



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

इंडस्ट्रियल डिज़ाइनर

An Industrial Designer shapes the form, function and manufacturability of mass-produced products — appliances, vehicles, furniture, watches, phones, tools and machines. They study user needs, sketch ideas, build 3D CAD models,...



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/industrial-designer

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

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सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर
Principal, GSSS Jethantri · Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)
Designed & developed · Lecturer (History)

विशेष धन्यवाद · SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

An Industrial Designer shapes the form, function and manufacturability of mass-produced products — appliances, vehicles, furniture, watches, phones, tools and machines. They study user needs, sketch ideas, build 3D CAD models, make and test prototypes, and ensure the product is not only beautiful but can be made affordably in a factory. This career blends art, engineering and human-centred thinking, demanding both creativity and technical understanding.

2 At a glance

Minimum qualification	Class 12 + B.Des/B.Tech (Design); M.Des preferred
Entrance exam	UCEED (B.Des), CEED (M.Des), NID DAT
Starting salary	₹20,000–35,000/month
Work mode	Full-time in a design studio/manufacturing company

3 What you need

INTERESTS

- Love of taking products apart to see how they are made and work
- Desire to solve everyday problems with better products
- Deep interest in sketching, design and making new things

ABILITIES

- Creative imagination and a sense of three-dimensional form
- Problem-solving and logical-technical thinking
- Attention to detail, proportion and aesthetics

KEY SKILLS

- Freehand sketching and idea visualisation
- Prototyping, model-making and 3D printing
- Human-centred design and ergonomics
- Teamwork, presentation and linking design with engineering
- 3D modelling and rendering in CAD software (SolidWorks, Rhino, Fusion 360, Keyshot)
- Knowledge of materials and manufacturing processes (plastics, metals, moulding)
- Design research, user testing and concept evaluation

4 How to get there

- 1 Complete Class 12 (any stream, Maths/Science helpful) with good marks and start practising sketching and observation.
- 2 Prepare for UCEED (IIT Bombay) or NID DAT and join a four-year B.Des in Industrial/Product Design.
- 3 Build a strong portfolio during study — sketches, CAD models, prototypes and projects.
- 4 Gain hands-on experience through internships at a design studio or manufacturing company.
- 5 For specialisation, clear CEED for an M.Des in Industrial Design and move towards senior roles.
- 6 With experience, grow from junior designer to industrial designer, then senior/lead and design head.

MAIN EXAMS

- UCEED — for B.Des admission (IIT Bombay, Jodhpur, Guwahati, Delhi, Hyderabad)
- NID DAT — National Institute of Design's Design Aptitude Test
- CEED — for M.Des admission (IITs and IISc)

5 Where to study**GOVERNMENT INSTITUTES**

- IIT जोधपुर - स्कूल ऑफ डिज़ाइन (B.Des/M.Des) — Jodhpur, Rajasthan (<https://iitj.ac.in/school-of-design>)
- मालवीय राष्ट्रीय प्रौद्योगिकी संस्थान (MNIT) जयपुर — Jaipur, Rajasthan (<https://mnit.ac.in/>)
- नेशनल इंस्टिट्यूट ऑफ डिज़ाइन (NID) — Ahmedabad, Gujarat (<https://www.nid.ac.in/>)
- IDC स्कूल ऑफ डिज़ाइन, IIT बॉम्बे — Mumbai, Maharashtra

PRIVATE INSTITUTES

- MIT इंस्टिट्यूट ऑफ डिज़ाइन (MIT-ID) — Pune, Maharashtra (<https://mitid.edu.in/>)
- अनंत नेशनल यूनिवर्सिटी - डिज़ाइन — Ahmedabad, Gujarat (<https://anu.edu.in/>)
- पर्ल एकेडमी — Jaipur, Rajasthan (<https://www.pearlacademy.com/>)

ONLINE

- NPTEL - प्रोडक्ट व इंडस्ट्रियल डिज़ाइन कोर्स — Online (<https://nptel.ac.in/>)
- Coursera - Product & Industrial Design — Online (<https://www.coursera.org/courses?query=industrial%20design>)

FEES

At government institutes (IIT Jodhpur/Bombay, NID) B.Des/M.Des fees are roughly ₹1.5–3 lakh per year, while private design schools (MIT-ID, Pearl, Anant) can charge ₹3–6 lakh per year. Fee waivers, education loans and scholarships are available for economically weaker students.

