

NATIONAL INSTITUTE OF DESIGN

**UG COMPREHENSIVE
GUIDE**

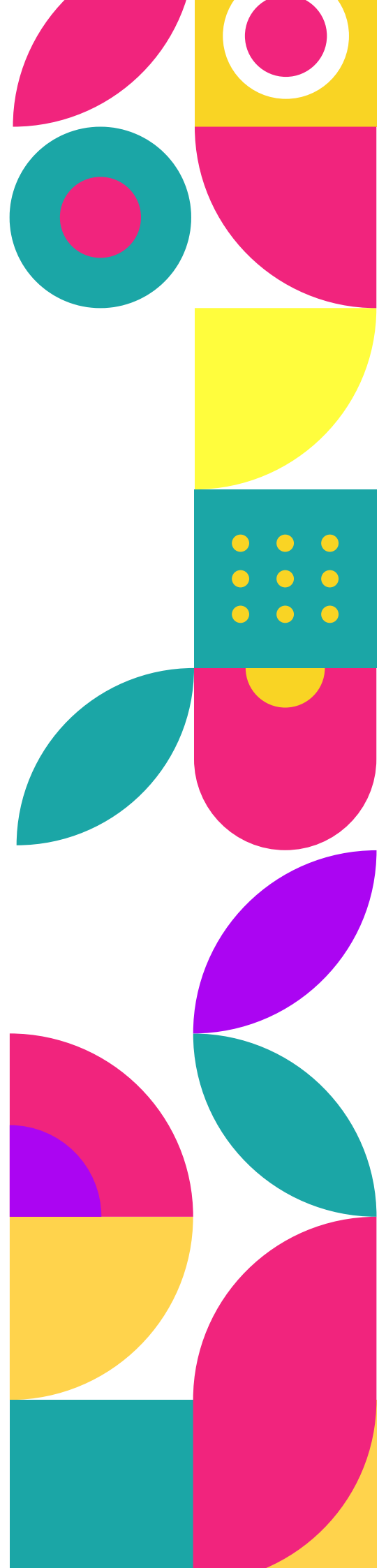


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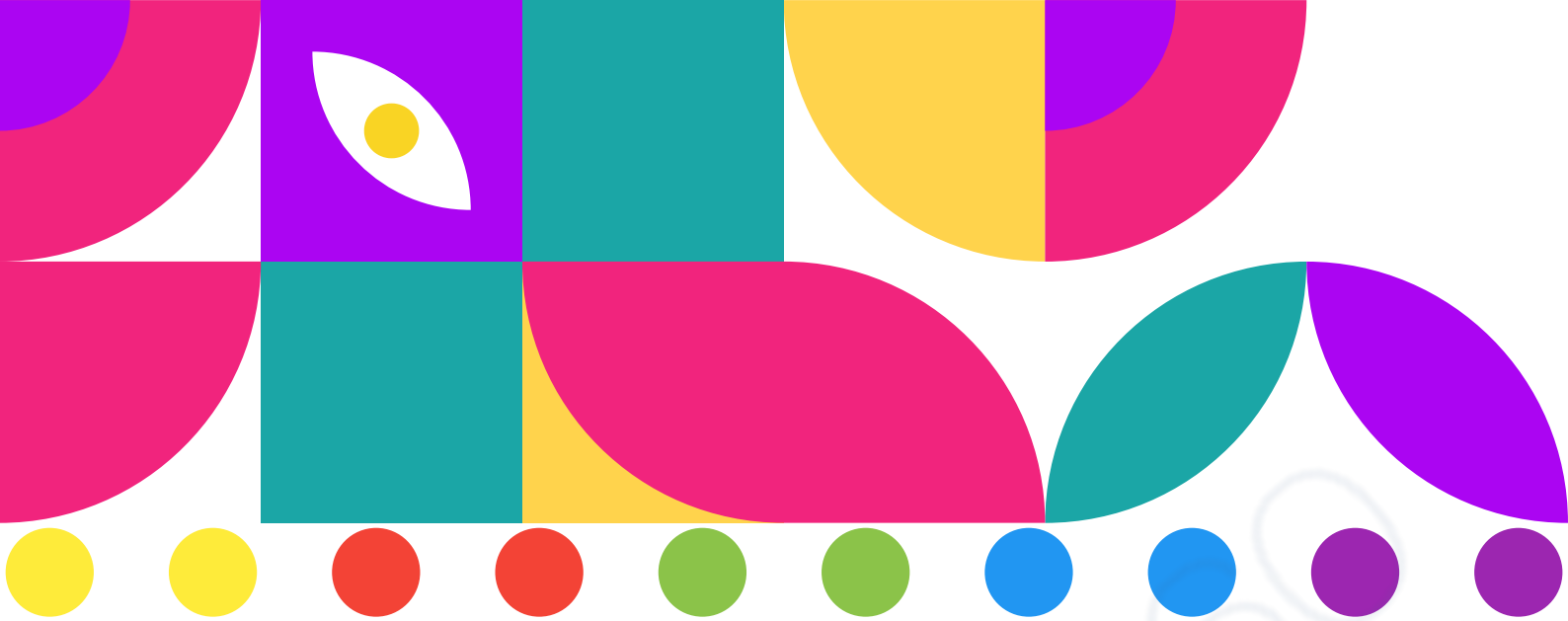
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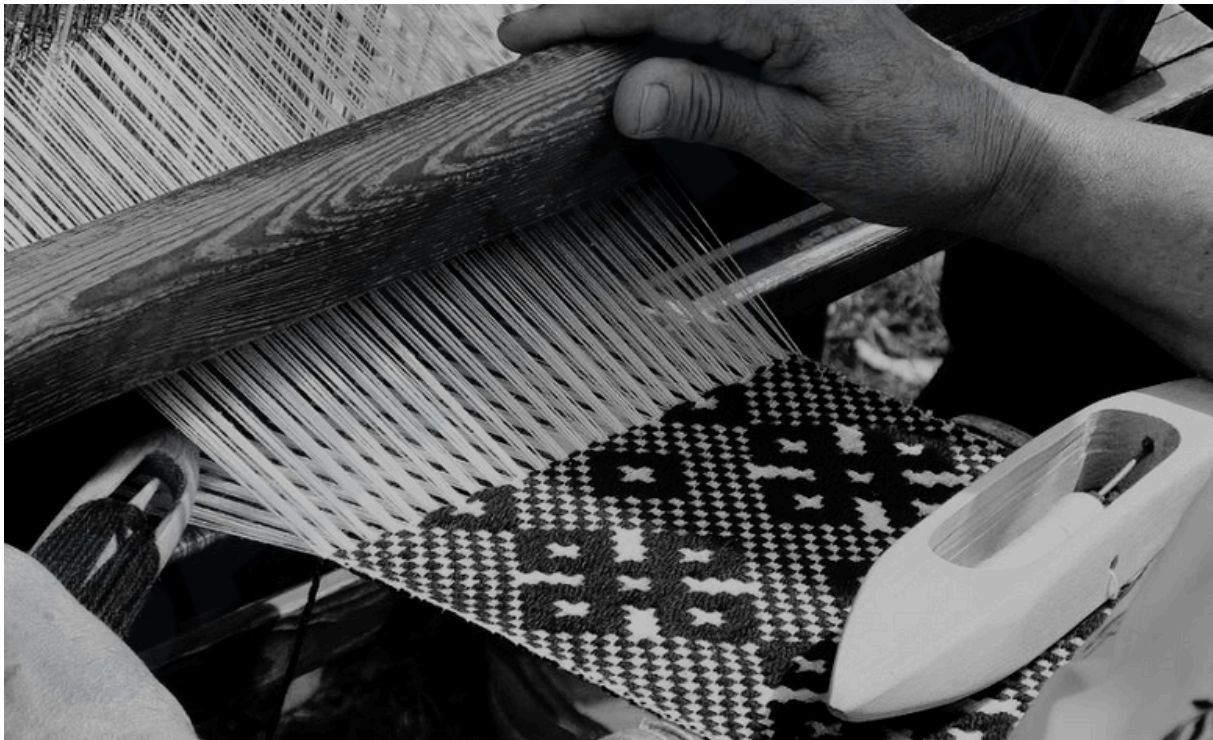
INTRODUCTION TO NIDS

