



राष्ट्रीय डिज़ाइन संस्थान  
National Institute of Design  
मध्यप्रदेश Madhya Pradesh



# PLACEMENT BROCHURE

## 2025-26

**TRAINING AND PLACEMENT CELL**  
**NATIONAL INSTITUTE OF DESIGN, MADHYA PRADESH**

# MESSAGE FROM DIRECTOR

Dear Esteemed Industry Partners and Recruiters,  
It is with immense pride and enthusiasm that I extend a warm invitation to you to participate in our annual Campus Placement Drive at NID Madhya Pradesh. As a premier institution dedicated to nurturing the next generation of design leaders, we believe this brochure will serve as your gateway to a pool of extraordinary talent across all three disciplines i.e. Communication Design (CD), Industrial Design (ID) and Textile & Apparel Design (TAD).



At NID MP, our new curriculum is meticulously crafted to equip students with a rich repertoire of experience and understanding, fostering a desire and capability for lifelong learning in these disruptive times of change. Our students undergo a profound metamorphosis during their time at NID MP, where their latent potential is honed by a committed and skilled faculty drawn from both academia and industry.

You will find our graduates possess an unparalleled energy, creativity, and a practical understanding of how to translate innovative ideas into impactful solutions. They carry the legacy of design excellence and are eager to contribute as invaluable assets to your organizations in India and abroad.

The Campus Placements provide a meticulously facilitated platform for our graduating students from a four-year undergraduate programs to realize their professional dreams. We look forward to forging a strong partnership with your organization and showcasing the exceptional talent ready to contribute to your success. We welcome your visit to NID Madhya Pradesh in coming days.



# FACULTY AT NIDMP



## Communication Design

Mr. Pramod Kumar Marshal  
Dr. Setu Sharma  
Mr. Mayank Sharma

## Industrial Design

Mr. Amit Kumar Gehlot  
Ms. Shikha Agarwal  
Mr. Anil Kumar Bhaskar  
Dr. Rakesh Vidhate  
Dr. Sukanya Bor Saikia

## Textile and Apparel Design

Dr. Swati Vyas  
Dr. Shekhar Chatterjee  
Ms. Lubna Saifi  
Ms. Sonal Wanjare  
Ms. Aditi Sharma  
Dr. Shabridharan

## Foundation Studies

Ms. Neetika Devgan  
Ms. Shruti Nigam  
Mr. Sandip Kumar Jaiswal

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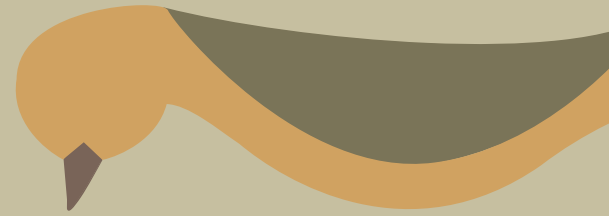


# ABOUT NIDMP

National Institute of Design 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. The Institute has a 29.49 acres green residential campus at a picturesque location with a backdrop of hills at Acharpura in Bhopal, where state-of-the-art ambience has been created by appropriate use of technology and innovation.

The Institute has a firm belief that creative imagination, aspiration, innovation and excellence need to be supported with quality teaching and guidance. The Institute has a diverse student and employee community, that has helped in creating a campus which is a vibrant, artistic and multi-cultural hotspot. NID MP is dedicated to the principle of learner centeredness whereby the Institute values and nurtures a student's potential, while promoting a competitive culture that fosters continuous development.



