Understanding the nature of dark matter is a question lying at the heart of particle physics and cosmology. I will discuss the potential leading role of using our present and near future neutrino experiments in the search for dark matter, and a number of associated novel signals. The huge detectors and high intensity beams offer rich opportunities for probing a series of well-motivated dark matter candidates. With the new generation of neutrino detectors in the coming decade, many ideas will be tested. The complementarity with the other approaches will also be presented in this talk.