



राष्ट्रीय फैशन प्रौद्योगिकी संस्थान

संविधिक संस्थान निफ्ट अधिनियम 2006, द्वारा शासित और
वस्त्र मंत्रालय, भारत सरकार द्वारा स्थापित

National Institute of Fashion Technology

A Statutory Institute under the NIFT Act 2006 and
Set up by the Ministry of Textiles, Government of India



No.NIFT/HYD/DIR/2026

April 6, 2026

Dear Sir / Madam,

Thank you very much for the complimentary copy of the book *Vernacular Branding*. We sincerely appreciate your thoughtful gesture.

The book offers valuable insights into design research, visual cultures, and contemporary branding practices. Its rich content and unique perspective make it a significant resource for both learning and reference.

We are pleased to inform you that the book has been placed in our Resource Centre, where it will be readily accessible for our students. We are confident that it will greatly benefit them in expanding their knowledge and inspiring their creative work.

Thanking you,

Yours sincerely,

(Prof. Dr. Malini Divakala)
Director

To
Prof. Bhuleshwar / Arun Mate and Miss Kaushambi Mate
Envisionar Design Atelier,
Nagpur.
Email: contact@vernacularbranding.in

डिजाईन, मैनेजमेंट और प्रौद्योगिकी का सर्वश्रेष्ठ संस्थान

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