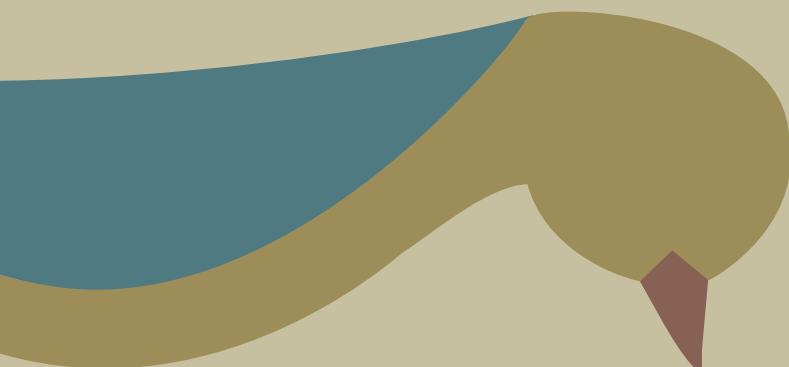


# BACKGROUND

In early 2007, Department for Promotion of Industry and Internal Trade (erstwhile Department of Industrial Policy and Promotion), Ministry of Commerce and Industry, Govt. of India had envisioned the National Design Policy aimed at creating a design-enabled innovation economy and strengthening design education in the country. With design and innovation taking prime importance in many sectors, policies, and schemes of the government such as “Make in India”, “Skill India”, “Digital India”, “Startup India”, and “Smart City initiatives” to name a few, it is imperative to promote design education to the next level. India needs the skill and expertise of professionally trained designers to contribute to the national missions announced by Central Government.

The National Design Policy had recommended setting up design institutes on the lines of NID, Ahmedabad in various parts of India to promote design programmes. Under this Action Plan, 4 new NIDs have been set up in Madhya Pradesh (Bhopal), Andhra Pradesh (Amaravati), Assam (Jorhat) and Haryana (Kurukshetra).

Establishing new NIDs as Institutions of National Importance in different geographical regions of the country will help produce highly skilled manpower in design which, in turn will create job opportunities, both direct and indirect, by providing sustainable design interventions for crafts, handloom, rural technology, small, medium and large-scale enterprises; and outreach programmes for capacity, capability and institution building. The Institute had commenced academic activities in the Academic Year 2019-20. NID MP currently offers bachelor's degree in design (B.Des.) in the fields of Industrial Design, Communication Design and Textile & Apparel Design. The first batch of students got graduated in the year 2023.

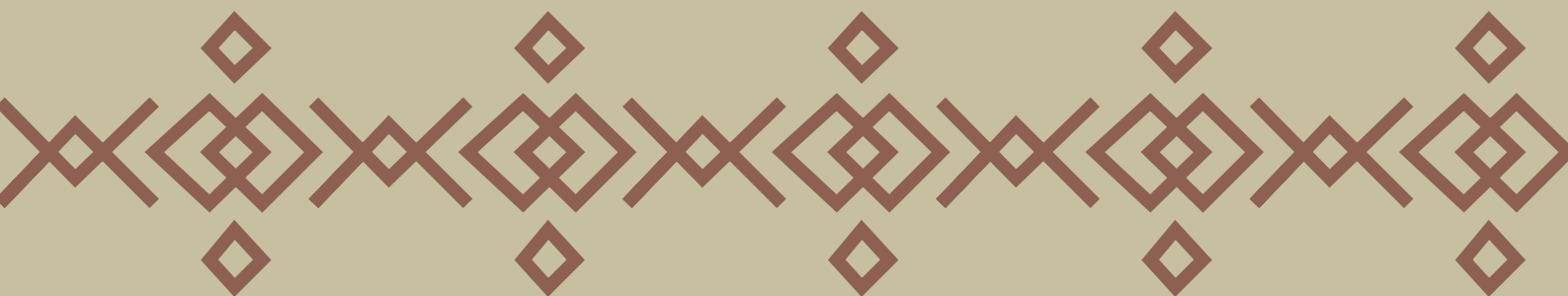


# TRAINING AND PLACEMENT CELL

The Placement Office at the National Institute of Design (NID), Madhya Pradesh serves as a strategic liaison, fostering collaboration between academia and industry. Its primary objective is to provide NID, MP students with valuable exposure and opportunities for project-based learning, encompassing graduation projects, industrial training, classroom projects, and live projects.

NID MP Training & Placement cell is a platform designed to connect prospective employers with graduating students. This platform facilitates recruitment by allowing employers to identify suitable candidates while simultaneously raising awareness within industries, firms, studios, NGOs, government sectors, and MSMEs about NID MP and its diverse programs. NID MP encourages students to explore opportunities in emerging fields in the collective umbrella of 3 disciplines of Communication Design, Textiles & Apparel Design and Industrial Design.

The high quality of education provided at NID MP has been instrumental in the success of its graduates, who have achieved recognition both nationally and internationally for their contributions across a wide range of economic sectors. The third batch of graduate shall be graduating in July 2025.





