



Masters' program in Electronic Product Design

Ministry of Electronics and Information Technology, Government of India

Dr. D. Udaya Kumar, Department of Design

Department of Design, IIT Guwahati and Ministry of Electronics and Information Technology, Government of India recently signed a memorandum of understanding on starting a new two year Masters' program in Electronic Product Design. The primary goal of the program is to strengthen the country's capacity to develop indigenous electronic devices which are excellent in both form and function. The aim is to equip the students with the necessary skills to collaboratively design aesthetically pleasing, user centric, contextually appropriate and indigenous products which fall in one or more of the following domains:

- Consumer electronics
- Healthcare and Medical electronic devices
- Electronic peripherals
- Automotive electronics
- Electronic Toy
- Home Automation

Objectives of the programmes are as follows,

- To develop facilities for supporting design, development and prototyping of electronic devices.
- To develop commercially viable electronic products through Industry-academia collaboration.
- To developing human resources for entrepreneurial venture in electronic product design and manufacturing.
- Registration and protection of Intellectual Property Rights



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The program will be funded by the ministry for 5 years and following are the objectives and expected deliverables.

- To start and execute a post-graduate academic programme in the field of Electronic Product Design for 4 batches of MDes students with 30 students a batch. Therefore, altogether 120 MDes students will be graduated in 5 years.
- To conduct Executive Development Programme in the field of Electronic Product Design for industry experts. It is expected that 2 batches of Executive Development Programme to be organized every year for 5 years. The batches will be held in summer and winter with 20 executives registering in each batch. Therefore, altogether 200 executives will participate in the span of 5 years.
- There will be an intake of 4 Doctoral Researchers who will work on advanced research topics in Electronic Product Design for the award of PhD (Design).