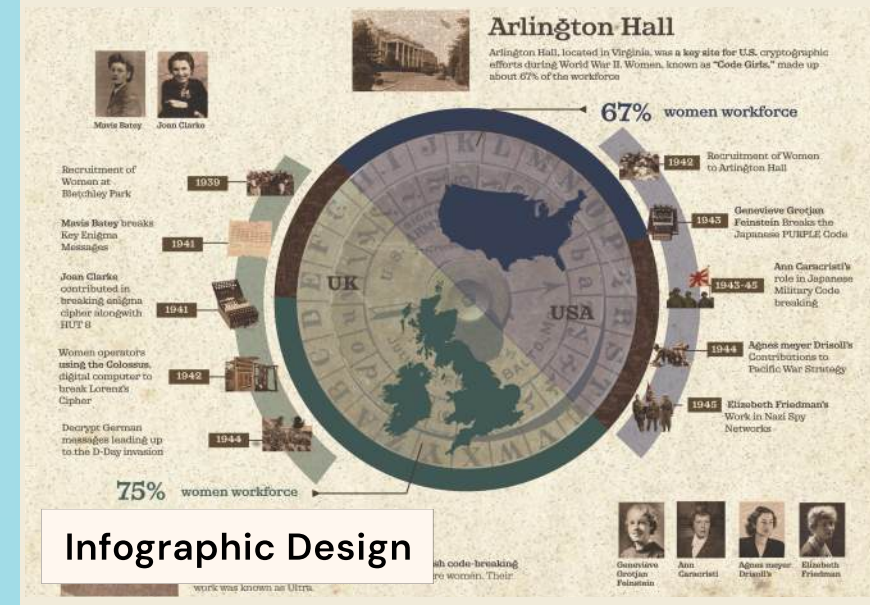
Tangible Data Visualisation



Data Visualisation



UI/UX Design



Infographic Design



App Identity Design



New Media Design | M. Des

The New Media Design discipline focuses on the design, development and application of current, emerging and speculative technologies. The trans disciplinary nature of the programme enables students to navigate and make associations across diverse domains such as design, art, science, technology, and philosophy. Known for its emphasis on research, conceptualisation and prototyping, the programme equips students to contribute meaningfully to exploratory and experimental projects that drive innovation.

Human Computer Interaction

Tangible Interfaces

Internet of Things

XR Design (AR/VR/MR)