Overview | Notable Alumni | History of NID | List of
NIDs in India

INTRODUCTION

OVERVIEW

The National Institute of Design is one of the most prominent design institutes in India. NID was established in the year 1961 and was recognised as an Institution with National importance by the Government of India. NID offers undergraduate, postgraduate and doctoral programmes in several disciplines.



The undergraduate course specialisation includes Communication design, Industrial design, Textile, Apparel, Lifestyle and Accessory design. The postgraduate specialisations offered at NID are Communication design, Industrial design, Information technology-integrated programmes, Interdisciplinary design studies, and Textile, apparel, and lifestyle accessory design. A PhD in design is also offered at NID.

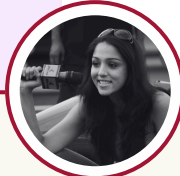
NOTABLE ALUMNI



RAHUL MISHRA

NID AHMEDABAD

Celebrated Delhi designer; showcased collections across major events in India, London, Australia, Dubai; won 2013 Indian and 2014 global Woolmark Prize at Milan with AUS \$100,000.



LEKHA WASHINGTON

NID AHMEDABAD

Acting debut in college with English film Framed; appeared in 3 regional films ; breakthrough with Kalyana Samayal Saadham (2013); runs own product design company.



DAYANITA SINGH

NID AHMEDABAD

Noted photographer; published first book Zakir Hussain; authored over dozen photography books, including Myself Mona Ahmed; her works function as books, catalogs, exhibitions and art objects.



DIBAKAR BANERJEE

NID AHMEDABAD

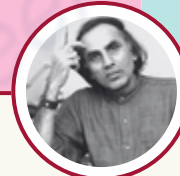
NID Ahmedabad alumnus, directed iconic Khosla Ka Ghosla; also directed Oye Lucky! Lucky Oye!, Detective Byomkesh Bakshy!, Shanghai, Bombay Talkies, Titli



HARUN ROBERT

NID AHMEDABAD

Trained animation filmmaker, appears on Disney India's Imagine That; was creative director and host of DIY show M.A.D..



ISHU PATEL

NID AHMEDABAD

NID Ahmedabad alumnus; spent 25 years at National Film Board of Canada developing new animation techniques; received 2009 Award of Excellence in Animation; known for pioneering innovative storytelling in animated films.



SUJATA KESHAVAN

NID AHMEDABAD

NID Ahmedabad alumnus, founder of brand design firm Ray and Keshavan; only Indian graphic designer honoured twice as Graphic Designer of the Year at Advertising and Marketing awards.



ADITYA VIKRAM SENGUPTA

NID AHMEDABAD

Indian film director, cinematographer, and graphic designer; debut film Asha Jaoar Majhe premiered at Venice Days, Venice Film Festival; won National Award for Best Debut.



ADITYA PANDE

NID AHMEDABAD

NID Ahmedabad alumnus, graphic artist and designer; authored River of Stories (1994), considered India's first graphic novel; co-founded People Tree (1990), a collaborative studio; also co-founder of The Pao Collective.

HISTORY



The National Institute of Design was established in 1961 by the Sarabhai family. It was established as an autonomous institution by the Government of India. In 1957, Charles and Ray Eames were requested to visit India. Eames' report presented to the Government of India has led to the formation of NID and started offering education in design.

The NID's first campus is Ahmedabad and as per the development plan, it has been spread into various locations. Over the years, NID has grown globally in the design sector with its excellent infrastructure and quality of education offered and has developed its campuses all over the country.



