

# Growth Drivers of the Nation

Republic Day Special



## Nurturing talents in Craft & Design

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**H**andcrafting has been an integral part of our society. The concept of design in its totality is a new concept, though it was always a part of the market agenda. The Government of Rajasthan had a vision to create an institute for the development of Crafts. IICD is a result of that vision.

The Indian Institute of Crafts and Design (IICD), located in Jaipur, Rajasthan, is a premier institution dedicated to nurturing talent in the craft and design sector. Established in 1995, IICD stands as an initiative of the Government of Rajasthan and is managed by the Ambuja Educational Institute. Affiliated with Vishwakarma Skills University (formerly Rajasthan IITD Skills University), IICD is known for blending traditional craftsmanship with modern design education. With a commitment to fostering innovation and sustainability, the institute serves as a catalyst for transforming the craft industry, positioning itself as a global leader in craft and design education. It is the pioneering institute to set up a craft accelerator.

The institute offers a diverse range of programmes at the under-

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graduate (B.Des), and postgraduate (M.Des) level. IICD's academic programmes are meticulously designed to meet the evolving demands of the craft and design industry.

IICD has studios for Ceramic, Wood, Textile, Dyeing and Printing, weaving and fashion design along with the advanced workshops for various materials, a MAC Lab for digital design, a Knowledge Resource Centre with extensive

academic resources, and sustainable campus infrastructure that includes modern classrooms and spacious studios.

Apart from the full-time faculty that blends practical craft design experience with strong academic credentials we invite industry professionals, visiting experts, and master craftspersons to enhance the practical learning environment, with one of the best teacher-student

ratios in design schools.

One of the institute's key strengths is its global exposure through student exchange programmes. IICD has collaborated with prestigious institutions in India, the UK, the USA, and France, such as École Nationale Supérieure des Arts Décoratifs (ENSAD) in Paris and L'École de Design Nantes Atlantique in France. These exchanges allow students to experience

international design education, fostering broader cultural understanding and innovative thinking.

IICD's Innovation, Incubation, and Entrepreneurship Development Cell (IIEDC) plays a significant role in empowering craft-based startups. Through accelerator programmes, workshops, and partnerships with leading institutions like IIM Udaipur, the institute supports craft entrepreneurs by driving innovation, mentorship, and business growth.

Field visits and craft exposure trips form an integral part of IICD's curriculum. Students engage directly with artisans and craft clusters. These experiences deepen students' understanding of the socio-cultural dimensions of crafts and provide practical insights into the traditional craftsmanship that exists across India.

Apart from academics, IICD fosters holistic development through vibrant co-curricular activities. Students actively participate in clubs like performing arts, environment, sports, film and photography, and literary groups. These activities encourage collaboration, creativity, and personal growth, helping students build strong networks and enhance their social and leadership skills. Additionally, IICD offers

well-furnished hostels with modern amenities, nutritious meals, and safety measures. Sports facilities include play areas for basketball, volleyball, and other games, while healthcare support encompasses on-campus medical aid, visits from doctors and mental health consulting services.

With a strong alumni network, IICD can boast of its alumni being in key role in driving social change and shaping the crafts industry in India and abroad. Some of our alumni have been featured in Forbes magazine.

We provide robust career support to our students, preparing them to step into the industry as creative and skilled designers. The centralized placement process connects students with top companies and NGOs, offering opportunities in design studios, lifestyle brands, NGOs, and cultural industries.

To ensure accessibility for talented students from diverse backgrounds, IICD offers various financial assistance options. This includes Ambuja Educational Institute aid for tuition, Merit Cum Means Scholarships for low-income families, Lady Bamford Foundation support for artisan wards, and sponsorships from Chhattisgarh Hattiship Vikas Board that encourage students from artisanal families to study at IICD.

The Indian Institute of Crafts & Design (IICD) redefines craft and design education in India by blending cultural heritage with contemporary practices. It fosters global collaborations, nurtures innovative talent, and prepares students to become leaders in the craft and design industry. IICD remains a key institution for those aiming to make a meaningful impact in this field.

(The writer is Director IICD)



भारतीय शिल्प संस्थान  
**INDIAN INSTITUTE OF CRAFTS & DESIGN**  
(An Initiative of Govt. of Rajasthan & managed by Ambuja Educational Institute)  
Affiliated to Vishwakarma Skills University  
**A Leading School for Craft based Design Education in India**



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B.Des. | M.Des. | PG Diploma

**HARD MATERIAL DESIGN**  
Wood | Metal | Stone | Bamboo

**SOFT MATERIAL DESIGN**  
Textiles | Leather | Paper | Natural Fibres

**FIRED MATERIAL DESIGN**  
Ceramic | Glass | Cast Metal

**FASHION CLOTHING DESIGN**  
Traditional | Modern | Fusion

**CRAFTS COMMUNICATION DESIGN**  
Visual Identity | Narratives | Photography & Image-making

**JEWELLERY DESIGN**  
(In collaboration with IIGJ)  
Costume Jewellery | Traditional | Innovative

**INTERIOR DESIGN** \*Introducing  
Vernacular | Modern | Fusion

