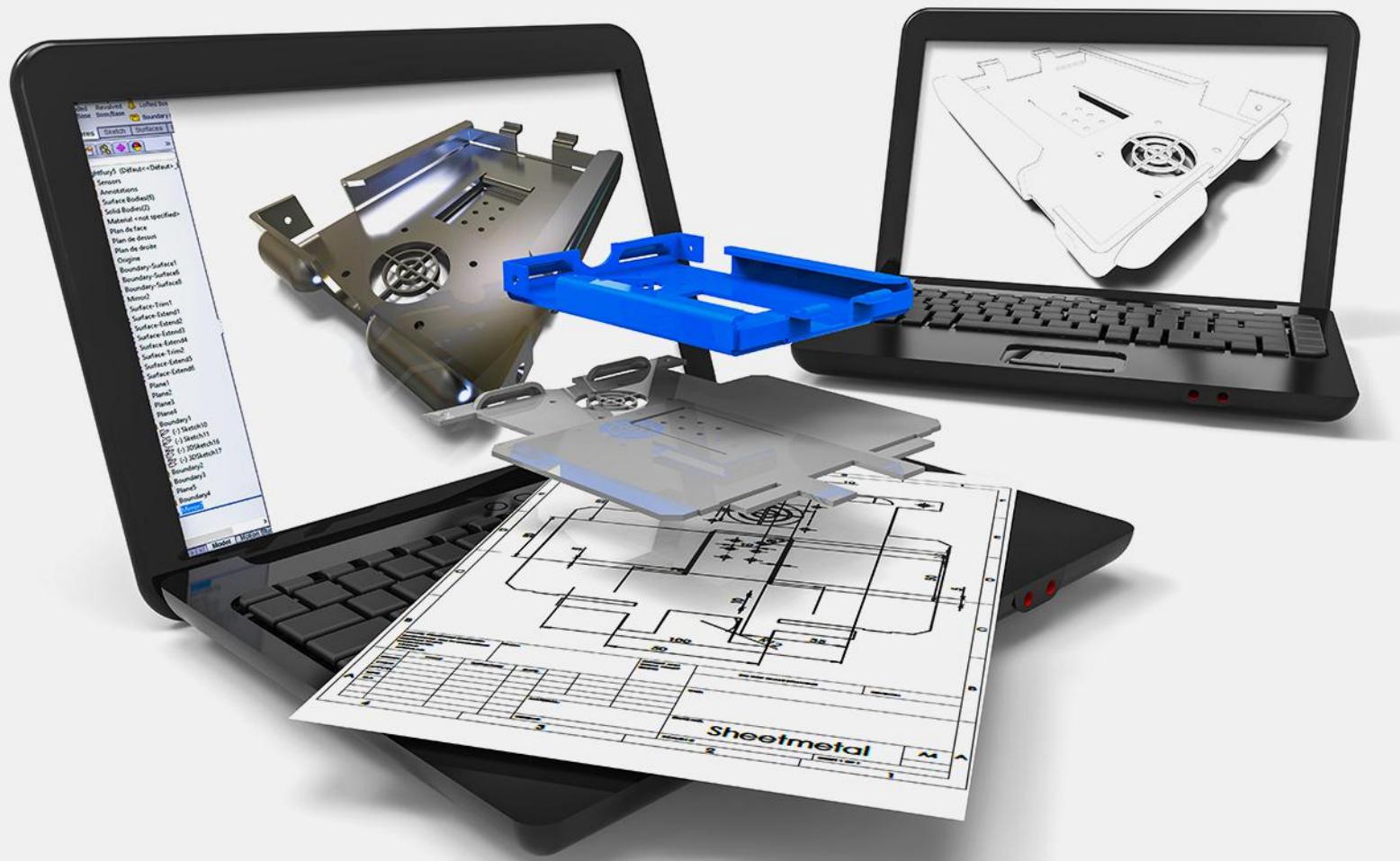




भारतीय प्रौद्योगिकी संस्थान दिल्ली
Indian Institute of Technology Delhi



**CERTIFICATE PROGRAMME IN
INDUSTRIAL DESIGN,
INNOVATION & ENTREPRENEURSHIP**

Overview

Industrial Design (ID) is the professional service of creating and developing concepts and specifications that optimize the function, value and appearance of products and systems for the mutual benefit of both, the user and manufacturer. With the rise in concern for new products and new business opportunities, it becomes significant to explore the possibilities of new products and businesses through the domain of Industrial Design.

The objective of the course is to open the field of industrial design to the participants, addressing its role in innovation and entrepreneurship. The program aims to excite by examples in industrial design through which the scope of innovation opens new doors that would further lead to entrepreneurship. This program will be mostly practice-based, wherein the candidates will be exposed to understanding users, identification of a possible business opportunity, generation of concepts, and selection of concepts, refinement and prototyping, etc. The intent of this course is to take the participants through a design cycle through which they may plan for a start-up they have always dreamt of.

