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Ratan Tata inaugurates NID's knowledge management centre on Thursday. Newslite photo (REPORT ON PG 5)

Ratan Tata sets wheels in motion for partnership

EXPRESS NEWS SERVICE
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TATA group of industries chairman Ratan Tata, along with a high-powered delegation comprising Dr V-Sumantran, Executive Director, Passenger Car Business and Ravi Kant, Executive Director, Telco, visited NID.

They had discussions with Dr Darlie O Koshi, Executive Director, and the NID team on leveraging design for gaining global automobile design leadership. NID touched on a few proposals to work in partnership, which include establishing a user interface design research chair at the institute, Younger Designers' Prize for concept design for automobile etc. NID also proposed to have a NID-TATA interdesign workshop for two-three

weeks at the institute in which multi-disciplinary group of designers from the country and abroad would participate to generate new ideas for styling and form inspired by global trends.

A proposal for setting a PG programme specialisation in Transportation and Automobile Design, to be jointly worked out between NID and Tata Engineering, was also on the agenda.

On his visit, Tata dedicated the knowledge management and information services centre.

Last month, a group of 22 senior product design students from NID participated in an in-house workshop with Telco engineers to develop styling and design for a range of buses, which Telco plans to launch in a span of three months.

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