LIST OF NIDs IN INDIA

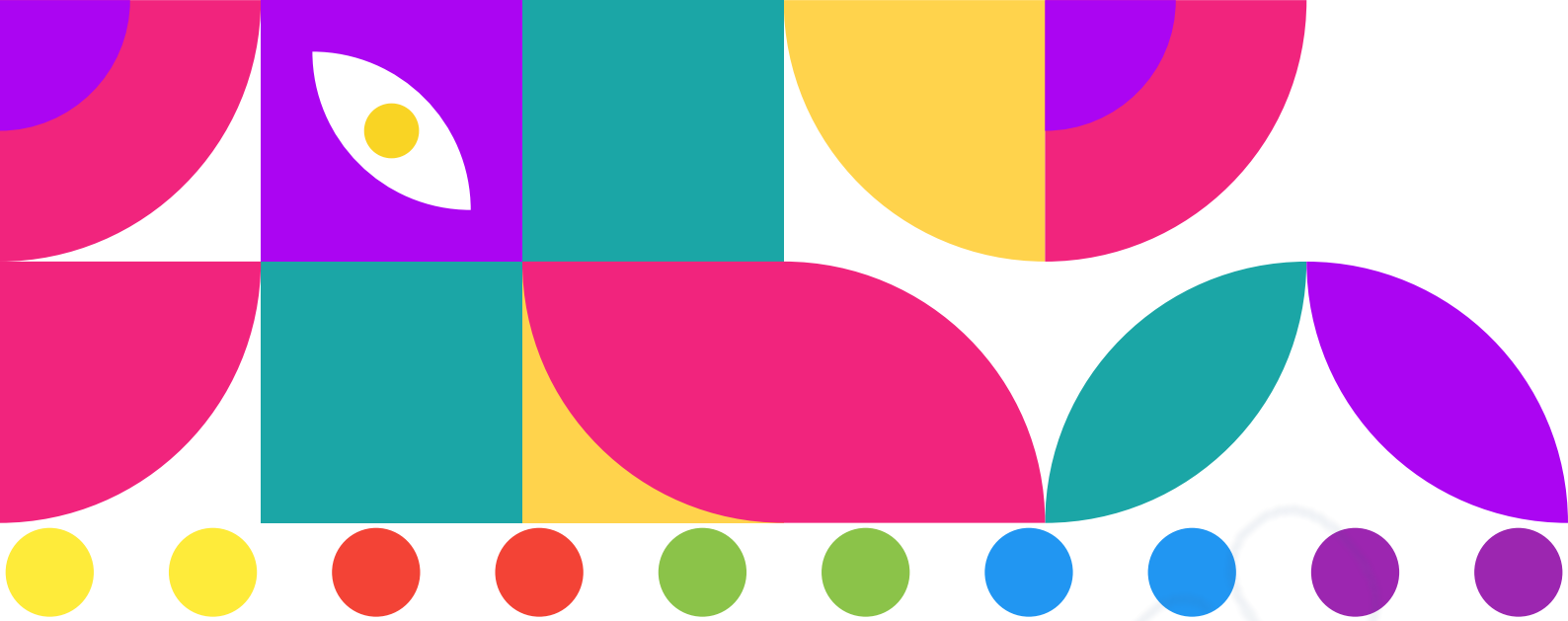


The National Institute of Design has seen development over the years in the fashion sector which led to the growth of its campuses. To meet the demands of the fashion industry NID has developed its campuses in certain locations. Now NID has 7 campuses, those are:



- **NID Ahmedabad**
- **NID Gandhinagar**
- **NID Bengaluru**
- **NID Andhra Pradesh**
- **NID Haryana**
- **NID Madhya Pradesh**
- **NID Assam**





ADMISSION TO NID

UG Admission | NID Exam Details | Seats in each NID
(Based on Specialisation)

ADMISSION TO NID

OVERVIEW

NID offers undergraduate, postgraduate and Ph.D programmes in design. The NID admission is done based on the entrance exam conducted by the institute. The entrance exam of NID is known as National Institute of Design - Design Aptitude Test (NID DAT). The NID DAT is conducted annually by the NID authorities. The NID DAT entrance exam includes Prelims and Mains as its exam stages, followed by a personal interview.



Based on the eligibility criteria, candidates will be called for the written test. At each stage of the NID admission process, the candidates will be shortlisted. Only these shortlisted candidates will be eligible for the next round of selection process at NID. Through NID counselling, candidates will be offered admission into their desired course and preferred campus.






UG ADMISSIONS



Aspiring candidates willing to seek UG admission at NID need to undergo the selection process. Provided below is the NID UG admission process for the BDes programme.

- Candidates to meet the eligibility criteria that will be released through the official brochure at admissions.nid.edu.
- The general eligibility criteria is that the candidate must have passed their 10+2 in any stream (Science, Arts, Commerce and Humanities, etc) from any recognized board such as CBSE, ICSE, IB or equivalent.
- Applicants need to register themselves through online mode and fill the application form online.
- Along with the application form process, the application fee also needs to be paid in online mode only.
- Candidates will be required to appear for the NID DAT entrance examination for prelims as the first stage.
- The shortlisted candidates from Prelims will only be eligible to appear for Mains which is the second stage.
- Students who are shortlisted in Mains will be called for a counselling session and personal interview.
- Selected candidates will be offered seats and are required to confirm their allotted seats by making an admission fee payment.

UG ADMISSIONS ELIGIBILITY

CRITERIA TYPE	DETAILS
AGE LIMIT 	<ul style="list-style-type: none"> • General, Gen-EWS, OBC-NCL: Born on or after 1 July 2004 • SC, ST, PwD: Born on or after 1 July 2001
EDUCATIONAL QUALIFICATION 	<ul style="list-style-type: none"> • Must have passed or be appearing for the final examination of 10+2 system in any stream (Science, Commerce, Arts, etc.) • Accepted education boards: CBSE, ICSE, IB, NIOS, State Boards, and international equivalents (recognized by AIU)
QUALIFYING YEAR 	<ul style="list-style-type: none"> • Must have passed or be appearing for their qualifying exam (Class 12 or equivalent) in the academic year 2024-25
INTERNATIONAL APPLICANTS (OVERSEAS CATEGORY) 	<p>Eligible if:</p> <ul style="list-style-type: none"> • Hold a valid passport • Have completed/are appearing for an equivalent of 10+2 • Will compete for 15% supernumerary seats
PROOF OF ELIGIBILITY 	<ul style="list-style-type: none"> • Must produce required documents during admission and document verification: marksheets, age proof, category certificate (if applicable)
INELIGIBILITY	<ul style="list-style-type: none"> • Candidates who do not pass Class 12 or equivalent by June 2025 are not eligible