Program Highlights

Certificate of Completion from IIT Delhi

Opportunity to earn a Certificate of Completion from IIT Delhi

Learn from Eminent Faculty of IIT Delhi

Program completely designed by faculties from Department of Design, IIT Delhi, who are real time mentors to start-ups

Gain Insights from Experienced Mentors

Lectures and interactive sessions from industry experts and young entrepreneurs

Hands-On Practice

Gain exposure to a practice-based approach to learning

Learn & Implement at the same time

Opportunity to discuss and present your concepts and weave your business idea into reality

Guided Methods of Teaching

Receive experienced guidance from entrepreneurs, in establishing your own start-up

Eligibility

- **For Indian Participants** - Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline
- **For International Participants** - Graduation or equivalent degree from any recognized University or Institution in their respective country
- Diploma holders and final year students will be considered for enrolment on a case-to-case basis
- Proficiency in English, spoken and written, is mandatory

Who Should Attend

- **BUSINESSMEN**

Business professionals looking to establish their own start-ups

- **ASPIRING YOUNGSTERS**

Young minds and enterprising women who wish to embark on an entrepreneurial venture

- **ENTREPRENEURS**

Established business professionals who wish to explore the value of Industrial design

- **WORKING PROFESSIONALS**

Employees of organizations that would like to establish a design department

Certificate

Participants who successfully complete the assignments and satisfy the requisite attendance criteria, will be awarded a Certificate of Completion.

Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a Participation Certificate.



Syllabus

1. Introduction to Industrial Design

2. Case studies of successful designers

3. Interaction with practicing Industrial designers from various domains

4. Understanding users

5. Identification of a possible business opportunity

6. Concept Generation

7. Concept Selection

8. Refinement of concepts/ iterative process of concept refinement

9. Prototyping

10. Start-ups: Case study

 Have your own start-up in practice - from Module 4 through 10

Software Requirements

- A desktop/Laptop, a camera (Mobile camera should be fine), pencil and papers, and a basic kit for crafting
- Internet speed with minimum 2 Mbps (Wired/LAN Connection)
- Supporting OS – Windows 7, Windows 8, Windows 10 & Mac OS
- Recommended Browser – Google Chrome and Firefox
- Recommended hardware Devices for Live class – Desktop and Laptop
- The Zoom application must be installed on your device

Document Requirements

- | | |
|---|---|
| <input checked="" type="checkbox"/> 12 th and Graduation Mark sheets | <input checked="" type="checkbox"/> Govt. Issued ID Proof |
| <input checked="" type="checkbox"/> Experience Certificates (if applicable) | <input checked="" type="checkbox"/> One Passport-size Picture |
| <input checked="" type="checkbox"/> Relieving Letters having DOJ and DOL (if applicable).
If you're currently working, you can share your joining letter along with last month's salary slip | |

Pedagogy

The program will be conducted online and the lectures will be delivered by faculty from the Department of Design, IIT Delhi. There will be lectures and interactive sessions from industry experts practicing design. The program will include interaction with young entrepreneurs from different domains. As a part of the program, all the participants will be proposing a business opportunity and therefore shall traverse a journey for their own ideas taking the shape of a business. The program will also involve frequent presentations from participants, discussion sessions, venturing into real-life scenarios to identify the user needs and trying out for drawing and sketching, and modelling on computers.

All enrolled students will also be provided access to our SLIQ Cloud Campus through which students may access other learning aids, reference materials, assessments, case studies, projects and assignments as appropriate. Throughout the duration of the course, students will have the flexibility to reach out to the professors, real time during the class or offline via our SLIQ Cloud Campus to raise questions and clear doubts.

Assessment

Evaluation methodology is the discretion of the faculty. There will be a regular progress evaluation during the course of the program and requires active participation from the candidates. Periodic submission of tasks will be held with scheduled presentations. A minimum of 70% attendance is a prerequisite for the successful completion of this program.

Program Details

- Program Commencement: **Sunday, 23 May 2021**
- Duration: **5 Months**
- Schedule of classes: **Sundays, 09.00 a.m. to 12.00 p.m. IST** (3 Hours)

Program Fee

- **INR 60,000 + Tax** (For Indian Participants) / **USD 1400** (For International Participants)
- **Instalment 1 – INR 30,000 + GST / USD 700** by 14 May 2021
- **Instalment 2 – INR 30,000 + GST / USD 700** by 05 Aug 2021

Application Process

- Start your application for this program by submitting an [Online Application Form](#)
- Soft copies of all the required documentation are to be directly uploaded on the Online Application Form. For any assistance regarding the application process, please get in touch with us at iitd@talentedge.com

All applications will be reviewed based on eligibility and subsequent shortlisting process as laid down by the Program Coordinator. The last date to apply for this program is 01 May 2021. This list of shortlisted candidates will be announced by 07 May 2021 and the last date by which Instalment 1 of the program fee has to be paid is 14 May 2021. Fee once paid is non-refundable. Shortlisted candidates should remit the fee in the IIT Delhi CEP account only, and the receipt will be issued by IIT Delhi CEP account for your records.