# NIDMP COURSES OFFERED

FOUNDATION STUDIES

COMMUNICATION DESIGN

INDUSTRIAL DESIGN

TEXTILE AND APPAREL DESIGN



# FOUNDATION STUDIES

FS - Foundation Studies helps develop an evolved 'design' perception and attitude, understanding of multidisciplinary nature of design and relationship of design with environment, culture, human senses and emotions.

Basic design studio courses are augmented to develop world view and understanding of the Indian milieu. It helps enrich conceptual thinking, insight for design concerns, design processes. It aspires to create an awareness of the changing environment by constantly relating the students' learnings to real life situations. It provides the necessary directions, stimuli, facilities and experience to foster creativity and thereby help everyone to discover their own identity and potential. The foundation programme is the basis upon which the remaining design curriculum is built.



# COMMUNICATION DESIGN

Communication Design program to enable students with a wide range of communication skills, be it Visual or oral. It focuses on varied mediums of communication (Animation, Film, Graphic, interaction design and equip them with technical and practical skills. It focuses on teaching them to think critically about the chosen medium, be a versatile and intuitive communicator, critical and design thinker; and motivated and responsible culture creators.

The program inculcates the development of rich design sensibility with process-oriented learning through the open exchange of ideas embodied in a studio culture which helps develop an individual's perspective, critiques, visual literacy, media influence, experiential learning and innovative outcomes.

Areas / Domains to explore-

- Illustration
- Type design
- Branding and Identity
- Publication design
- Environmental graphic design
- Design research
- Storytelling
- Moving image
- Music and sound,
- Design Management





# INDUSTRIAL DESIGN

The program focuses on developing the ability to design products that are not only aesthetically pleasing but also functional, safe, and sustainable. The industrial design program includes a wide range. The curriculum is designed to provide a holistic understanding of the design process and equip students with the skills necessary to design innovative products that meet the needs of the user while considering environmental impact and manufacturing feasibility. The program offers a mix of theoretical and practical training, with students participating in projects and collaborations with industry partners to gain real-world experience.

## Areas / Domains to explore-

- Design Research
- Ergonomics
- Materials and Process
- System Design
- Human Factors
- Design For Special Needs
- Design Management
- Craft Research,
- Design and Development