NID

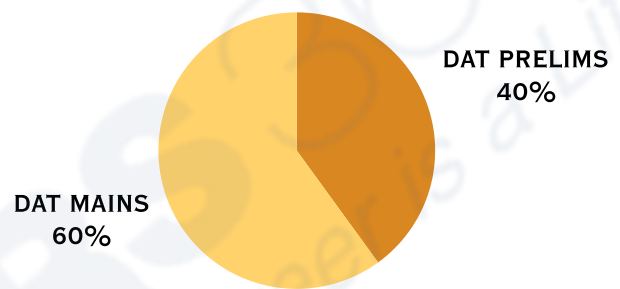
EXAM DETAILS

NID DESIGN APTITUDE TEST(DAT)

DIVIDED INTO TWO STAGES:

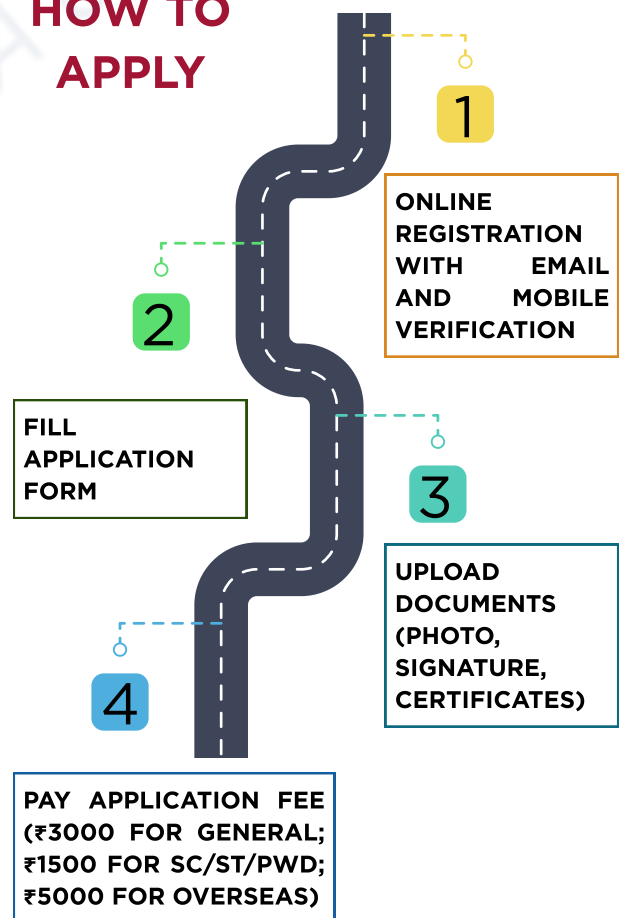
- 1 DAT PRELIMS
- 2 DAT MAINS

WEIGHTAGE:



EVENT	DATE
APPLICATION START	3 RD SEPT, 2024
LAST DATE TO SUBMIT APPLICATION (EXTENDED)	6 TH DEC, 2024
DAT PRELIMS ADMIT CARD DOWNLOAD	23 RD DEC, 2024
DAT PRELIMS EXAM	5 TH JAN, 2025
DAT PRELIMS RESULT	1 ST APR, 2025
DAT MAINS ADMIT CARD	11 TH APR, 2025
DAT MAINS EXAM	3 RD MAY, 2025
DATS MAIN RESULT	16 TH MAY, 2025

HOW TO APPLY



EXAM OVERVIEW:

FULL EXAM NAME	NID DESIGN APTITUDE TEST
CONDUCTING BODY	NATIONAL INSTITUTE OF DESIGN
FREQUENCY OF CONDUCT	ONCE A YEAR
EXAM LEVEL	NATIONAL LEVEL EXAM
LANGUAGES	ENGLISH
MODE OF APPLICATION	ONLINE
MODE OF EXAM	OFFLINE
MODE OF COUNSELLING	OFFLINE
EXAM DURATION	3 HOURS
NUMBER OF SEATS	225

MINIMUM QUALIFYING CRITERIA

CATEGORY	MINIMUM % REQUIRED
OPEN	50%
GEN-EWS	50%
SC/ST	40%
PWD	40%
OVERSEAS	50%

CANDIDATES SHORTLISTED FOR DAT MAINS:

MINIMUM 3× NUMBER OF SEATS PER CATEGORY WILL BE SHORTLISTED FROM DAT PRELIMS FOR DAT MAINS

SEAT AVAILABILITY AT NID

AS PER EACH SPECIALIZATION

Candidates can check the seat availability for the BDes programme based on each specialisation.

