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## **CSIR turns 67, thinks about rebranding**

**New Delhi, Sep 26 (PTI)** As it turned 67, the Council of Scientific and Industrial Research (CSIR) is actively considering rebranding itself like the IITs, underlining its strong focus on research.

As a first step in that direction, moves are afoot to start an Academy of Science and Industrial Research to leverage the vast research in diverse areas in each of its 37 laboratories.

The Academy will provide a new platform to CSIR to help promote itself as a new brand like the IITs, Science and Technology Minister Prithviraj Chavan said, addressing a function to mark the 67th Foundation Day of CSIR.

Chavan said he had interacted with all directors of its 37 laboratories, a meeting which had generated "many interesting ideas" in this regard.

**PRESS TRUST OF INDIA (26-09-2009)**