SCHOLARSHIPS

- National Scholarship Portal (NSP) (<https://scholarships.gov.in/>)
- NID Merit-cum-Means & Freeship
- Buddy4Study - Design Scholarships (<https://www.buddy4study.com/scholarships/design-scholarship>)
- SJE Rajasthan Scholarships (<https://sje.rajasthan.gov.in/>)

6 What the work is like

WHERE YOU WORK

Design studios and consultancies, automobile and two-wheeler companies, appliance and consumer-product makers, watch and electronics brands, furniture companies and startups.

WORK CULTURE

Usually 5-6 days a week, 8-9 hours a day, with extra hours near project deadlines. Work is split between the studio, the computer (CAD) and the workshop/factory, collaborating closely with engineers and marketing teams.

WHO HIRES

- Tata Elxsi and other design-engineering service companies
- Titan, Tata Motors, Mahindra, Bajaj and Hero — auto and consumer-product companies

- Appliance companies like Godrej, LG, Samsung and Whirlpool
- Furniture and lighting makers (Godrej Interio, Featherlite, etc.)
- Design consultancies such as Foley Designs, Onio, Elephant and Lopez
- Product-based startups and one's own design entrepreneurship (freelance/studio)

DEMAND (2026)

With 'Make in India' and the expansion of domestic manufacturing, demand for good industrial designers is rising rapidly in India. Electric vehicles, smart appliances, medical devices and consumer electronics offer strong opportunities for skilled designers, though entry is competitive and a strong portfolio is essential.

7 Career growth

- 1 Junior / Associate Designer
- 2 Industrial Designer
- 3 Senior / Lead Designer
- 4 Design Head / Design Director

EARNINGS

Starting	₹20,000–35,000/माह
Mid level	₹50,000–80,000/माह
Senior level	₹1,25,000–1,75,000+/माह

Per 2026 estimates, entry-level industrial designers earn roughly ₹2.4–3.5 LPA (₹20,000–35,000/month); with 4–9 years of experience this rises to ₹6–7 LPA, and at senior level ₹15–20+ LPA. Pay is above average in metros like Bengaluru and Pune and at auto/consumer-product companies.

8 The good parts · The challenges

The good parts

- A fulfilling career using both creativity and technical skill
- Seeing products you designed used by millions of people
- Diverse opportunities and good income in a growing manufacturing and startup sector

The challenges

- Admission to top institutes (UCEED/NID DAT) is tough and competitive
- Pressure of project deadlines and client demands
- Building recognition and reaching good positions takes time in the early years

9 Real-life journeys

Michael Foley

Founder, Foley Designs; former Head of Design, Titan

Michael Foley graduated from the National Institute of Design (NID), Ahmedabad in 1994 and joined Titan Company, where over twelve years he designed popular watches like the Titan 'Edge' and 'Fastrack'. In 2006 he founded his independent Bengaluru studio, Foley Designs, going on to design products for brands such as Hindustan Unilever (water purifiers), Godrej, Microsoft and HP, and prestigious projects like the 2010 Delhi Commonwealth Games baton. His story shows how one industrial designer can reshape everything from watches to appliances.

Forbes India · <https://www.forbesindia.com/article/work/the-sense-and-sensibilities-of-michael-foley/38739/1>

Poonam Bir Kasturi

Industrial Designer and Founder, Daily Dump

Poonam Bir Kasturi trained as an industrial designer at NID, Ahmedabad in 1984 and was a founding faculty member of Srishti Institute of Art, Design and Technology in Bengaluru. In 2006 she launched Daily Dump, whose flagship product is a terracotta home composter — a product now used across 17 Indian cities as well as the USA and Dubai. She says she 'opened the market of home composting singlehandedly.' Her story shows how industrial design can turn everyday problems into beautiful, sustainable products.

The Better India · <https://thebetterindia.com/174395/bengaluru-daily-dump-waste-composting-poonam-kasturi/>

10 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- Design Engineer
- Product Designer
- Web Designer

11 Sources & further reading

1. Rajasthan Career Guidance – Industrial Designer — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%87%e0%a4%82%e0%a4%a1%e0%a4%b8%e0%a5%8d%e0%a4%9f%e0%a5%8d%e0%a4%b0%e0%a4%bf%e0%a4%af%e0%a4%b2-%e0%a4%a1%e0%a4%bf%e0%a4%9c%e0%a4%be%e0%a4%87%e0%a4%a8%e0%a4%b0industrial-designer/>
2. UCEED 2026 – IIT Bombay — <https://www.uceed.iitb.ac.in/>
3. CEED 2026 – IIT Bombay — <https://www.ceed.iitb.ac.in/>
4. National Institute of Design (NID) — <https://www.nid.ac.in/>
5. Industrial Designer Salary in India 2026 — <https://www.pw.live/design-architecture/exams/industrial-design-salary>



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