



Santiti has been derived from the very essence of the word Khadi which signifies continuous evolution. The name of the brand has been derived in the form of the logo also. This is done specially keeping in mind the simplicity and class nature of khadi which symbolizes breathes from within. The green palette used to depict the logo is symbolic to GO GREEN concept and also to depict the attachment of the Brand to the roots of our Culture and tradition. The butterfly depicts the colour that this brand will add from 'Y' of Khadi to the 'Y' of the individual. The word Bihar Khadi has been given a new shape to identify the brand from the other Brands making khadi. Conceptualized and Designed by NIFT Patna for Bihar State Khadi Consulting Board.