

## MacMillan, NID join hands

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**M**ACMILLAN India and the National Institute of Design, Ahmedabad, have entered into a tie-up to offer an online design education programme. The Good Design Series, short-term courses on a wide range of design-related topics, will be delivered through the internet.

"We are mainly targeting executives who are design decision makers but lack suitable training in that area. Of course, others like housewives who wish to use design as a powerful tool of innovation can also join the programme," said Dr Darlie Koshy, executive director of NID, at the launch of the first online course 'Graphic and Industrial Design for Effective Packaging' in Delhi recently.

The course is priced at Rs 4,800 with additional charges for campus-based interaction with NID staff.

NID and MacMillan, who have worked out a revenue sharing deal for the programme, now plan to follow up with new courses every six months. "Our partner is providing the technology platform and the marketing support while we will focus on the creativity and design expertise for the courses," Dr Koshy said.