

PLACEMENT REPORT

2021-2022



SCHOOL OF DESIGN



NMIMS Deemed to be University has added to its impressive multidisciplinary lineage of imparting outstanding learning experiences, the School of Design. The nucleus of the school is to impart future-scope design education to prime students to be design professionals in the emerging scenarios. Our AICTE approved, 4-year undergraduate program, B. Des. in Humanising Technology, resolves the problem faced by young students to make a choice between their interest in art, science and technology by offering a seamless amalgam of these streams. The program brings new focus on this aspect of 'multidisciplinary'—the byword in the field of design.

Internships are an integral and compulsory part of the curriculum for the B. Des. (Humanising Technology) Program. A student of this program is required to complete two internships with duly evaluated outcomes. The first one is a month-long NGO internship after the completion of Year II and the second is a 6-month industry internship after the completion of Year III. The objective is to provide the student an opportunity to apply their academic learning in a professional context, assess their capabilities, skill sets gain professional skills and return to academics with a renewed intent.

Second year in a row, we have achieved 100% placements for the batch of B.Des. (Humanising Technology) overcoming the challenging pandemic times. The program facilitated individuality in students by aligning their interests. Their acceptance to varied profiles, namely Associate XR Designer, Design Researcher, Solution Designer, Innovation Designer, Digital Product designer AR, Interaction & Technology designer, demonstrates the same. Top recruiters included Deloitte, Walmart Global Technology Service India, PWC, Axis Bank Freecharge, YUJ Designs, Human Factors International, among others. Students were placed across sectors, with 15% recruited by E-commerce company, 38% by consulting firms, 8% in Design Agency, 31% in banking, and 8% in integrated marketing communications.



Design is one of the cornerstones of our everyday experiences, whether it is through a product, an app, or a public utility. From classical design to computation design, it combines functionality with aesthetics. In a world permeated with technology, design is essential in humanising it, to ensure that the benefits of its practical application reach everyone. The scope of design has moved much further than a few design-centric organisations.

In practice, design is slowly blending with engineering, creating a union of design, technology, science and business. Every progressive and competitive organisation, today is leveraging technology to improve the customer experience. Hence, there is a tremendous scope for designers. Today, designers are sought after in all sectors & domain. Careers in design are no longer limited to fashion, interiors, web or even visual design. Boundaries have blurred, as designers increasingly need to work with more than one discipline, collaborative, creativity is the need of the day. Design education requires to be future scoped, with a focus on developing generalist design skills, bolstered by domain-specific knowledge combined with professional attitude.

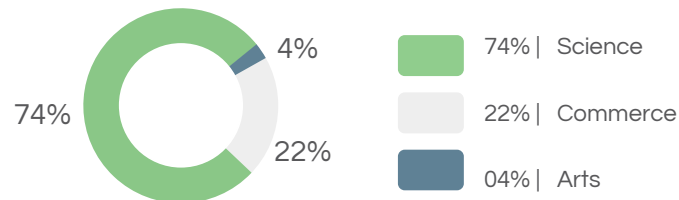
Prof. Manisha Phadke

FOUNDING DIRECTOR,
NMIMS SCHOOL OF DESIGN

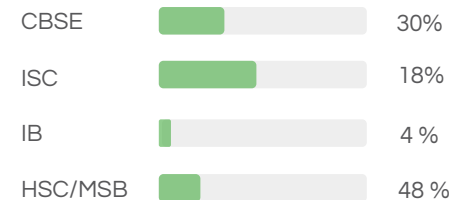
NMIMS SCHOOL OF DESIGN

BATCH PROFILE 2018 - 22

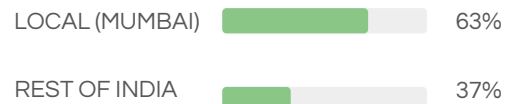
EDUCATIONAL BACKGROUND



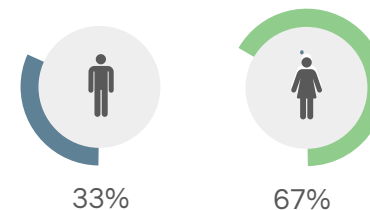
BOARDS



GEOGRAPHICAL DIVERSITY



GENDER RATIO



NMIMS SCHOOL OF DESIGN

PLACEMENT STATISTICS 2018-22



100% placements

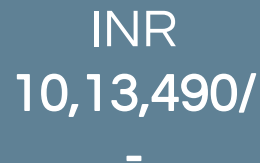
FOR THE SECOND TIME!

