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Kyoorius, a not for profit initiative and better known for its property, the Kyoorius Designyatra – an annual conference on design and everything related, recently announced its partnership with D&AD (a membership organisation representing the global design and advertising community) and IAA (International Advertising Association) India chapter, to launch the 'Kyoorius Awards', aimed at recognising and rewarding excellence and innovation. The awards will be held at the 9th annual Kyoorius Designyatra in Goa on 29 August 2013 and will cover nine categories ranging from print, packaging, digital, retail and design for good. The purpose of these

NURTURING TALENT

awards is not just recognising professionals but also giving focus to young talent with their student awards.

"We are working everyday to ensure that talent is nurtured and that fresh ideas see the light of day," says **Rajesh Kejriwal**, founder CEO, Kyoorius. A jury comprising some of the best creative minds from across the world has been selected by D&AD together with Kyoorius. "We know the power of design and it is crucial that we support and award the best creative minds in India and feel this platform will further IAA's work in supporting and helping grow the creative industry in India," adds Kaushik Roy, immediate past president, IAA-India Chapter. ♦