BACHELOR OF DESIGN

NID AHMEDABAD

DEPARTMENT OF COMMUNICATION DESIGN

DISCIPLINE	SEAT MATRIX
ANIMATION FILM DESIGN	19
EXHIBITION DESIGN	13
FILM AND VIDEO COMMUNICATION	13
GRAPHIC DESIGN	19

DEPARTMENT OF INDUSTRIAL DESIGN

DISCIPLINE	SEAT MATRIX
CERAMIC AND GLASS DESIGN	13
FURNITURE AND INTERIOR DESIGN	13
PRODUCT DESIGN	19

DEPARTMENT OF TEXTILE, APPAREL, LIFESTYLE AND ACCESSORY DESIGN

DISCIPLINE	SEAT MATRIX
TEXTILE DESIGN	19

NID ANDHRA PRADESH

DISCIPLINE	SEAT MATRIX
COMMUNICATION DESIGN	25
INDUSTRIAL DESIGN	25
TEXTILE AND APPAREL DESIGN	25

NID HARYANA

DISCIPLINE	SEAT MATRIX
COMMUNICATION DESIGN	25
INDUSTRIAL DESIGN	25
TEXTILE AND APPAREL DESIGN	25

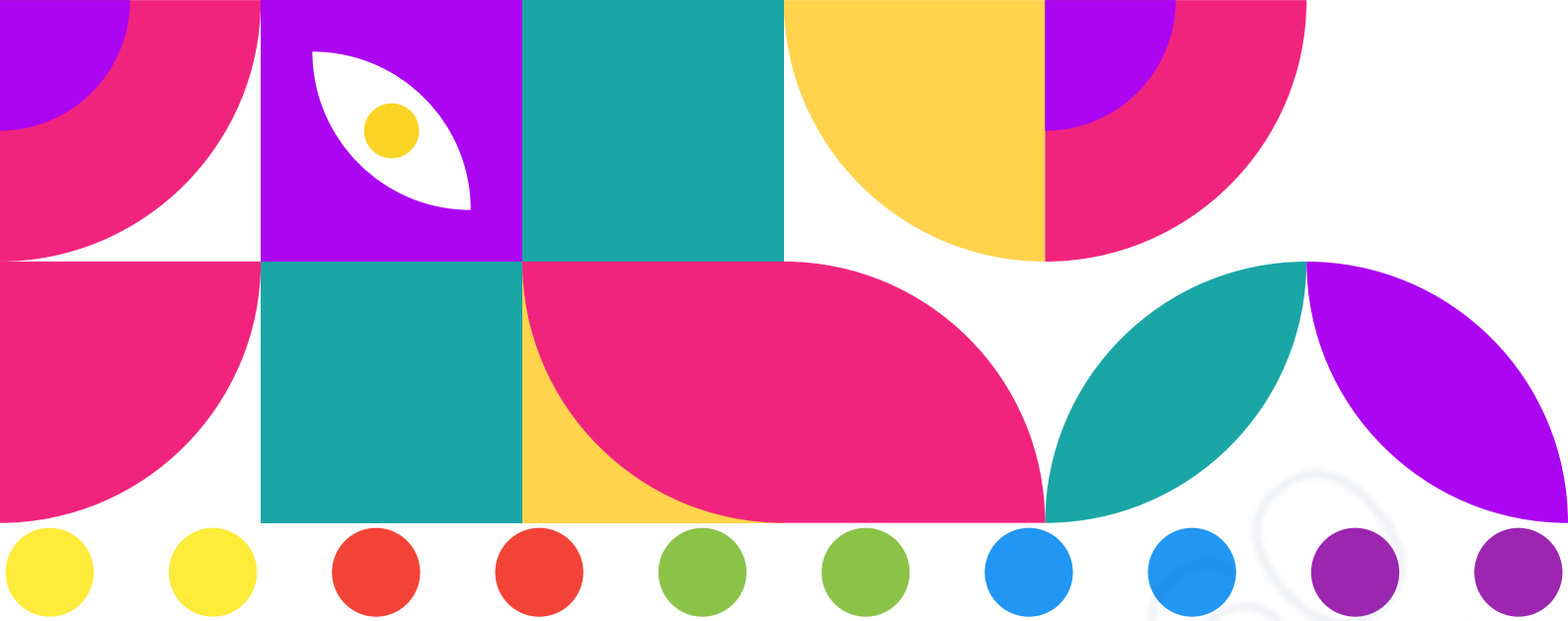
NID MADHYA PRADESH

DISCIPLINE	SEAT MATRIX
COMMUNICATION DESIGN	25 + SUPERNUMERARY SEATS
INDUSTRIAL DESIGN	25 + SUPERNUMERARY SEATS
TEXTILE AND APPAREL DESIGN	25 + SUPERNUMERARY SEATS

NID ASSAM

DISCIPLINE	SEAT MATRIX
COMMUNICATION DESIGN	25
INDUSTRIAL DESIGN	25
TEXTILE AND APPAREL DESIGN	25





CUT-OFFS, FEES AND PLACEMENTS

Cut-offs | Fees | Placements

CUT-OFFS

NID DAT 2024 CUT-OFF (B.DES)

		CAMPUS				
		NID AHMEDABAD	NID ANDHRA PRADESH	NID ASSAM	NID MADHYA PRADESH	NID HARYANA
OPEN	OPEN RANK	50	233	295	216	219
	SCORE	65.1	59	57.9	59.38	59.3

GEN EWS	CAT. RANK	15	56	64	41	33
	SCORE	58.2	51.2	50.1	53.9	55

OBC-NCL	CAT. RANK	47	134	141	114	95
	SCORE	58.8	54	57.8	54.5	55.2

SC	CAT. RANK	28	69	96	62	57
	SCORE	56.4	50.6	47.9	50.9	51.9

ST	CAT. RANK	11	32	44	31	39
	SCORE	52.5	45.4	43.2	45.5	44.2

FEES

B.DES PROGRAMME INDIAN NATIONAL STUDENTS

ALL FIGURES IN INR

PARTICULARS	(2025-26)		(2026-27)		(2027-28)		(2028-29)	
	SEM-1	SEM-2	SEM-3	SEM-4	SEM-5	SEM-6	SEM-7	SEM-8
A: TUITION FEES	2,10,500	2,10,500	2,10,500	2,10,500	2,10,500	2,10,500	2,10,500	2,10,500
TOTAL- A	2,10,500	2,10,500	2,10,500	2,10,500	2,10,500	2,10,500	2,10,500	2,10,500
B: OTHER CHARGES								
1. INSURANCE (PERSONAL ACCIDENT)	200	-	200	-	200	-	200	-
2. STUDENT ACTIVITY FUND	1,000	-	1,000	-	1,000	-	1,000	-
3. FILM CLUB	200	-	200	-	200	-	200	-
4. ALUMNI FEE	-	-	-	-	-	-	-	5,000
TOTAL-B	1,400	-	1,400	-	1,400	-	1,400	5,000
FEES WITHOUT HOSTEL CHARGES(A+B)	2,11,900	2,10,500	2,11,900	2,10,500	2,11,900	2,10,500	2,11,900	2,15,500
C: HOSTEL CHARGES	15,000	15,000	15,000	15,000	15,000	15,000	15,000	-
FEES WITH HOSTEL CHARGES(A+B+C)	2,26,900	2,25,500	2,26,900	2,25,500	2,26,900	2,25,500	2,26,900	2,15,500
D: MESS CHARGES	WILL BE INFORMED IN THE BEGINNING OF EACH ACADEMIC YEAR							
E: STUDENTS REFUNDABLE DEPOSIT	Rs. 10,000/- TO BE PAID ONCE IN THE BEGINNING OF THE FIRST SEMESTER							

