

NID to offer design expertise to khadi industry

Our Regional Bureau
AHMEDABAD, 8 OCTOBER

The National Institute of Design (NID) will provide a facility on its campus to look into design related issues identified by or relevant to the Khadi & Village Industry Commission (KVIC). This centre will be called the KVIC Cell and KVIC will provide financial support to it.

Chinnmay Basu, the chief executive officer of KVIC, and Darlieo Koshy, executive director of NID, signed the three-year memorandum of understanding on Friday. According to the NID, the strategic alliance between KVIC and NID will bring the best design practices — with the participation of young designers, design service providers and professionals under the NID umbrella — for the benefit of the khadi village industry.

As per the MoU, the KVIC and NID will work towards upgrading the design of products from the khadi and village industry.