

## British Council Services for International Education Marketing India

The Art and Design Mission was designed to provide a platform for partnerships in art and design related subject areas at Indian Higher Education Institutions. The primary and long term objective of the mission was to create awareness about the research interests for institutions of both countries and to promote the range of art and design courses available to potential students.

The mission was a five day programme which started in Bangalore from 16 November and concluded in Ahmedabad on 20 November. The programme included visits to Higher Education Institutions in the two cities. A total of 8 local institutions were visited during the mission.

The programme was structured to facilitate faculty discussions to identify interest areas in art and design between UK and local institutions which may contribute towards building partnerships.

As part of the programme each delegate made a presentation to the faculty at each Indian institution followed by a faculty discussion and then guest lectures to potential students.

These guest lectures were delivered to the pre-final and final year students which allowed the UK institutions to market their Postgraduate qualifications to potential students.

Below is the list of participating UK delegation.

Participating UK Universities
Middlesex University
Norwich University of the Arts
Staffordshire University
University for the Creative Arts
University of Southampton
University of the Arts London

## Summary of the mission and interaction at each local institution:

### Day1: 16 November 2015, visit at National Institute of Design (NID)

At NID the faculty discussion was led by the centre head and seven other faculty members from varying streams.

The institution highlighted the post graduate programmes first started in Bangalore in the year 2003 and NID Bangalore has also introduced newer programmes such as 'Interactive design'. Most of their projects are funded by the government.

There was mutual interest between both the UK academics and NID academics in the following subject areas:

- Crafts and Technology, Digital Technology
- Design for space and exhibitions

and also in starting collaborative projects on virtual studios or multi-disciplinary studios.

NID informed the delegation about the active exchange programmes with Berlin, and MoU with a Korean university NID also runs a project in partnership with a Swiss institution.

NID proposed to host faculty from the UK for a flying faculty programme which will be a 2 week international programme.

Post the faculty meeting the group was split into 3 pairs where they delivered guest lectures to students on specific topics. The guest lectures were well attended by students.

Through this visit the visiting academic delegation got an opportunity to establish and network with 8 key contacts at NID meet more than 80 potential students.

### Day1: 16 November 2015, visit at Bangalore University

At Bangalore University, the visit started with the group delivering a guest lecture to prospective students. Post the students' session, faculty discussion took place at the institution with key faculty members and the participating delegation.

The faculty discussion was attended by 25 academic members from Bangalore University. They invited teaching members of staff from different colleges affiliated to Bangalore University. There are 16 colleges affiliated to Bangalore University and plans are in progress to start a one year diploma programme at the university design courses. The registrar of Bangalore University was also present and expressed enthusiasm in collaborating with the UK universities. There was interest from individual faculty members on research projects.

Through this visit the delegates were able to network with 25 faculty members and were able to meet more than 100 potential students.

### Day 2: 17 November 2015, visit at Srishti School of Art, Design and Technology

At Srishti School of Art, Design and Technology there was only a faculty discussion arranged as students were busy with their exam preparations.

The faculty discussion was attended by 6 faculty members from the school. The Dean of Srishti School of Art, Design and Technology was available as well.

Srishti expressed interest in the UKIERI project. They have recently started PhD programmes as well. They have an MoU with Sydney College and Columbia. Srishti is in discussions with Royal College of Arts and the University of Westminster for signing an MoU. Srishti expressed interest in Animation research as they don't have cutting edge technology but they are interested in colour-natural dyes as well. Srishti is going to introduce fashion as a course by next year. Both the UK delegates and Srishti faculty members expressed interest in collaborative research. Srishti is interested in student exchanges. A number of Srishti students are currently studying in the UK.

**Day 2: 17 November 2015, visit at National Institute of Fashion Technology (NIFT) Bangalore**

At NIFT the faculty discussion was attended by 25 faculty members from the college. A presentation delivered gave an overview of NIFT and their expectations. They have 8 programmes – 6 courses are at graduate level and 2 are at post graduate level.

NIFT's fashion communication department is a popular one and companies like MYNTRA and Flipkart hire students from NIFT.