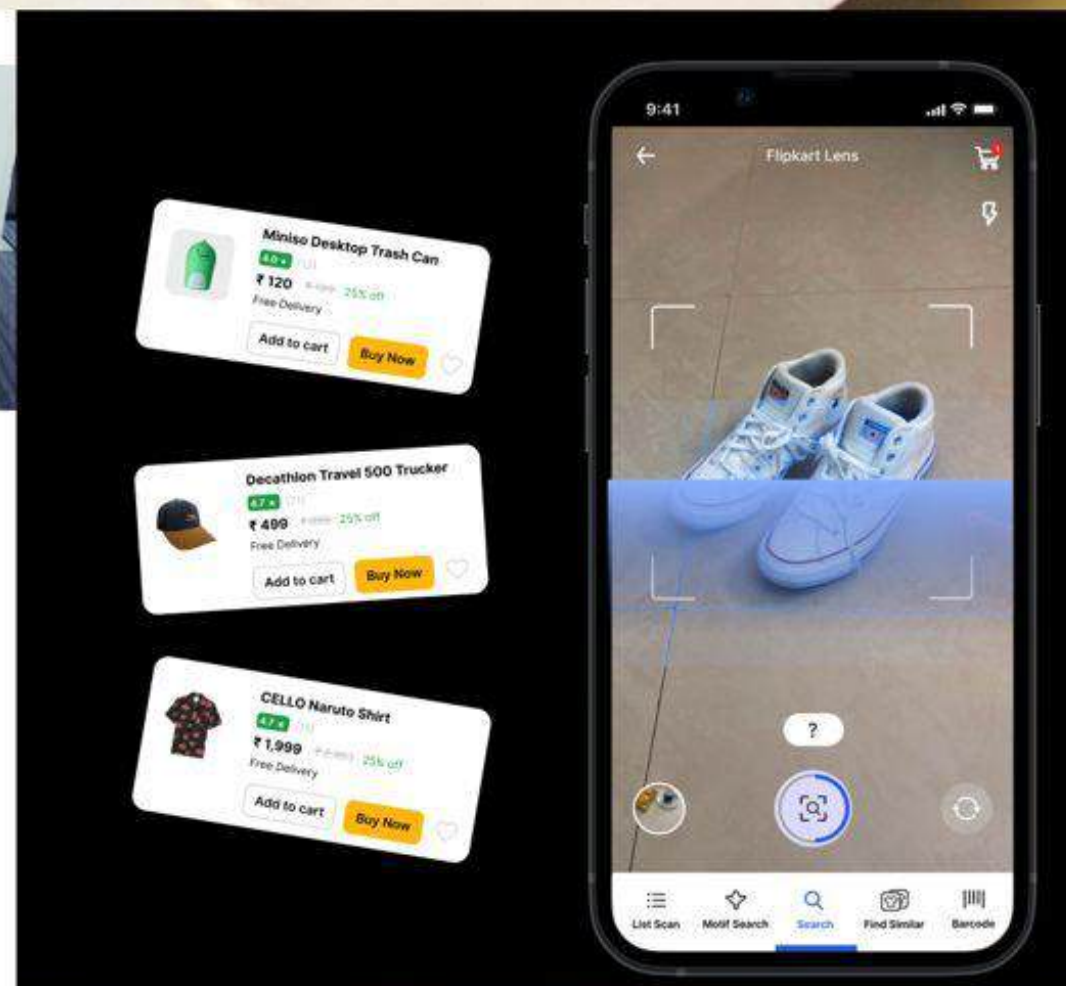
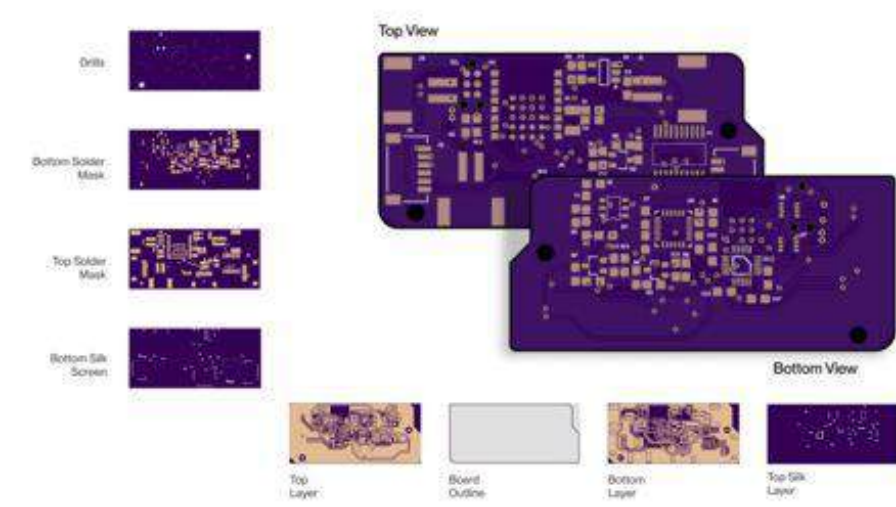
Interactive Art

Speculative Design

Experience Design

Design Research & Ethnography

Contextual Innovation & Invention



MOMA
FOR THE MOMENTS THAT MATTER

MOMA RINGS

CONTEXT
In early parenthood, presence can quietly disappear, lost in the noise of care, work, and this new life. While both partners try to support each other, moments of recognition often slip away.

NEED
New mothers need to feel emotionally supported and acknowledged by their partners during the first year of parenthood, when stress is high and everything feels challenging and overwhelming.

ARTEFACT
MOMA rings are designed to hold space for those moments; to reconnect & create a sense of presence through shared moments of connection.