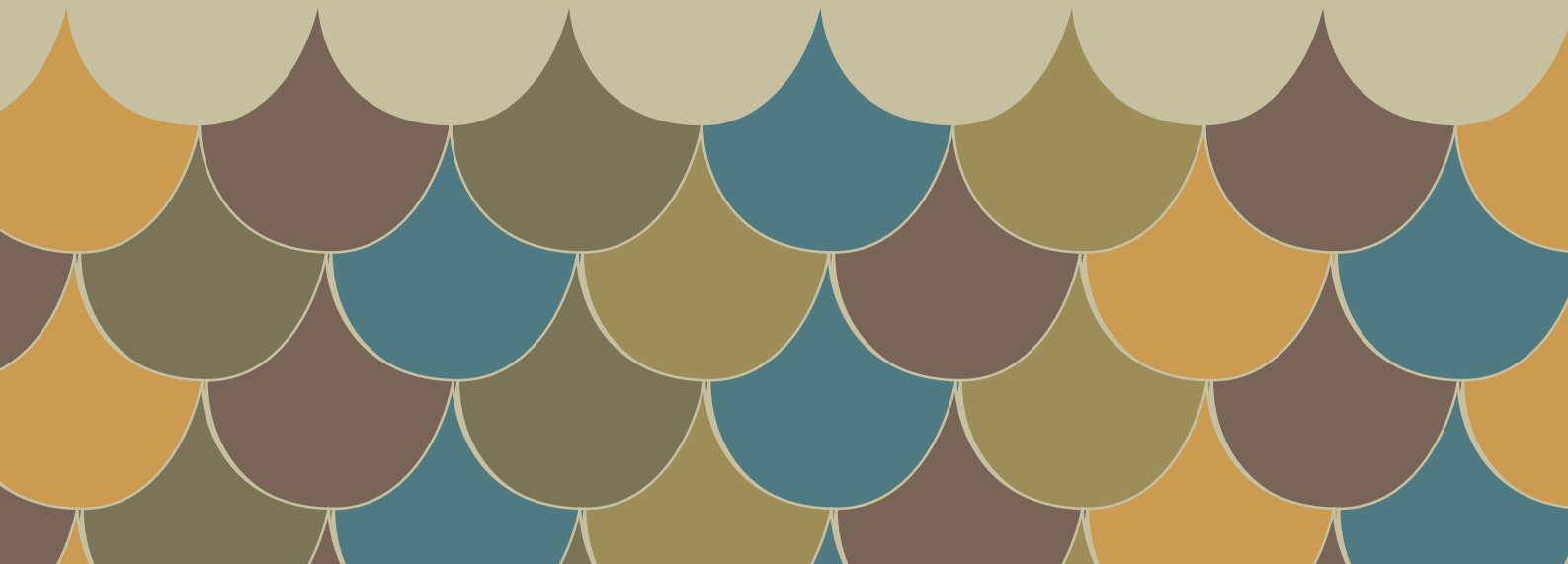
# TEXTILE AND APPAREL DESIGN

## Textile & Apparel Design –

This is a unique program addressing Textile, fashion, textile-based lifestyle accessories and interior designing requirement in its broadest spectrum. The program strikes a balance in the domains of textile product development, and apparel designing. It is deep rooted in scientific processes of textile development and Garment manufacturing technology. Students will also develop high Caliber and potential in both traditional handcrafted sector and sophisticated modern technology of textile and apparel industry. The program also strikes a balance with inputs in the areas of the art of design, the science of chemistry and the perspective of history in a rich, challenging learning environment at the creative forefront of the textile industry.

## Areas / Domains to explore-

- Basic Apparel Design
- Visual Merchandising
- Traditional Textiles
- Sustainable Design
- Functional Textiles
- Trend Research and Forecasting
- Ready to Wear
- Active wear
- Pattern Making and Draping
- Home Furnishings & Interior
- Couture



# GRADUATE PROFILE

A Bachelor of Design (B.Des) graduate from National Institute of Design MP is a creative, adaptable, and ethically minded individual, equipped with a comprehensive understanding of design principles, processes, and their application across diverse industries. They are prepared to tackle complex challenges and contribute innovative solutions to societal and commercial needs.

B.Des graduate is prepared for diverse roles in agencies, corporate design departments, startups, and as independent practitioners. They are equipped to handle projects from concept to implementation, contribute to design strategy, and drive innovation in various sectors, including technology, manufacturing, advertising, retail, and social enterprises.

- Proficient in applying human-centered design methodologies: empathizing with users, defining problems, ideating solutions, prototyping, and testing.
- Understands iterative design cycles and the value of feedback in refining concepts.
- Capable of conducting user research, analysing insights, and translating them into actionable design strategies.
- Skilled in industry-standard software relevant to their specialization (e.g., Adobe Creative Suite, Figma, Sketch, AutoCAD, SolidWorks, Rhino, Keyshot, etc.).
- Possesses foundational knowledge of materials, manufacturing processes, and their implications for design.



# INDUSTRY CONNECT

NID MP's curriculum stresses industry engagement as a crucial learning process for developing academic, personal, and professional competencies. For a design student, possessing a foundational knowledge of materials and manufacturing processes directly enhances the quality and effectiveness of this engagement.

- **Real-Life Working Environment:** When students understand how products are actually made, the properties of the materials used, and the constraints of production, they can contribute more meaningfully in a real-life industry setting. This deepens their understanding of the practical implications of their designs.
- **Ethical and Value-Driven Practice:** The "implications for design" aspect of this knowledge is key to developing ethical and values-driven professionals. Understanding the environmental impact of certain materials or the social implications of manufacturing processes allows students to make more responsible design choices, aligning with the curriculum's emphasis on ethics and values.
- **Collaborative Learning:** Industry professionals often speak the language of materials and processes. Students with this foundational knowledge can engage in more profound dialogues with industry experts, leading to richer learning experiences and more successful collaborative projects.
- The fact that NID MP's revised curriculum emerged from "deliberations, workshops, and interactions involving internal experts and eminent academicians, industrialists" strongly suggests that the importance of material and manufacturing knowledge was a central point. Industrialists, in particular, would advocate for graduates who understand the practical realities of production, while academicians would highlight its importance for critical thinking and innovation.