HIGHEST SALARY



INR
20,27,100/-

AVERAGE SALARY











INR
10,13,490/
-

COMPANY PPO'S RECEIVED



38%

PLACEMENT STATISTICS 2018-22

SECTORS	Design Agency	Fintech	Ecommerce	Integrated marketing and communications	Consulting		
COMPANY	 YUJ Designs Partners in Design	 AXIS BANK	 Walmart  Global Tech India	 VMLY&R	 Deloitte.	 hfi	 pwc
DESIGNATION	UX Designer	Digital Product Designer and AR	Interaction Designer	UX Designer, Research	UX Designer	UX Designer	Experience Consulting

NMIMS SCHOOL OF DESIGN

INTERNSHIP STATISTICS 2018-22

100% Paid Internship

HIGHEST STIPEND

INR
80,000/-






AVERAGE SALARY

INR
20,532/-

PAID STIPEND

100%

INTERNSHIP STATISTICS 2018-22

COMPANY	DESIGNATIONS	SECTORS
 Walmart Global Tech India	Interaction Designer	Ecommerce
 EY Building a better working world	Training and Business Consulting	Consulting
 The Minimalist	Interaction Designer	Design Agency
 hfi	User Experience Designer	Information & Technology Services
 VMLY&R	User Experience Designer	Integrated marketing and communications
 tGc THE GAMIFICATION CO. LTD.	Behavioural Design Intern	Gamification

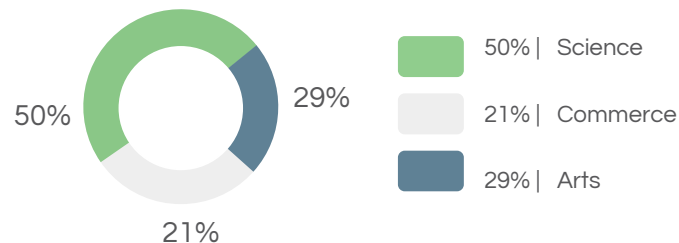
INTERNSHIP STATISTICS 2018-22

COMPANY	DESIGNATIONS	SECTORS
 saathhealth BUILDING HEALTHIER COMMUNITIES	User Experience Designer	Healthcare
 AXIS BANK	Product Designer	Fintech
 LearningMate™	Innovation Designer Intern	Education
 nexweave Interactive Content Personalization Delivered at Scale	Design Apprentice	Interactive Media
 JCB	Intern	Manufacturing & Construction
 Shenzyn™	UI/UX Designer	Information Technology
 TechGuy Service simplified	UI/UX Designer	IT Services

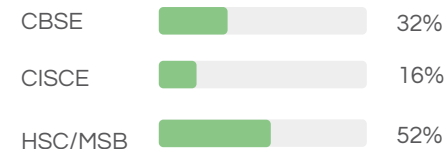
NMIMS SCHOOL OF DESIGN

BATCH PROFILE 2019-23

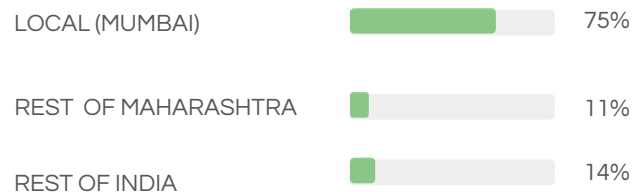
EDUCATIONAL BACKGROUND



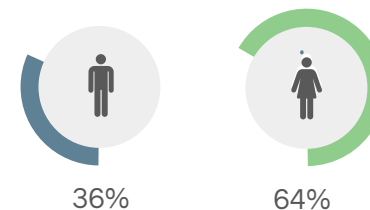
BOARDS



GEOGRAPHICAL DIVERSITY



GENDER RATIO



NGO STATISTICS 2019-23

NGO NAME	Akshara Centre	Committed Community Development Trust	Deepstambh Bahuudeshiya Sanstha	Empower Foundation	Etasha Foundation	Leap for Word	Antarang
SECTORS	Women	Children / Education	Education	Wildlife / Environment	Mental Health	Children / Education	Education

