



राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN
Paldi, Ahmedabad 380 007

**NATIONAL INSTITUTE OF DESIGN (NID) &
DEPARTMENT OF SCIENTIFIC & INDUSTRIAL RESEARCH (DSIR)**
announce a national workshop on

COMPETITIVE ADVANTAGE THROUGH DESIGN

DATE : **20 – 24 DECEMBER, 2004**

VENUE : **NATIONAL INSTITUTE OF DESIGN, AHMEDABAD**

WORKSHOP OBJECTIVES

The workshop will introduce the participants to practical design techniques used in product development and critical principles of design to stimulate transformation of ideas and concepts into market successes.

Participants will also acquire advanced skills for efficient and intuitive decision making, which will enable them evolve and evaluate strategies by using design as a strategic tool to attain business success.

TARGET AUDIENCE

- Research and Development (R&D) Organisations
- Technology Implementers
- Large, Medium and Small Scale Industries

REGISTRATION FEE

Rs. 2,000 per head (Accommodation charges extra)

FOR REGISTRATION, PLEASE CONTACT

Marketing Manager, Industry Programmes & Projects (IP&P)

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