

Centre of Excellence for Khadi (CoEK) 2.0
(A NIFT Head Office project)

Setup by KVIC, Ministry of MSME in association with NIFT, Ministry of Textiles

The Centre of Excellence for Khadi has been setup at NIFT in 2021, by the Ministry of MSME to address the needs of the Khadi & Village Industries (KVIC) in India. The objective is to help Khadi Institutions (KIs) to effectively design, produce and market high quality differentiated khadi products in the Indian and global market. CoEK is a Centre for experimentation to innovate and design khadi fabrics for apparel, accessories and home fashions.

	Head office and Spoke	Location
1	Delhi- Head Office	NIFT New Delhi
2	Bengaluru	NIFT Bengaluru
3	Bhubaneswar	NIFT Bhubaneswar
4	Gandhinagar	NIFT Gandhinagar
5	Guwahati	Rented space
6	Hyderabad	NIFT Hyderabad
7	Kolkata	NIFT Kolkata
8	Panchkula	NIFT Panchkula
9	Patna	NIFT Patna

Apart from creating new fabrics and products in collaboration with Khadi Institutions, CoEK enables KVIC to produce collections to be retailed from specific outlets. In order to enhance branding and publicity, interesting narratives around khadi, visual merchandising, packaging for new khadi products and revamping and curating khadi stores will continue, to increase the global reach of khadi. CoEK will handhold production of new styles for KVIC.

CoEK invites applications to hire creative, experienced and dynamic professionals who have the spark and zeal to inject a new lease of life into the natural, homegrown Khadi. **All positions are Contractual.**

General Instructions & Terms of Appointment

Last Date of Applying is 7th March 2026

- Before applying for the Posts, applicants are required to read the Instructions carefully.
- All Positions are Contractual. Performance of all will be reviewed periodically. On unsatisfactory performance, CoEK reserves the right to terminate the Contract at any time by giving one month's notice or one month's salary in lieu of. In general, either side can terminate the contract at any time by giving one month's notice or one month's salary in lieu thereof.
- CoEK reserves the right to fill or not to fill any/all the positions advertised or postpone the recruitment process of the same at any time without any notice.
- The applicant should ensure that they fulfil the eligibility in terms of qualification and experience for the post they apply for.
- Scrutiny of the Application forms and CVs will be done to ascertain the eligibility and suitability of the applicant and only shortlisted ones will be considered / called for the further selection process/interview.
- Original educational and experience certificates will be verified at the time of interview.
- No accommodation or travel fare will be reimbursed for attending the interview.
- Intimation/ information shall be sent to the applicants through email only. No separate letters will be sent.
- Selection will be based on the relevant experience, interview and suitability of the applicant for the project.
- **The application form along with supporting documents is to be emailed to recruitment.khadi@nift.ac.in**

Checklist for the Application:

- **CV & Portfolio**
- **Educational Qualifications Certificates**
- **Experience Certificates of current & previous employment**

- **Proof of last salary drawn.**

Details of the positions, location, qualifications, experience and salary are mentioned in the following table:

S. No	Designation	Position and Location	Experience	Qualifications	Skills required	Job Description	Consolidated Monthly Remuneration range
1	Associate Designer at Spokes	1- Kolkata 1-Patna	<p>The candidate should be an experienced fashion/textile designer who understands the khadi & handloom sector & has worked with woven clusters. Should have good knowledge of woven textiles.</p> <p>At least 7 years of relevant experience with a reputed brand/designer/craft sector/ own design label, post -professional qualifications from a reputed Indian/ International institute.</p>	Graduate/ Postgraduate in Fashion/Textile Design or related disciplines from a reputed Indian/ International institute.	<p>Strong analytical and problem solving skills.</p> <p>Good understanding of fabrics, designs and knowledge of the local and global market.</p> <p>Knowledge of woven textiles /hand crafted techniques/ block printing/ hand embroidery for value addition for high end domestic and international markets.</p> <p>Should be good at presentation</p>	<p>We are looking for an energetic and creative professional to work from the spoke center.</p> <p>To work closely with KVIC and Khadi Institutions. Design collections according to the needs of the Khadi Institution and brief from the Head of the team.</p> <p>Follow up with the Head office team to achieve the set timelines and targets.</p> <p>Travel to the Khadi Institutions for supervision of design</p>	70,000

					<p>skills, photoshop and canva.</p> <p>Good articulation and communication skills.</p>	<p>development and production.</p> <p>Actively participate with team at the Hub center for Knowledge Portal on Khadi</p> <p>Should be able to manage the spoke center independently.</p>	
2	Social Media & Content Creator	1 (New Delhi)	The candidate should have at least 1–3 years of experience in creating visuals, motion graphics, hand illustrations and website handling	Graduate/Postgraduate in Fashion Communication, Communication Design, or related disciplines from a reputed Indian or international institute.	<p>Good aesthetics.</p> <p>Good knowledge of the latest graphic and publication design software and their applications.</p> <p>The Visual Designer will translate narratives into engaging visuals across social media, campaigns, events, retail</p>	<p>We are looking for a young, energetic, and creative individual with a keen interest in graphics, hand illustrations, and written content.</p> <p>The candidate should be able to build new narratives around Khadi.</p> <p>Aesthetics should align with CoEK's visual language.</p> <p>Responsible for designing graphics,</p>	35,000-50,000

					<p>spaces, and publications.</p> <p>Good photography, videography, editing, and illustration skills, with an understanding of design campaigns.</p> <p>Good articulation and communication skills, with an aptitude for storytelling and narrative building.</p>	<p>logos, presentations, hand illustrations, and handling the website.</p> <p>Ability to work collaboratively with the design team to build new narratives.</p> <p>Plan social media grids and develop content for the website.</p>	
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