NGO NAME	Marathwada Gramin Vikas Sanstha	Raah Foundation	Sneha Foundation	Vidya	The Mind Foundation	Udaan India Foundation	Urja Foundation
SECTORS	Health / Awareness	Poverty / Underprivilege	Adolescents	Education	Mental Health	Education / Children	Women

Competitions & Awards



First position in Doodle Making as part of the **"Art to Emancipate"** Competition organized by Abhyuday, IIT Bombay collaboration with UNICEF India



"The Alipore Post" in collaboration with Wacom India. It was initiative to feature students working during the pandemic using the Wacom



NMIMS School of Design (NMIMS SoD) collaborated with the **Design Laboratory (D-Lab) at the Harvard T.H. Chan School of Public Health (HSPH)** continued its learning under **'Sketch tomorrow,'** which is a series of ideation sessions using data point from **"Remember Now"** to quickly explore services and strategies to make living in and post pandemic amendable.

15 students from year III & IV presented one final solution using illustrations and video which included identifying variables using Kumo map, identifying pain points, problem statements, and iterations.



臺灣國際學生創意設計大賽
Taiwan International Student Design Competition

Our students were selected as a finalist for **2021 Taiwan International Student Design Competition** in two categories. The selection was from a pool of 981 entries from all over the world in which 75 work stood winning pieces.

- **"Digital Animation"** category: his project titled **"Sunny Side Up"**
- **"Product Design"** category: their project titled **"Pebbles: Balance your Emotions"**, A desk piece that helps office goers with emotional regulation"



Our students were selected as a special mention in the "Service Design" category for **CII Young Designers Awards 2021**. The selection was from a pool of 750 entries from all over the world. **"Service Design"** category, their project titled **"Smart Water System"**

IN THE SPOTLIGHT!

~Prof. Manisha Phadke, Director, NMIMS Design School, says the Innovation can transform the lives of 7 million slum dwellers and improve BMC's services

Mumbai Water is a limited resource and for people living in Mumbai's slums, who comprise about 60% of the city's total population, getting clean and efficient water is a daily challenge.

A group of students of Mumbai's premier education institute NMIMS School of Design has designed a water management system, which can resolve the problem of equitable water distribution among Mumbai's slum dwellers and also ensure efficient resolution of water supply-related service needs of BMC. Prof. Manisha Phadke, Director of NMIMS School of Design, says: "Smart Water Supply System designed by our students, which is powered by new technologies such as Internet of Things (IoT) and is mobile-enabled, can transform the lives of 7 million slum dwellers of Mumbai, who struggle to get their fair share of clean and safe water daily. It can also help Brihanmumbai Municipal Corporation (BMC) to monitor and track water supply-related issues on a real-time basis."

The Smart Water System is designed by Ms. Palak Goyal, Ms. Hetavi Shah, and Aarushi Mehra, all Year IV students of NMIMS School of Design pursuing a B.Des (Humanising Technology) program. The Smart Water System was attempted as coursework in the Connected Experiences course. The Innovation by these students was selected as a special mention in the "Service Design" category for CII Young Designers Awards 2021. The selection was from a pool of 750 entries from all over the world. By combining Human-centred design with emergent technology, cognitive and behavioural Science to create business value, this design program offers multiple career opportunities for students.

The SMART system will solve the water-related challenges for Mumbai's slums and BMC alike. As part of the system, all houses in a slum are registered and assigned a water card linked to the resident's mobile phones. A display board is fixed near the water source, where slum dwellers fill their buckets, tracks and controls the water flow and also warn of water quality. Each slum dweller can get their daily share of 20 litres of water by scanning their cards. To ensure equitable distribution of water, each member is allowed to scan their cards only once a day. However, the SMART Water Supply system also allows them to borrow additional "scans" from their neighbours or friends if they exhaust their daily limit and need excess water. The water cardholders pay for water as per their usage.

Further, the card is also linked to systems of Brihanmumbai Municipal Corporation (BMC), which enables the municipal corporation officials to monitor daily water consumption and also receive and address complaints about contaminated water or any need for maintenance and repair work.