Important Dates

- | | |
|---|-------------|
| • Last Date to Apply: | 01 May 2021 |
| • Announcement of shortlisted candidates: | 07 May 2021 |
| • Last Date to Pay Instalment 1 of Fee: | 14 May 2021 |
| • Class Commencement: | 23 May 2021 |

[Enrol Now ➔](#)

Faculty



Dr. Sumer Singh

Assistant Professor, Department of Design
Indian Institute of Technology Delhi

Professor Sumer Singh is an educationist in the field of design. He is best known for his teachings in realizing products, systems, and services, through the practical, hands-on experience delivered to his students. With a bachelors' degree in Civil Engineering from NIT Hamirpur (2001) and a Masters' Degree in Industrial Design from IIT, Delhi (2003), professor Sumer has mastered the field of Industrial Design and other related domains. He is currently imparting his sound knowledge in this field to his own alma mater.

In the years 2003-2007, Professor Sumer has taught in reputed institutes such as M S Ramaiah School of Advanced Studies, Bangalore (Now MSRUAS, Ramaiah University of Applied Science) and later at MAEERs MIT Institute of Design, Pune (Now MIT-ADTU, MIT Art, Design and Technology University) until 2010. He further went on to pursue his Ph.D. in the broader domain of Design + Environmental Sustainability (2011-2019).

With the extensive amount of knowledge gained over the years, Professor Sumer also acts as visiting faculty at various reputed institutes across India; a few of which are - Lady Irwin College (Delhi), NIFT (Delhi), IITDM (Jabalpur), IIT (Mandi), etc.

Indicative List of Guest Speakers

Mr. Parag Anand

Associate Professor, School of Planning & Architecture
Specialization in Industrial Design

Mr. Harshit Jain

Founder and CEO, Anchiale Technologies India Pvt Ltd, Gurugram
Specialization in Chemical Technology & Entrepreneurship

Mr. Raman Sharma

Founder and CEO, HyperX Energy Pvt Ltd, New Delhi
Specialization in Automotive Design Development and Entrepreneurship

Mr. Vikas Soni

Founder and CEO, Better health Technologies India Pvt Ltd, New Delhi
Specialization in Management & Entrepreneurship

Mr. Arindam Biswas

Founder and Coach, Mahogany Football Academy (Adyar), Chennai
Specialization in Sports and Entrepreneurship

Mr. Rahul Kamble

Industrial Designer
Specialization in Design and Innovation

Mr. Nikhil Chauhan

Product Designer
Specialization in Design and Development



About IIT Delhi

The Indian Institute of Technology Delhi (IIT Delhi) is one of the 5 initial IITs established for training, research and development in science, engineering and technology in India. Established as College of Engineering in 1961, the Institute was later declared as an Institution of National Importance under the “Institutes of Technology (Amendment) Act, 1963” and was renamed as “Indian Institute of Technology Delhi”. It was then accorded the status of a Deemed University with powers to decide its own academic policy, to conduct its own examinations, and to award its own degrees.

Since its inception, over 48000 have graduated from IIT Delhi in various disciplines including Engineering, Physical Sciences, Management and Humanities & Social Sciences. Of these, nearly 5070 received PhD degrees. The rest obtained a Master's Degree in Engineering, Sciences and Business Administration. These alumni today work as scientists, technologists, business managers and entrepreneurs. There are several alumni who have moved away from their original disciplines and have taken to administrative services, active politics or are with NGOs. In doing so, they have contributed significantly to the building of this nation, and to industrialisation around the world. For more details, please visit: www.iitd.ac.in

About Continuing Education Programme (CEP)

Executive education is a vital need for the companies to build a culture that promotes newer technologies and solutions and builds a workforce that stays abreast of the rapidly transforming needs to the technological, business and regulatory landscape.

Committed to the cause of making quality education accessible to all, IIT Delhi has launched Online Certificate Programmes under eVIDYA@IITD (ई-विद्या@IITD): enabling Virtual & Interactive-learning for Driving Youth Advancement@IITD for Indian as well as international participants. These outreach programmes offered by the Indian Institute of Technology Delhi (IIT Delhi) are designed to cater to the training and development needs of various organisations, industries, society and individual participants at national and international level with a vision to empower thousands of young learners by imparting high-quality Online Certificate Programmes in cutting-edge areas for their career advancement in different domains of engineering, technology, science, humanities and management. For more details, please visit: <http://cepqip.iitd.ac.in>



For any assistance regarding the application process,
please get in touch with us at [iitd@talentededge.com](mailto:iitd@talentedge.com)
or call us at **+91-8588819933**

For any feedback, please write to Head CEP, IIT Delhi
at hodqipcep@admin.iitd.ac.in

Services Provided by

TALENTEDGE 

Live & Interactive Digital Learning

Online Certificate Programmes are offered by the Indian Institute of Technology Delhi under the aegis of Continuing Education Programme (CEP) so that the Institute can realise its vision of serving as a valuable resource for industry and society, and fulfil its mission to develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.