NIFT spoke about hosting theme based seminars annually. These seminars are carried out in March and September. They organise training programmes for the faculty members at NIFT, where they invite participation from outside the country for training programmes. They have active MoU's with five UK Universities. These MoU's are on semester exchange programmes. They have a dual degree programme customised for Fashion Institute of Technology (New York)

NIFT organises craft tour programmes where they invite students from around the globe to join their tour and the institution has a very strong theatre group.

The UK delegates spoke about their interest at NIFT. Some of them expressed interest in six months exchange programmes in the UK. NIFT requested for some financial assistance from the UK delegates in terms of Scholarships for their brightest students.

NIFT has a tailor made programme with a Swiss University. Approximately 15-20 students are sent every year on this exchange programme. Both the NIFT and UK delegation expressed interest in their priority areas. Post the faculty discussion, the group delivered master classes which were well attended by the students.

Through this visit the UK delegates met 25 key faculty members and more than 150 students.

**Day 3: 18 November 2015, Indian Institute of Fashion Technology (IIFT) Bangalore**

IIFT has more than 3000 students and three branches in Bangalore and the institution also runs a skills development programmes. Students are aware and experienced with international visits and as a part of their curriculum students visited Paris fashion week this year. IIFT sends their students for a month long internship to various global universities. IIFT has broken a record in the LIMCA Book of Records by designing the largest number of designs in a short span of time. They designed 542 designs in 2 hours and 40 minutes.

They run a master degree course in Fashion Management which is a two year programme and is affiliated to Karnataka Women University. Their other courses include MBA in Fashion and retail management, BSc in FAD, PG in fashion designing. They run diploma courses in fashion and boutique.

The Director of IIFT informed they are interested to collaborate with UK universities on the following:

Student exchange

Faculty exchange

Fashion week participation

Internship programmes.

They informed that students and faculty exchange programmes are their priority. The director proposed a short term exchange programme at the beginning of collaboration. He proposed that students on the exchange programme could stay with the host family for cultural exchange. IIFT proposed the flying faculty visits for UK academics. The director informed about IIFT priority areas which are Production and Manufacturing. IIFT proposed that January/ February could be a good period for students' exchange. The director informed that financial relaxations could be made by mutual agreement between both the institutions. The Director suggested Rotary model of Rotarian where one can stay at host's residence while on exchange programme thus influencing cultural awareness.

Post the faculty meeting, guests lectures were delivered to the students and were well-received. Students were enthusiastic and asked a number of questions to the delegates. Through this meeting the delegates were able to meet more than 300 students and 15 faculty members of IIFT.

Through this mission the participating UK universities were able to establish contacts with 80 faculty members from prominent art and design institutes in Bangalore. With the guest lectures the delegates were able to meet more than 630 potential students.

In the evening on 18 November the delegation travelled to Ahmedabad to continue with the mission and meet institutions in the city of Ahmedabad.

**Day 4: 19 November 2015**, visited United World Institute of Design

The delegation was welcomed by the Academic Dean, Head of Operations on their arrival and the delegates then went onto present the guest lectures in 2 different classrooms. There were approximately 200 students in one of the classrooms (students studying the foundation year program for all streams) and another 150 students in the other classroom (advanced students studying fashion, product design and interior design).

This was followed by a meeting with the Dean and some of the heads of departments in the conference room. During the discussion the following was highlighted:

- The institution was built to provide a holistic approach to design studies as design is global and applicable to all aspects. The academic dean is an alumnus of NID and had graduated from NID in 1977.
- They have a 1 year foundation program and for the subsequent 3 years students study for their specialisations.
- They currently have 650 students studying on the campus at both UG and PG levels.
- There are no walk ins for their program. Prospective students have to clear the National Level Aptitude Test held in Delhi, Mumbai, Ahmedabad and Kolkata which is held in the month of February. Generally 5000 students appear for the entrance exams. They have 5 streams that offer Interior Design, Product Design, Fashion Design, Visual Communications, Lifestyle and Accessory Design.
- The programs are for 4 years and everyone goes through the foundation course in the first year and then the advanced course for the subsequent three years.