The daily water supply by BMC is not enough for around 7 million people who reside in Mumbai's slum areas, which leads to water-related scuffles and community tensions on a daily basis. Presently, slum settlements get just one-third, i.e. around 45 litres per person per day of water, whereas non-slum residential households get about 150 litres per person per day. Further, BMC faces its own challenges to address water-related service needs in these slums and ensuring a safe and efficient water supply system is one of the biggest challenges for the municipal corporation today.

The AICTE approved 4-years undergraduate program offers a transdisciplinary approach to design education that brings together Technology, Science and Business. Our Alumni is placed in companies such as Deloitte Digital, VML&R, Axis Bank by Freecharge, YUU Design, Parallax labs, Learningmate amongst others.

६०% मुंबईकरांच्या पाण्याशी संबंधित समस्या सोडवू शकणारे एनएमआयएमएस डिझाइन स्कूलच्या विद्यार्थ्यांचे स्मार्ट गॅझेट

मुंबई, दि. २१ : पाणी हा एक मर्यादित स्रोत आहे आणि शहराच्या एकूण लोकसंख्येपैकी सुमारे ६०% लोकसंख्या असलेल्या मुंबईच्या झोपडपट्ट्यांमध्ये राहणाऱ्या लोकांसाठी, स्वच्छ आणि कार्यक्षम पाणी मिळणे, हे रोजचे आव्हान आहे. मुंबईतील प्रमुख शिक्षण संस्था, एनएमआयएमएस स्कूल ऑफ डिझाईनच्या विद्यार्थ्यांच्या गटाने पाणी व्यवस्थापन प्रणालीची रचना केली आहे, जी मुंबईतील झोपडपट्टीतील रहिवाशांमध्ये



समस्या पाणी वितरणाची समस्या सोडवू शकते. एनएमआयएमएस स्कूल ऑफ डिझाईनच्या संचालक प्रा. मनीषा फडके म्हणतात: आमच्या विद्यार्थ्यांनी निमण केलेली स्मार्ट वॉटर सप्लाय सिस्टीम, जी इंटरनेट ऑफ थिंग्स (आयओटी) सारख्या नवीन तंत्रज्ञानाद्वारे समर्थित आहे आणि मोबाइल-सक्षम आहे, मुंबईतील अशा ७ दशलक्ष झोपडपट्टी रहिवाश्यांचे जीवन बदलू शकते, जे दररोज स्वच्छ आणि सुरक्षित पाण्याचा न्याय वाटा मिळविण्यासाठी धडपडत आहेत. यामुळे

बृहन्मुंबई महानगरपालिकेला (बीएमसी) पाणीपुरवठ्याशी संबंधित समस्यांचे रिसॉल-टाईम आधारित निरीक्षण करण्यास आणि मागोवा ठेवण्यास मदत करू शकते. स्मार्ट वॉटर सिस्टीमची रचना सुश्री पलक गोयल, सुश्री हेतावी शाह आणि आरुषी मेहरा यांनी केली आहे, जे सर्व एनएमआयएमएस स्कूल ऑफ डिझाईनच्या वर्षाच्या चौथ्या वर्षाच्या विद्यार्थ्यांनी बी.डेस (मानवीकरण तंत्रज्ञान) कार्यक्रम पूर्ण करत आहेत. कनेक्टड एक्सपिरियन्स कोर्समध्ये स्मार्ट वॉटर सिस्टीमचा अभ्यासक्रम म्हणून प्रयत्न करण्यात आला. सीआयआय यंग डिझायनर्स अवॉर्ड्स २०२१ साठी सर्व्हिस डिझाईन श्रेणीमध्ये या विद्यार्थ्यांनी केलेल्या नवीन उपक्रमाचा विशेष उल्लेख म्हणून निवड करण्यात आली. ही निवड जगभरातून आलेल्या ७९० एंटीरनमधून करण्यात आली. मानवी-केंद्रित डिझाईनला आपत्कालीन तंत्रज्ञान, संज्ञानात्मक आणि वर्तणुकीशी जोडून व्यवसाय मूल्य निर्माण करण्यासाठी, हा डिझाईन कार्यक्रम विद्यार्थ्यांना करिअरच्या अनेक संधी उपलब्ध करून देतो.