61% of mothers feel unseen and unacknowledged of their growth and efforts through the transition into motherhood.

They often long for most is to feel seen by their partner - acknowledged, cared for, and emotionally supported. It's not about the lack of love. It's about the moments that quietly slip away in this huge transition of life.

Research reveals that partner support is a crucial protective factor against perinatal depression and anxiety amongst new mothers.

Textile, Apparel , Lifestyle, Accessory Design

Disciplines

✦ Apparel Design

M.Des 19 Seats

✦ Lifestyle Accessory Design

M.Des 19 Seats

✦ Textile Design

M.Des 19 Seats | B.Des 19 Seats

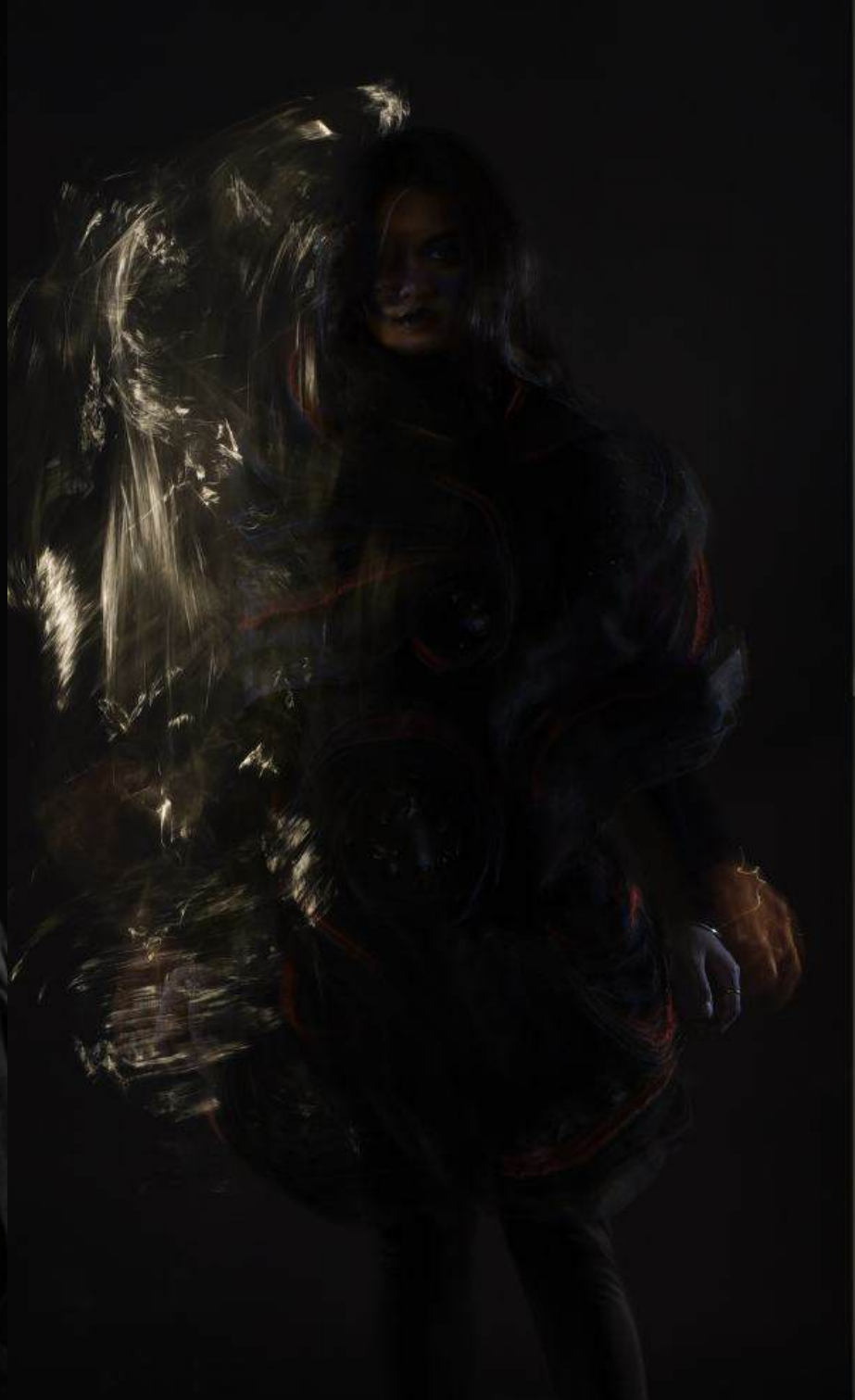
Apparel Design | M. Des

The Apparel Design discipline addresses functional, environmental, and socio-economic concerns through innovative clothing design, exploring materials, processes, and technology. Students' expertise spans design development, garment construction, software proficiency, sustainable practices, marketing, and more. With a commitment to cultural impact, diversity, and inclusivity, the program showcases our country's artistry responsibly. Embracing technology, the discipline offers a unique, tech-savvy experience. Students are also committed to ethical practices, shaping values in design, and reflecting thoughtfulness and responsibility in every opportunity.

- Functional clothing
- Sustainable clothing practices
- Fashion Design
- Trend Research & Forecasting
- Pattern Making & Draping
- Creative direction and styling
- Specialised Fashion



Sustainable Clothing



Fashion Design



Pattern Making



Moonshine

The following collection consists of traditional formal menswear; the broad shoulders and oversized silhouettes represent solid masculine armour, whereas edgy cuts and light colour pallets represent the vulnerable and muffled men

Harmann Bhogal x Vishabh Grover



Functional Clothing

Lifestyle Accessory Design | M. Des

Lifestyle Accessory Design is a multidisciplinary program that trains students to work diligently with diverse materials, processes, and techniques within human and spatial contexts. Students work across a broad spectrum of domains including bags, footwear, furniture, and automobile interiors while researching the Indian craft sector for new design interventions. The curriculum empowers students to predict and innovate designs that resonate with current and future trends.

Design of Personal/ Space Accessories/Products

Luxury Products & Jewellery Design

CMF (Colours, Materials and Finishes)