There were discussions around the feasibility of:

- Semester exchange / credit exchange
- Curriculum exchange / Dual Degree offers
- Summer camps
- Staff exchange
- Student exchange
- Scope for combined research programs

At this institution the delegates met with 350 students and 7 Faculty members

**Day 4: 19 November 2015**, visited National Institute of Design

The delegation was welcomed by the Director's Office, Communications and Media Relations Officer and Programme Officer - International Programmes and taken around for a short campus tour before proceeding to the conference room for the faculty discussion.

The faculty discussion session in the conference room was attended by around 12 senior faculty members of NID and they were later joined by the Director of NID. Some highlights from the discussion are mentioned below:

- It is an autonomous institution under the aegis of the Ministry of Commerce and Industry, Government of India. NID has been declared 'Institution of National Importance' by the Act of Parliament
- They have countless number of collaborations and MOUs signed with institutions across the globe
- They have an open elective course in the month of January at the UG level where one can explore collaborative opportunities
- They are interested in collaborating on research based projects

- Students exchange ; where UK students can experience the various arts and crafts programs offered by them for around 3-4 weeks
- Two sided exposure is important so as to benefit students on different aspects of the society which can lead to collaborative research (including at PhD level) and add value to not only the designer but also the material being used
- NID is happy to have UK students from the visiting institutions on their campus
- They have a number of faculty members from across the world flying in to teach their students so they are happy to host UK delegates visiting Ahmedabad even briefly to contact them and they can schedule a lecture if beneficial to their students as faculty collaborations are more important also in co-productions of publications / internal projects / curriculum exchange

At this institution the delegates met with 13 Faculty members

**Day 5: 20 November 2015**, visited CEPT (Centre for Environment & Planning Technology)

The highlights of the faculty discussion at the local institution were as follows:

- They offer UG / PG / research based programs
- They mostly have regional students for their UG programs however in their PG programs they have a diverse student population
- At the UG level they have exchange programs with more than 50 countries (EU/ Australia / New Zealand / USA among others)
- They started their exchange programs in 1982
- Students do prefer going abroad for their master's program to get a global exposure
- At the moment they have 1600 students on campus
- They are looking for teaching fellowships for international people / younger people / PhD students interested in teaching
- As an institution they experiment / innovate a lot within their programs even if it a small institution
- They offer a number of summer / winter courses for students in which students from across the globe participate. Their summer / winter programs are very popular with professionals / working faculty who love to teach students beyond the structured classroom and the programs range from 2 – 4 weeks. These programs are precise, intense and focused and a great way to collaborate with people globally. The programs may be designed as a studio or workshop based program or a travel based program as well as offer interactive and interdisciplinary courses open to both CEPT as well as non-CEPT students. This is a good platform where faculty can experiment with content, structure, and approach within a short duration of period. The process for collaboration for these summer / winter courses is as follows:
  - a) call for proposals
  - b) proposals are looked into and selected
  - c) courses are announced for registrations on site including social media sites
  - d) based on feedback courses are finally undertaken
  - e) students from different countries can participate in these programs as well as faculty / institutions from different countries can host these programs in their country
  - f) Open for teacher collaboration to formulate coursework together
- Open to workshops for UK students on textiles / weavers as India has a vast pool of artisans and can also interact with craftsmen via digital media
- All collaborations should be sustainable and work via mutual beneficial relationships

At this institution the delegates met up with 5 Faculty members.

The delegates were taken around the Calico Museum by their in-house representative where the delegates got an opportunity to see artefacts as well as textiles collected and preserved by the owner of the museum.

Total number of students and faculty met at the mission	
Students	980
Faculty	105

**Post the mission informal feedback was taken from the delegates:**

- The delegates were extremely happy with the visit
- As the local institutions could design their own syllabus, the delegates were hopeful that something can be worked out sooner with these institutions
- For five of the delegates this was their first time in Ahmedabad and they were impressed by the quality of the institutions and the facilities they offered
- The delegates were happy with the faculty interaction and were looking forward to developing mutually beneficial proposals
- The delegates were delighted with the Calico museum textiles/ artefacts.

**Some of the photos taken during the mission:**



Faculty discussion at NIFT Bangalore



Faculty discussion at Bangalore University

Guest lectures at NID, Bangalore



Unitedworld Institute of Design



National Institute of Design



CEPT (Centre for Environment & Planning Technology)



Calico Museum