FEES

B.DES PROGRAMME SAARC & AFRICAN COUNTRIES, CAMBODIA, LAOS, MYANMAR, AND VIETNAM STUDENTS

ALL FIGURES IN USD

PARTICULARS	(2025-26)		(2026-27)		(2027-28)		(2028-29)	
	SEM-1	SEM-2	SEM-3	SEM-4	SEM-5	SEM-6	SEM-7	SEM-8
A: TUITION FEES	2,910	2,910	2,910	2,910	2,910	2,910	2,910	2,910
TOTAL- A	2,910	2,910	2,910	2,910	2,910	2,910	2,910	2,910
B: TOTAL OF OTHER CHARGES AS UNDER*								
1. INSURANCE (PERSONAL ACCIDENT)	17		17		17		17	
2. STUDENT ACTIVITY FUND								
3. FILM CLUB								
4. ALUMNI FEE(IN LAST SEMESTER)								60
TOTAL-B	17	0	17	0	17	0	17	60
FEES WITHOUT HOSTEL CHARGES(A+B)	2,927	2,910	2,927	2,910	2,927	2,910	2,927	2,970
C: HOSTEL CHARGES *	179	179	179	179	179	179	179	0
FEES WITH HOSTEL CHARGES(A+B+C)	3,106	3,089	3,106	3,089	3,106	3,089	3,106	2,970
D: MESS CHARGES	WILL BE INFORMED IN THE BEGINNING OF EACH ACADEMIC YEAR							
E: STUDENTS REFUNDABLE DEPOSIT	\$ 119/- TO BE PAID ONCE IN THE BEGINNING OF THE FIRST SEMESTER							

FEES

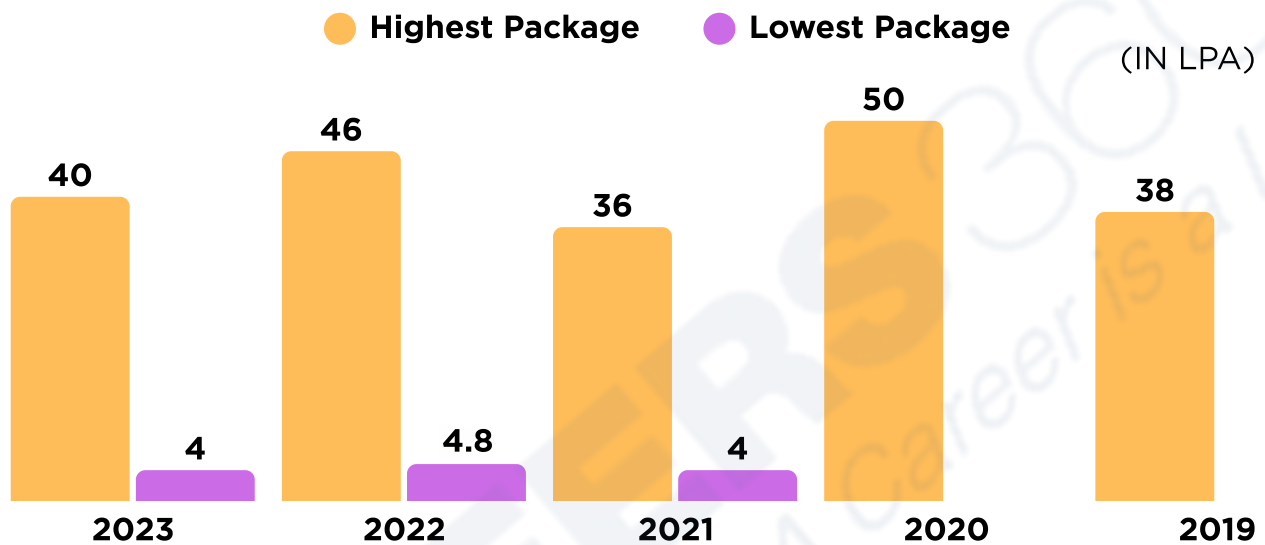
B.DES PROGRAMME REST OF THE WORLD STUDENTS

ALL FIGURES IN USD

PARTICULARS	(2025-26)		(2026-27)		(2027-28)		(2028-29)	
	SEM-1	SEM-2	SEM-3	SEM-4	SEM-5	SEM-6	SEM-7	SEM-8
A: TUITION FEES	6,410	6,410	6,410	6,410	6,410	6,410	6,410	6,410
TOTAL- A	6,410	6,410	6,410	6,410	6,410	6,410	6,410	6,410
B: TOTAL OF OTHER CHARGES AS UNDER*								
1. INSURANCE (PERSONAL ACCIDENT)	17		17		17		17	
2. STUDENT ACTIVITY FUND								
3. FILM CLUB								
4. ALUMNI FEE(IN LAST SEMESTER)								60
TOTAL-B	17	0	17	0	17	0	17	60
FEES WITHOUT HOSTEL CHARGES(A+B)	6,427	6,410	6,427	6,410	6,427	6,410	6,427	6,470
C: HOSTEL CHARGES *	179	179	179	179	179	179	179	0
FEES WITH HOSTEL CHARGES(A+B+C)	6,606	6,589	6,606	6,589	6,606	6,589	6,606	6,470
D: MESS CHARGES	WILL BE INFORMED IN THE BEGINNING OF EACH ACADEMIC YEAR							
E: STUDENTS REFUNDABLE DEPOSIT	\$ 119/- TO BE PAID ONCE IN THE BEGINNING OF THE FIRST SEMESTER							

PLACEMENTS

NID AHMEDABAD, GANDHINAGAR AND BENGALURU (CENTRALISED PLACEMENTS)



This table shows the highest and lowest salary packages offered to NID students from 2019 to 2023, with peaks up to ₹50 LPA and a steady floor around ₹4 LPA.

TOP RECRUITERS



This list features top design and tech companies that actively recruit from NID, offering roles across sectors like FMCG, automotive, and IT.