Social Innovation

Systems Thinking

Trend research & Forecasting

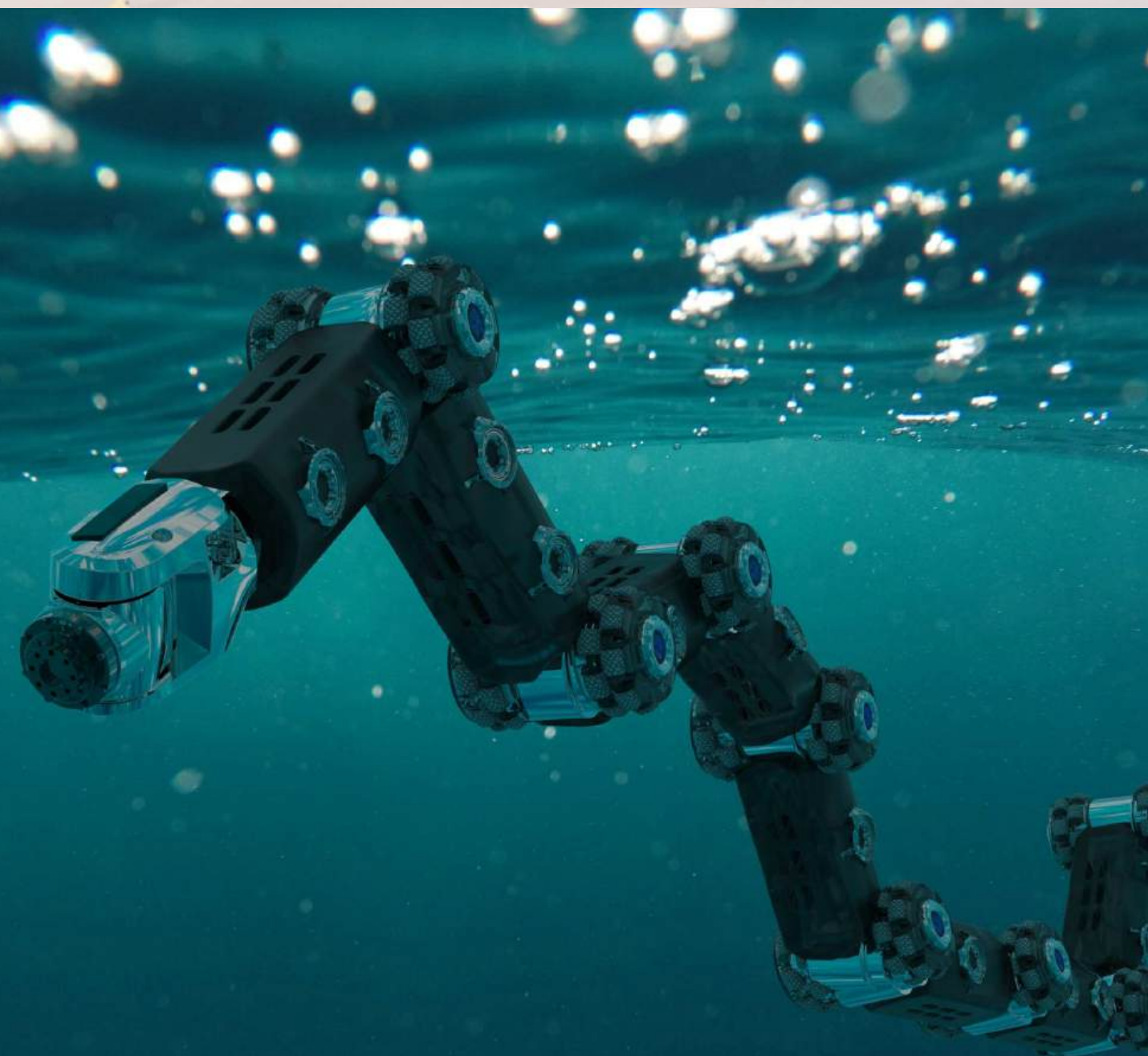
Design Research & Experience Design



Accessory Design



Luxury Products



Trend Forecasting



Jewellery Design

Textile Design

| M. Des | B. Des

The Textile Design Department at NID Ahmedabad nurtures innovation by blending craft, technology, and sustainability. The curriculum provides market-ready designers with expertise in traditional techniques (weaving, dyeing, printing) alongside inputs in social responsibility, brand identity, and craft economics. Through live projects and field research, graduates become strategic thinkers and entrepreneurial leaders across diverse sectors (apparel, home furnishings, technical textiles), ready to define the next generation of materials.

Design for Prints, Woven, Knits, Non-Woven

Design for Embroidery and Patchwork

Basic Apparel Design

Textile for Space (Interior and Exterior)

Textile as Art Installation

Visual Merchandising

Field Research in Traditional Textiles Research

Trend Design as Co-creation in Craft Sector



Table Runner



Stole



Phone Purse



Apparel

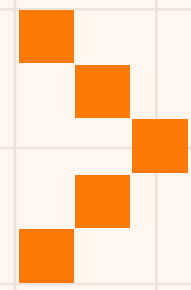


Crocheted Flowers



Table Cloth

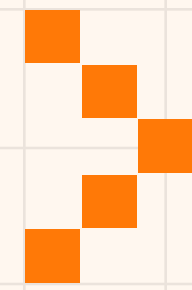
Hiring Process



01

Register on
industryinterface.nid.edu

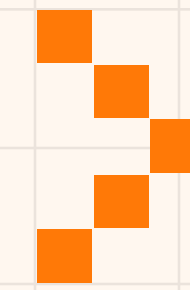
Add company details and obtain a login ID and password.



02

Add job brief(s) and job details

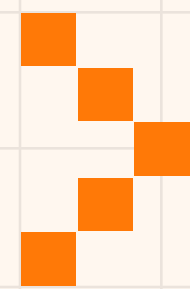
Upload job brief and submit.