स्मार्ट प्रणाली, मुंबईकर आणि बीएमसी यांच्यासाठी पाण्याशी संबंधित आव्हाने सोडवेल. प्रणालीचा एक भाग म्हणून, झोपडपट्टीतील सर्व घरांची नोंदणी केली जाते आणि रहिवाश्यांच्या मोबाइल फोनशी जोडलेले वॉटर कार्ड नियुक्त केले जाते. पाण्याच्या स्रोताजवळ एक डिस्पेंस बॉर्ड लावला आहे, जेथे झोपडपट्टीतील रहिवासी त्यांच्या बादल्या, टूँक आणि पाण्याच्या प्रवाहावर नियंत्रण ठेवतात आणि पाण्याच्या गुणवत्तेबद्दल चेतावणी देतात. प्रत्येक झोपडपट्टीतील रहिवासी त्यांचे कार्ड स्कॅन करून दररोज २० लिटर पाण्याचा वाटा मिळवू शकतात. पाण्याचे न्याय्य वितरण सुनिश्चित करण्यासाठी, प्रत्येक सदस्याला दिवसातून एकदाच त्याचे कार्ड स्कॅन करण्याची परवानगी आहे. तथापि, स्मार्ट पाणी पुरवठा प्रणाली त्यांना त्यांच्या शेजारी किंवा मित्रांकडून अतिरिक्त स्कॅन घेण्याची परवानगी देते जे त्यांनी त्यांची दैनंदिन मर्यादा संपवली आणि जास्त पाणी हवे असेल. वॉटर कार्डधारक त्यांच्या वापरानुसार पाण्याचे पैसे देतात.

पुढे, हे कार्ड बृहन्मुंबई महानगरपालिका (बीएमसी) च्या प्रणालीशी देखील जोडलेले आहे, जेणेकरून महानगरपालिका अधिकार्यांना दैनंदिन पाणी वापरावर नजर ठेवता येऊ शकते आणि दूषित पाण्याबद्दल किंवा देखभाल आणि दुरुस्तीच्या काम

साठी आवश्यक असलेल्या तक्रारी प्राप्त करता आणि त्यांचे निराकरण करता येऊ शकते.

मुंबईच्या झोपडपट्टी भागात राहणाऱ्या सुमारे ७ दशलक्ष लोकांसाठी बीएमसी कडून होणारा दैनंदिन पाणीपुरवठा पुरेसा नाही, ज्यामुळे दररोज पाण्याशी संबंधित भाडणे आणि समुदाय तणाव निर्माण होतो. सध्या, झोपडपट्टीतील वसाहतींना फक्त एक तृतीयांश, म्हणजे सुमारे ४५ लिटर प्रति व्यक्ती प्रतिदिन पाणी मिळते, तर झोपडपट्टी नसलेल्या रहिवासी कुटुंबांना दररोज सुमारे १५० लिटर पाणी मिळते. पुढे, या झोपडपट्ट्यांमधील पाण्याशी संबंधित सेवा गरजा पूर्ण करण्यासाठी बीएमसी स्वतःच्या आव्हानांना तोंड देत आहे आणि एक सुरक्षित आणि कार्यक्षम पाणीपुरवठा व्यवस्था सुनिश्चित करणे, हे आज महापालिकेसमोरील सर्वात मोठे आव्हान आहे. एआयसीटीने मंजूर केलेला ४-वर्षाचा पद्धतीपूर्व कार्यक्रम तंत्रज्ञान, विज्ञान आणि व्यवसाय एकत्र आणणारे शिक्षण निर्माण करण्यासाठी एअरसडिसिप्लिनरी दृष्टिकोन प्रदान करतो. आमचे माजी विद्यार्थी डेलॉइट डिजिटल, व्हीएमएलवाय अँड आर, अँक्सिस बँक बाय फ्रीचार्ज, वाययूजे डिजाइन, पॅरॅलॅक्स लॅस, लर्निंगमेट, इत्यादी सारख्या कंपन्यांमध्ये आहेत.

NMIMS SCHOOL OF DESIGN

GET IN TOUCH

PLACEMENT OFFICE

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