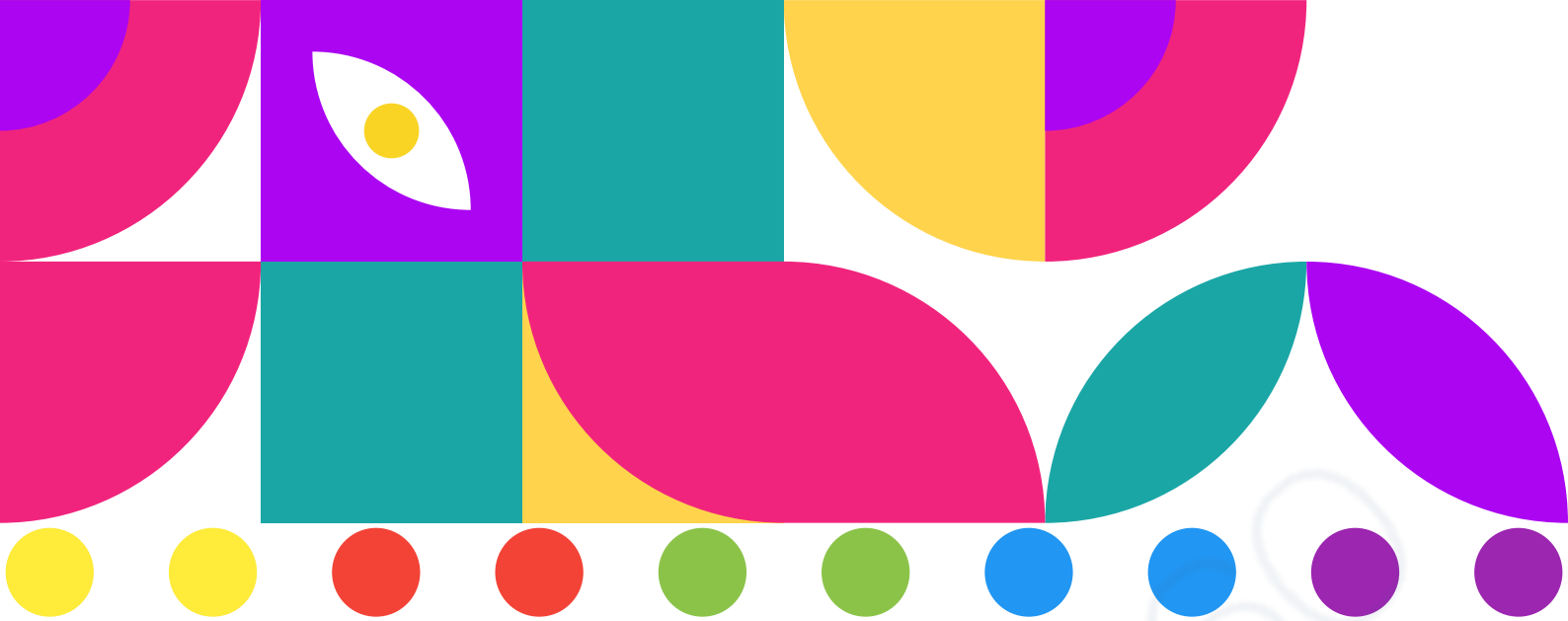
PLACEMENTS

INDUSTRY INTERFACE (AHMEDABAD, GANDHINAGAR, AND BENGALURU CAMPUSES) FOR 2023-2024



DETAILS	JUN. 2023	NOV. 2023
No. of students opting for full-time placements and graduation projects	319 Students	367 Students
No. of offers made by industries for full-time placement and graduation projects	207 Offers	269 Offers
Highest salary offered during the Industry Interface	₹36 lakhs p.a.	₹33.66 lakhs p.a.
Lowest salary offered during the Industry Interface	₹4 lakhs p.a.	₹3 lakhs p.a.

This table shows NID's 2023-24 dual-placement rounds, with the November drive witnessing a higher participation and number of offers, though the highest salary saw a slight dip from ₹36 LPA to ₹33.66 LPA.



