

# PACE

Partners for the Advancement of Collaborative Engineering Education



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## The National Institute of Design & Partners for Advancement of Collaborative Engineering Education (PACE) enter educational collaboration

### *GM India – NID tie-up for advancement of collaborative design education*

**Ahmedabad:** As an endeavor to promote the development of creative design and foster automotive industry talent in India, the National Institute of Design & Partners for the Advancement of Collaborative Engineering Education (PACE) have entered into a formal relationship today in Ahmedabad, India. This collaborative design effort will provide students with practical experience today and prepare them to meet the needs of the automotive industry tomorrow. PACE, a corporate alliance between General Motors; Autodesk; EDS, an HP company; Hewlett-Packard; Siemens PLM Software and Sun Microsystems has worked together since 1999 to support key academic institutions worldwide with computer-based design and engineering tools to prepare creative designers, engineers, and analysts with the skills to be more competitive in the future.

Commenting on the occasion, Mr. P. Balendran, Vice-President, GM India, said, “We are proud to be associated with National Institute of Design (NID) to enable students to gain technological expertise and provide them with a competitive career advantage. In today’s world, especially in the automotive industry, employees are required to have a firm grasp on computer-based design and engineering tools that are critical to collaboration world-wide.”

“Bringing PACE to NID is an extension of GM’s commitment to India’s automotive industry and the development of its next generation of industry professionals,” said Ken Parkinson, Vice President Design, General Motors Asia Pacific. “By working with one of India’s leading Design institutions, we will provide students with practical experience today that will prepare them for industry tomorrow.”

The National Institute of Design is the 2nd institution in India to join the PACE program. As part of the new relationship with PACE, NID will receive computer-based design software, hardware, technology and training that will enhance NID's art and design programs. The institution has already received twelve workstations and one large-format printer from HP. Mr. Akhil Succena, Director, NID said, "Students gain valuable experience applying these concepts as they work on industry projects which eventually prepares them as highly-skilled, knowledgeable, and ready to work in this exciting field of leading-edge, open-source technologies."

"We are very pleased to expand our existing relationship with the prestigious National Institute of Design through this alliance," said Deepankar Bhattacharyya, Autodesk Senior Manager of Education Programs in India. "Autodesk is committed to providing innovative 2D and 3D tools to train future engineering and design professionals to solve the important challenges they will face in their careers. Our initiatives with NID will create an innovative pedagogical framework embedded with digital tools for design learning in India."

"Siemens PLM Software strives to develop meaningful and lasting partnerships that provide significant value for academic institutions, students, and displaced workers in our global communities," said Hans-Kurt Lübberstedt, Senior Vice President and Managing Director, Asia Pacific, Siemens PLM Software. "We will continue to work closely with The National Institute of Design to enrich its design programs and positively impact its ability to develop top-notch design professionals. Today's leading manufacturers compete on the basis of time to market, product cost, quality, and innovation. We are glad that the students will have the opportunity to gain hands on experience with virtual collaboration technology that supports these objectives."

National Institute of Design (NID) was established in 1961 as an autonomous national institution under the aegis of the Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India, for providing world-class education, training, and applied research in design. NID is a multi-campus institute having its heritage campus in Ahmedabad, Post Graduate Campus in Gandhinagar and Research & Development Campus in Bangalore. Listed consecutively in November 2006 and 2007 as one of the Top 25 European / Asian Design programmes by Business Week, USA, it carries out its objectives through educational research programmes at both under-graduate and post-graduate levels, under its five faculties covering over 16 specific design disciplines including the Transportation and Automobile Design discipline introduced in 2006. In 2007, NID students demonstrated their talents in the area of

vehicular design by winning a special mention award during the competition organized by FIAT, Lancia, and Alfa Romeo in Italy. NID signed Memoranda of Understanding (MoUs) with leading design schools across the world. NID also initiated National Design Business Incubator (NDBI) to promote Designpreneurship amongst design graduates.

NID is recognized as a Scientific and Industrial Research Organization by the Department of Science & Technology, Government of India. It also undertakes outreach, consultancy and industry programmes and projects.

*General Motors India is a wholly owned subsidiary of General Motors Corporation. GM produces the Chevrolet Captiva, Chevrolet Optra, Chevrolet Aveo, Chevrolet SR-V, Chevrolet Aveo U-VA, Chevrolet Spark and Chevrolet Tavera for sale in India and operates state-of-the-art manufacturing facilities in Talegaon, Maharashtra, and Halol, Gujarat.*

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