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## NID develops new PG course in product design engineering

Published On: 03rd March 2010

By **Pallavi Kulkarni**

An exciting new course of [engineering](#) has been developed by NID (National Institute of Designing), Ahmadabad. The new [post graduate course](#) will incorporate engineering, design, management, science, liberal arts and information [technology](#) as per the final report of NID, which is now ready. If all goes well after the final review next month, by various heads of institutions and professors, this course will be adopted for post graduation.

The course has been titled 'Post Graduate Programme in Product Design Engineering' and is termed as 'the most relevant curriculum in engineering in modern world' by engineering professors and particularly by Mumbai IIT mechanical engineering department professor N Ramakrishna.

A discussion on the proposed course took place at NID which was attended by many professors and heads from renowned institutes, universities, private- government engineering colleges including IITs.

Shashank Mehta, chairperson of IP&P (NID's Industry Programs and Projects) while explaining the aim for developing such course said that because of ever changing technology, life of the product in industries is shortened.

He said;

"Therefore, the course will pay special attention to small and medium enterprises, which have provided little or no attention to the growing need for R&D and product development."

The report on the course states that, "...the advancement of information technology has influenced business significantly", so much so that "the intellectual as well other tangible resources are now sourced from across the world."

Another reason for induction of such course is due to the short life-cycle of products leading to lack of time available to develop a product, which means the erstwhile 'step-by-step process' will not be viable due to time crunch.

Mehta said,

"So far, there were separate managers for separate things but the new realities of production would mean there has to be someone who has a holistic idea to handle all the branches at one time."

The course would basically empower to find a way in which products are systematically developed rather than they evolved. This module was developed after looking at various universities abroad that offered such a course.

The course can be easily absorbed as a curriculum as the necessary facilities and expertise is abundant in all the 2000 AICTE recognised colleges, as per the report.

**Related Tags:** [National Institute of Designing](#), [Post Graduate Programme in Product Design Engineering](#)

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