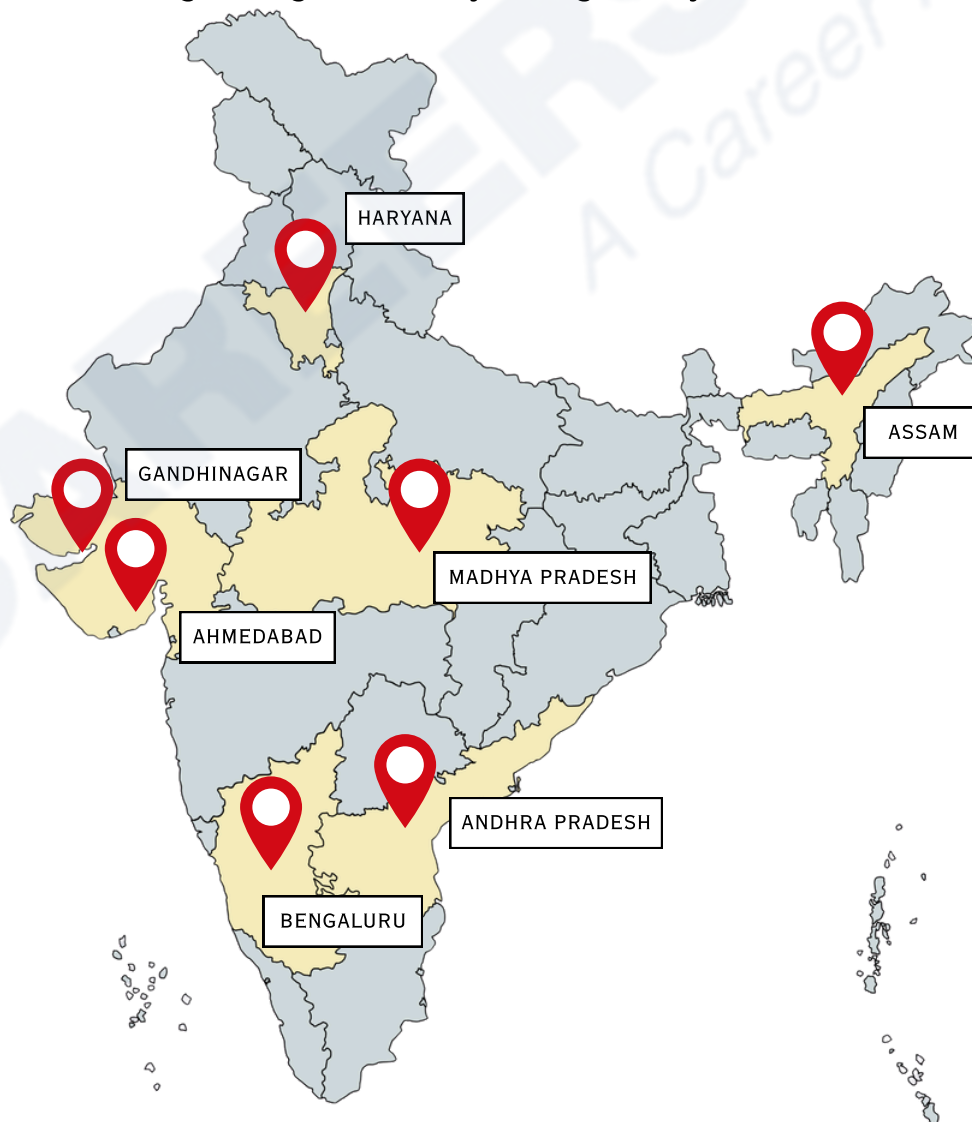
NID CAMPUSES IN INDIA

**NID Ahmedabad | NID Gandhinagar NID
Bengaluru| NID Andhra Pradesh | NID Haryana
| NID Madhya Pradesh| NID Assam**

NID CAMPUSES IN INDIA

The National Institute of Design functions as an autonomous body under the Department of Industrial Policy and Promotion, Ministry of Commerce & Industry, Government of India. NID was declared as an “Institution of National Importance”. NID has a total of 7 campuses all over India. They are located at Ahmedabad, Gandhinagar, Bengaluru, Haryana, Andhra Pradesh, Madhya Pradesh and Assam.

This map showcases the geographical distribution of the National Institutes of Design (NIDs) across India. These premier institutions, established by the Government of India, are centers of excellence in design education, innovation, and research. From the historic campus in Ahmedabad to new hubs in Jorhat, each NID plays a strategic role in nurturing creative talent and strengthening the country’s design ecosystem.



NID AHMEDABAD

1961	INI	57	CO ED	AAAAA
ESTABLISHED	INSTITUTION TYPE	FACULTY COUNT	GENDER	CAREERS360 RATING

ACADEMIC PROGRAMS

UNDERGRADUATE:

- B.Des (8+ courses)

POSTGRADUATE:

- M.Des (19+ courses)
- Ph.D. (2+ courses)

NID Ahmedabad is the top institution for design programmes. NID Ahmedabad offers Bachelors and master degree programs and also Ph.D programmes in various design disciplines. The salient features include modern classrooms with best infrastructure, libraries, and workshops, etc. NID Ahmedabad is best known for its curriculum.



NID GANDHINAGAR

2014	3 Acres	18	CO ED
ESTABLISHED	CAMPUS SIZE	FACULTY COUNT	GENDER

ACADEMIC PROGRAMS

POSTGRADUATE:

- M.Des(7+ courses)

NID Gandhinagar is the campus where postgraduate courses are offered. It offers full-time residential programmes in MDes across 7 disciplines. The campus is equipped with a Knowledge Management Center, Central workshop (wood /metal), Laser cutting, CNC machine, 3D printing, Digital lab, and discipline specific labs/studios. NID Gandhinagar campus also houses a ICNF (Innovation Centre for Natural Fibre), that finds design applications for natural fibres.



NID BENGALURU

2006	8	CO ED	2 Acres
ESTABLISHED	FACULTY COUNT	GENDER	CAMPUS SIZE

ACADEMIC PROGRAMS

POSTGRADUATE:

- M.Des(5+ courses)

NID Bengaluru was inaugurated in March 2006. NID Bengaluru offers only Master in Design programmes in the disciplines of Design for Retail Experience, Digital Game Design, Information Design, Interaction Design and Universal Design. This campus has the infrastructure with modern classrooms, state-of-the-art facilities, a library, etc. The campus has collaborations with various industry partners on research initiatives and industry collaborations.



NID HARYANA

2016	INI	10	CO ED	AAAA+
ESTABLISHED	INSTITUTION TYPE	FACULTY COUNT	GENDER	CAREERS360 RATING

ACADEMIC PROGRAMS

UNDERGRADUATE:

- B.Des(4+ courses)

The National Institute of Design, Haryana, was established on November 15, 2016, as an autonomous institute under the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India. Being located in Kurukshetra, it offers a Bachelor of Design programme for 4 years duration with specialisation in Industrial Design, Communication Design, and Textile & Apparel Design. The institute is committed to fostering the creative abilities of the students to become industry professionals in their careers.



NID

ANDHRA PRADESH

2015	INI	12	CO ED	50 Acres
ESTABLISHED	INSTITUTION TYPE	FACULTY COUNT	GENDER	CAMPUS SIZE

ACADEMIC PROGRAMS

UNDERGRADUATE:

- B.Des(4+ courses)

This NID campus is situated in about 50 acres land in Amaravati location of Andhra Pradesh. The programme offered here is the 4-year Bachelor of Design with specialisations in Communication Design, Industrial Design, and Textile & Apparel Design. The campus comprises Academic Building, Library, Workshops, Cafeteria, Auditorium, Hostel (Boys and Girls), Mess, and Staff quarters. It is also embraced with beautiful open spaces like Yoga Lawn, Open playground, Open-air discussion, and interactive spaces.



NID

MADHYA PRADESH

2019	INI	19	CO ED	29.49 Acres	AAAA+
ESTABLISHED	INSTITUTION TYPE	FACULTY COUNT	GENDER	CAMPUS SIZE	CAREERS360 RANKING

ACADEMIC PROGRAMS

UNDERGRADUATE:

- B.Des (4+ courses)

The National Institute of Design located at Acharpura in Bhopal, Madhya Pradesh (NID MP) is an “Institution of National Importance” under Department for Promotion of Industries and Internal Trade (DPIIT), Ministry of Commerce and Industry, Govt. of India. Built in 29.49 acres of greenery is the residential campus that offers quality teaching. NID Madhya Pradesh offers a 4-year Bachelor degree programme with specialisations as in Industrial Design, Communication Design, and Textile & Apparel Design that aims to contribute to India’s design and development significantly.



NID ASSAM

2019	INI	16	CO ED	30 ACRES	AAAA
ESTABLISHED	INSTITUTION TYPE	FACULTY COUNT	GENDER	CAMPUS SIZE	CAREERS360 RANKING

ACADEMIC PROGRAMS

UNDERGRADUATE:

- B.Des(3+ courses)

NID Assam was established in 2019 at Jorhat. NID Assam is an autonomous Institution of National Importance under the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Govt. of India. NID Assam offers a Bachelor's degree in Design (BDes) programme that contributes to the development of the North-East region to exhibit young creative talent. The specialisations offered at NID Assam are the Communication design, Industrial design and the Textile & Apparel design.



www.careers360.com info@careers360.com

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