



Union Home Minister and Minister of Cooperation Shri Amit Shah inaugurates Innovation & Incubation Centre at National Institute of Design (NID) in Ahmedabad

The objective of the NID is to promote the culture of design in the country and to realize its commercial potential one hundred percent

NID will now expand its reach to high-tech design sectors, including semiconductor chips

The Incubation and Innovation Centre of National Institute of Design will provide a strong platform to talented individuals who have a passion for design

Whether it is an industrial park or the development of any technical project, the discipline of design already exists in India; it only needs to be recognized and explored

Whether it is music, design, or any other art form, the potential of any field can be explored cent percent only by adopting it as a career

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Union Home Minister and Minister of Cooperation Shri Amit Shah today inaugurated the Innovation & Incubation Centre (IIC) at the National Institute of Design (NID) in Ahmedabad, Gujarat. Union Minister of Commerce & Industry Shri Piyush Goyal, Gujarat Chief Minister Shri Bhupendra Patel, Deputy Chief Minister Shri Harsh Sanghavi and several other dignitaries were present on the occasion.



Addressing the gathering, Shri Amit Shah said that NID is an institution that connects creativity, innovation and entrepreneurship. Shri Shah said that traditionally, design is considered a discipline, but beyond that, it is also an art that presents things in a refined and meaningful manner.

Shri Amit Shah said that NID was established with the understanding that every individual possesses some degree of design sensibility, but due to the pressures of daily life, many people with the potential to excel in design are unable to pursue it seriously. He said one of the objectives behind establishing NID was to provide a platform to people who possess an inherent inclination towards design and help bring their potential before society. Shri Shah said that in order to fully explore the potential of any field from a national perspective, it has to be accepted as a career. Whether it is songwriting, music or design, all these are forms of art, but they ultimately also need to be accepted as professions. Shri Shah said NID was established in Gujarat so that the commercial potential of design and art could be explored to its fullest extent.

Union Home Minister Shri Amit Shah said that NID must encourage refinement in the design sector. He said that while the establishment of the Innovation & Incubation Centre is a commendable initiative, it is equally important to connect youth choosing design as a career with opportunities that address their professional concerns and aspirations. He said a separate vertical would have to be created for this purpose because designers are experts in creativity, not necessarily in commercialization. Shri Shah said that in the coming years, NID will have to bring together professionals from both fields. Only then will India be able to fully explore the country's design potential and encourage young people to adopt design as a career without hesitation.



Shri Amit Shah said that design has importance in every sector. Even in the construction of a large industrial park, there is a need for design. The discipline of design already exists in India; it only needs to be recognized and explored. We must move forward in the field of high-tech design, whether it is semiconductors or chips. All those areas where the quality, nature, and interest in design exist must be explored. The National Institute of Design should take up the task of connecting these areas with careers. A dedicated vertical should be created in all campuses to take this forward.



Shri Amit Shah said that significant efforts are also needed to ensure that design becomes an integral part of every sector of society and daily life. Referring to Patan Patola, he said that those who have seen the traditional textile art would understand the extraordinary precision, detailing and scientific approach involved in its design, especially in the blending of colours. He said that India already possesses such rich traditions of design and craftsmanship, but these need to be explored further. For this to happen, more young people must adopt design as a career. Shri Shah said that efforts should also be made to create awareness about the utility of design and to expand the sector further.

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