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Press Release

## JMI Vice Chancellor flags-off Masters in Design (MDes) programme

Jamia Millia Islamia(JMI) Vice Chancellor Prof. Najma Akhtar today flagged-off Master in Design(MDes) course for the current academic session in a virtual inauguration cum orientation ceremony where a number of high-profile academicians and industry experts participated, including Pro-Vice-Chancellor Prof Tasneem Fatma and Registrar Dr Nazim Husain Jafri. The new course will be offered under the Department of Design and Innovation, which will be a new department at the university.

Terming it as a remarkable moment in the history of JMI, Prof. Najma Akhtar said that over the last hundred years, Jamia has become a leader in providing accessible and affordable quality education emerging as one of the most progressive educational institutions in India.

"One thing that sets us apart is our commitment to delivering the best experiential education and staying abreast with the changing trends in pedagogy, technology and innovation. The department of design will not just lead in its approach to education teaching and learning but attract the best talent from both industry and academia", said Prof. Akhtar.

She also said that she is personally very interested in the project and it has been her dream to see it flourish and grow " I have chosen Prof. Farhat Basir Khan to lead the setting up of the department who has to his credit over three decades of leadership experience in academia and professional practice. The stakes are really high and I will be personally monitoring its progress and the university will offer all possible support and set you all up for success" said the Vice Chancellor.

Initially, the department will offer MDes to its students, although there are plans for graduate studies and research degrees in future. The Department's current areas of focus are, Product Design, Interaction Design, and Communication Design. The idea for creating a new department is rooted in providing experiential learning to the students while also preparing them for the future of jobs in India. In his address, Professor Farhat Basir Khan, who led the establishment of the department, emphasized, "The department has been established to creatively address the growing demand for design professionals & innovators in the country; the Design professionals who can build and create a business with purpose and address this wide gap; the Design professionals who can think on their feet and come up with out-of-the-box creative solutions well suited to a country of 1.4 billion people with vast inequalities".

The department and the new course have been inaugurated with two core priorities: 1. Inculcating a culture and practice of critical design thinking in the workers of tomorrow. 2. Building future leaders and entrepreneurs having a strong foundation in design innovation with abilities to undertake research and translate new ideas into tangible actions.

The prominent speakers at the event included Prof.Jatin Bhatt, Former, Pro-Vice-Chancellor, Founder And Dean, School of Design, Ambedkar University Delhi, Prof. Lalit Kumar Das, Distinguished Honorary Faculty, Department of Design, Delhi Technological University and Prof Hina Zia, Dean Faculty of Architecture and Ekistics, JMI.

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