# STUDENT PROFILES- TEXTILE AND APPAREL DESIGN



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# PLACEMENT 2025 AND SCHEDULE

An excellent overview of the NID Madhya Pradesh graduate profile and their readiness for the industry, along with details about the campus placement process. To summarize, NID MP aims to:

- **Develop Dynamic and Adaptable Graduates:** Students are mentored to understand the nuances of the design business, covering art, craft, technology, and strategy, making them adaptable to industry needs.
- **Provide Cutting-Edge Exposure:** Graduates receive a global understanding of emerging challenges, developments, techniques, technology, and practices.
- **Foster Holistic Growth:** The program focuses on student metamorphosis, unfolding potential, developing skills, and stimulating intellectual growth, with support from experienced faculty.
- **Train Multi-Skilled Professionals:** NID MP specifically trains students with the diverse skill sets demanded by the design industry.
- **Facilitate Placements:** The campus placement process connects graduating students from both postgraduate and undergraduate programs with employer organizations, leveraging the students' energy, creativity, skill, technical know-how, and the institute's legacy.
- **Offer Centralized Placement Routes:** Companies can employ students from any course through three facilitated routes -

Pre Placement offer (PPO)

Off Campus Placement

On campus Placement



# NID MP PLACEMENT

## 13th - 17th OCTOBER 2025

The National Institute of Design Madhya Pradesh has a normal placement process on campus or off campus. Companies can employ students from any campus or courses of the institute through two routes which are facilitated by the institute:

### CAMPUS PLACEMENTS (Online)

Companies can register for campus placements, the schedule of which is given for 2025. Upon being given a confirmed time and date, they may choose Online or On-Campus placement for further going through the placement procedure.

### PRE-PLACEMENT OFFERS (PPO)

Companies can extend a pre-placement offer to students before the on-campus placement which is considered as a job offer. These offers may be made on the basis of internships/ training/ graduation projects undertaken by the students in the said company. In order to provide fair opportunity to all, companies may inform NID MP of such offers made through the moderated Industry Mentor Feedback Form provided by the institute to ensure students offered PPO are not allowed to participate in further Placement process.

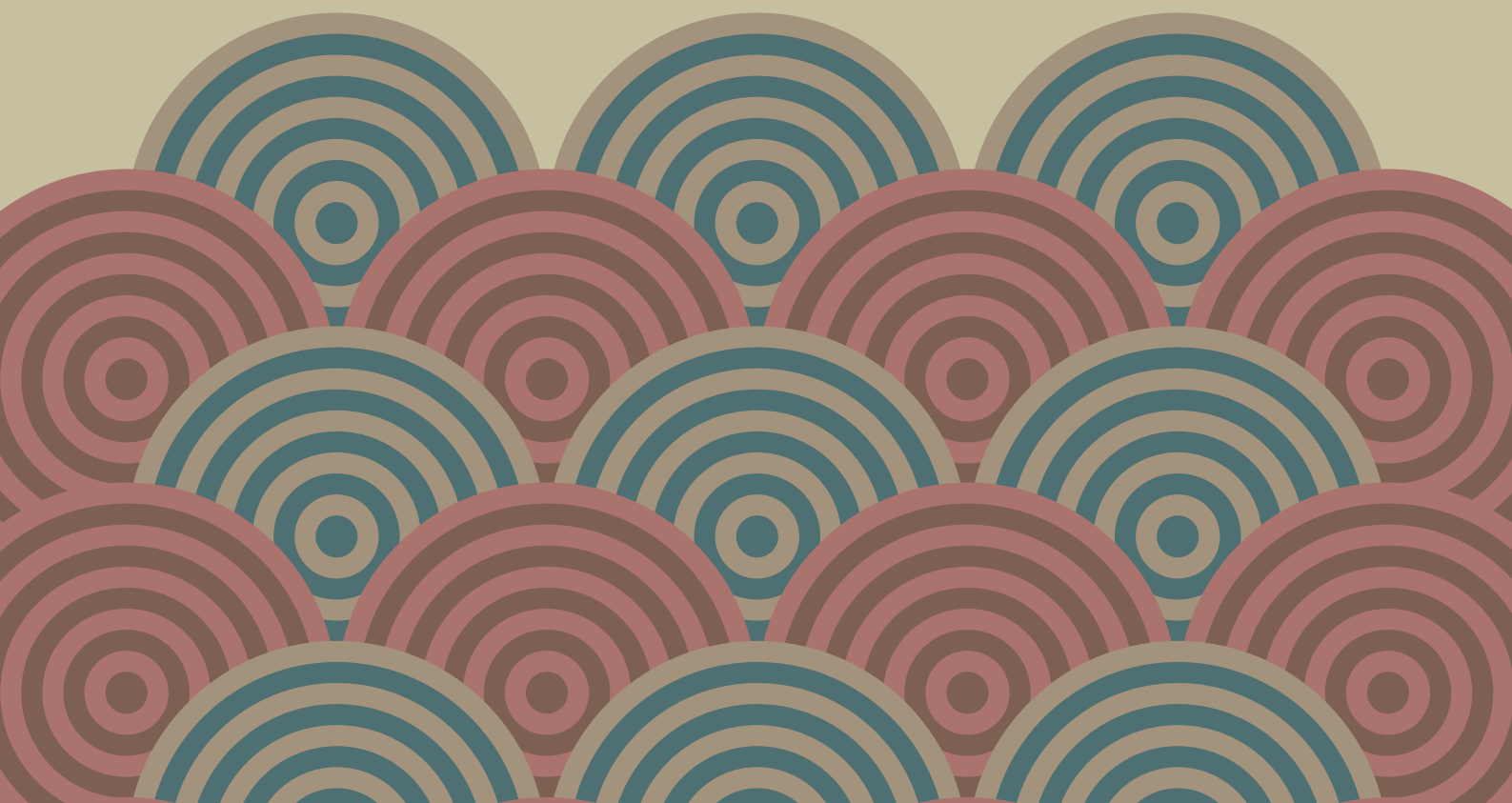
Placement Cell Brochure / Registration link upload to website	To all social media platform	8 Sept 2025
Industry Outreach and Collaboration	Invitation to Companies Company Profiling: Companies share their job profiles, eligibility criteria, roles, and other requirements with the placement cell.	10-30 Sept. 2025



