

Introducing the D-CoE at IISc Bangalore

Transforming Design and Innovation in Karnataka

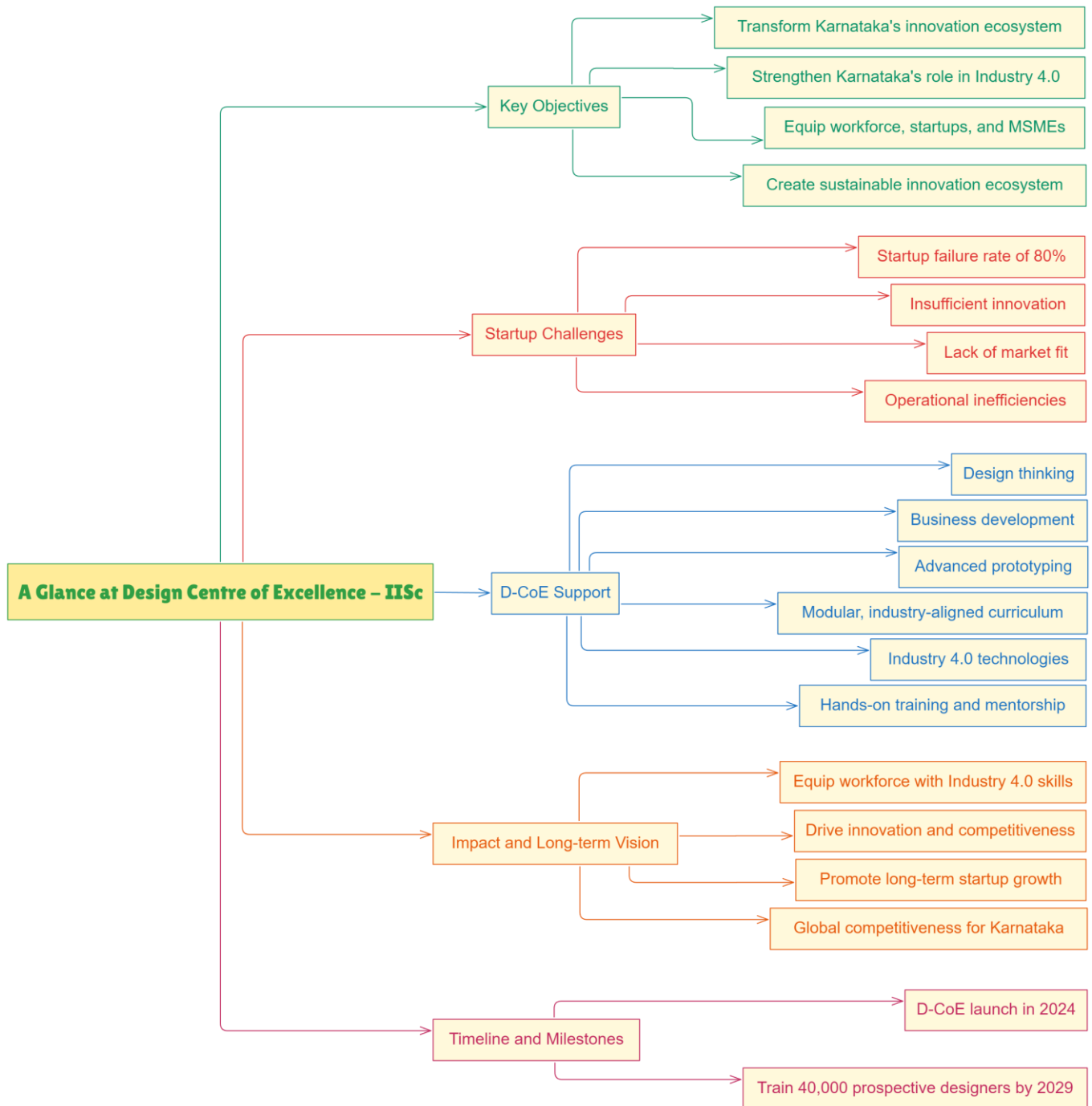
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D-CoE at IISc: Transforming Karnataka's Design and Innovation Ecosystem



In our first broadcast, we introduced the Design Centre of Excellence (D-CoE) at IISc Bangalore—a collaboration between IISc and the Government of Karnataka aimed at transforming the state’s design and innovation ecosystem. Positioned as a “**School of Practice for Design**,” the D-CoE serves as a nodal agency to strengthen Karnataka’s role as a national leader in Design and Industry 4.0, bringing academia, industry, and startups together to foster innovation and skill development.

Despite its remarkable growth, India's thriving startup ecosystem faces a daunting challenge: nearly **80% of startups fail within their first five years**. This alarming trend is often attributed to **insufficient innovation, lack of market fit, and operational inefficiencies**. For Karnataka—a state with a dynamic R&D landscape and home to over **100 research and development centres**—this challenge presents both an opportunity and a responsibility. The **Design Centre of Excellence (D-CoE)** at IISc Bangalore is a direct response to this need, strategically positioned to address these issues by equipping startups, MSMEs, and the workforce with the skills and resources necessary to thrive in a competitive, technology-driven market.

With IISc's proven track record of **startups incubated on campus**, the D-CoE leverages the institute's expertise in **design thinking, business development, and advanced prototyping**. The centre offers a modular, **industry-aligned curriculum**, integrating **Industry 4.0 technologies** like **additive manufacturing, digital twins, and AR/VR solutions**. The D-CoE bridges the gap between academia and industry by providing hands-on training and mentorship, ensuring practical applications that directly address market needs. Its programs cater to **students, MSMEs, and startups**, creating a skilled workforce that can drive innovation and competitiveness across Karnataka.

The D-CoE's broader mission is to **support 25 startups every year**, creating a sustainable innovation ecosystem in Karnataka. By combining strategic support, market insights, and practical skills, the centre provides startups with the tools they need to achieve **long-term growth**. Moreover, the D-CoE is actively promoting the adoption of **Industry 4.0 skills** across Karnataka's workforce, ensuring the state remains competitive globally. Through this initiative, IISc and the Government of Karnataka aim to create a ripple effect of innovation, empowering **students, corporates, and entrepreneurs** to excel in a technologically advanced marketplace.



DCoE: Shaping the Curve of Design-Driven Innovation.