03

View list of applied candidates and shortlist

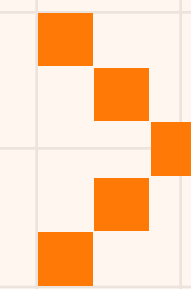
List of candidates applied to your company shall be visible on the dashboard.



04

Online Interviews

Set up zoom calls and interview shortlisted candidates on your allocated date.

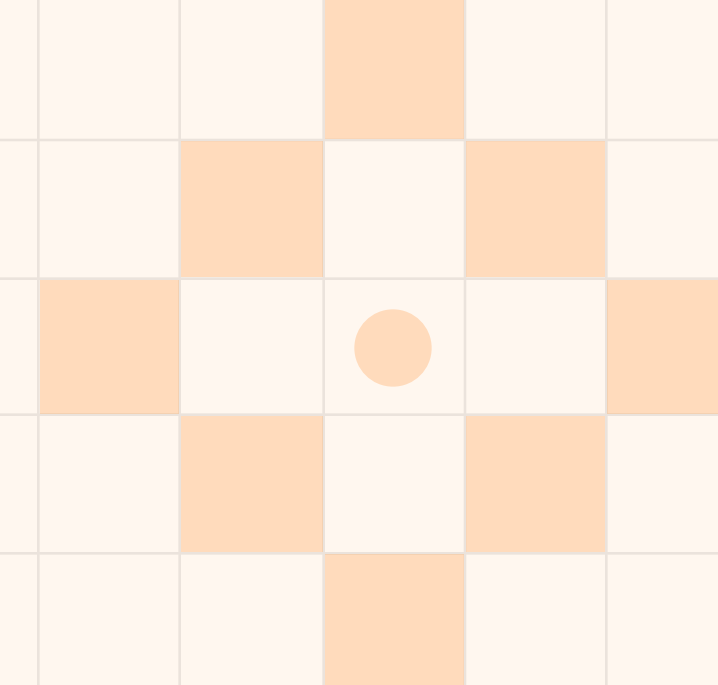


05

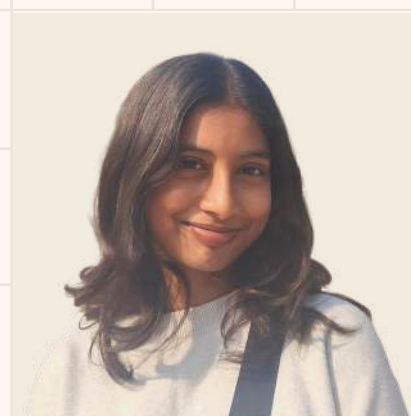
Submit list of selected and waitlisted candidates

The result of the interviews has to be uploaded on your dashboard.

Get in touch



Ahmedabad Campus



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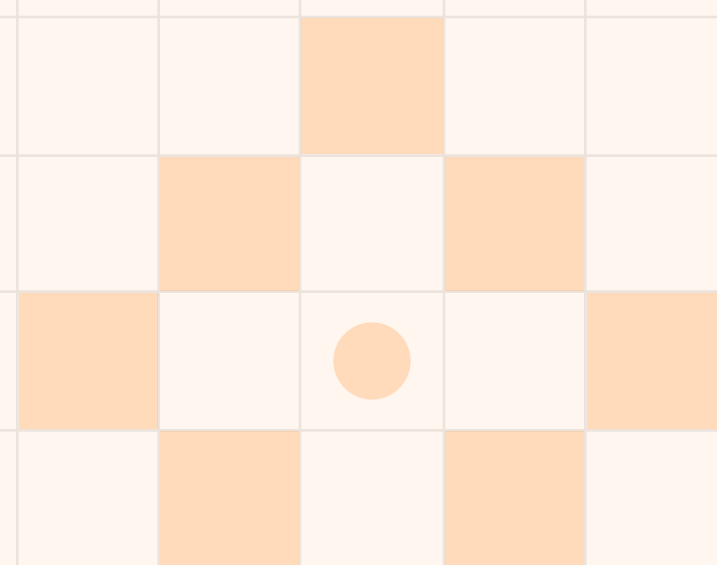
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