Registration (Companies) Link	NID MP (IT Team) has to suggest a suitable platform for company registration as well as student	10-30 Sept.
Registration (Students) Link		10-15 sept.
Screening process	The hiring process varies depending on the company. It usually includes: Portfolio Review Aptitude Tests (Optional) Design Challenges/Tasks (Optional) Personal Interviews	1-5th Oct (CV Shortlisting by companies)
Online Interviews	Set up zoom calls and interview shortlisted candidates on your allocated date, the placement student volunteer assigned to you will help coordinate the call - (Sharing interview link with them)	6-8 Oct
Offers and Final Placements	Offer Letters: Companies issue offer letters to selected students detailing the job role, salary package (minimum 7 LPA), and joining date. Acceptance: NIDMP Students accept offers and confirm their availability.	13-17 Oct

# STUDENT REGISTRATION PROCESS

Students interested in appearing for placements are required to provide their portfolio, area of interest, specialization, and other relevant details to make the recruitment process as smooth as possible. Details of all recruiters are provided to the students, and the students which express their interest to apply are directed to the appropriate channels to provide the required information and documents.



# COMPANY REGISTRATION PROCESS

The Job Requirement Form (JAF) to be provided by NID MP on their website, forms the primary document for communicating the details of the positions offered by the companies to the candidates. It is based on the information provided on the JAF such as the job position offered, the number of vacancies, location of posting, salary package as well as other details submitted by the companies, that the date, time and venue to conduct the selection process is prepared and communicated to the companies. It is, therefore, highly desirable that the form is completed in all respects.

Visit :

[nidmp.ac.in/placement-cell/](http://nidmp.ac.in/placement-cell/) ———> Placement Cell registration ———> Registrations Link



# PAST RECRUITERS

**Tech  
Mahindra**

**amazon**

**CISCO**

**peepal design**

**target**

**SWITCH  
STUDIOS**

**STUDIO  
CARBON**



**ADITYA BIRLA GROUP**

**CARS 24**

**SMARTQ**  
A COMPASS GROUP COMPANY

**tcs TATA  
CONSULTANCY  
SERVICES**

**raw mango**

**Shuttles  
& Needles**  
WEAVING STUDIO & SUPPLIES

**Suta**

**ABSOLUT.**

**Hugobave**

**M&CSAATCHI  
FEBRUARY**

**frog** Part of Capgemini Invent

And many more to come!

# TRAINING AND PLACEMENT CELL CONTACT DETAILS

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Visual inspiration credits go to Indira Gandhi Rashtriya Manav Sangrahalaya (National Museum of Humankind, Bhopal).