

DNA India

Skill development department aims at providing jobs to 1000 people

After signing an agreement with celebrity hairstylist Javed Habib, The Maharashtra government has decided to rope in Indian 'Ad Guru' Prahlad Kakkar, whose academy will train the technical and various assistants required in the film and television industry and even give them placements.

According to the Maharashtra government's skill development ministry, they had couple of meetings with Kakkar. He is tying up with renowned film and TV serials productions houses who will accommodate the trained technicians. "Kakkar has been talking with Karan Johar, Ekta Kapoor and Subhash Ghai whose productions houses will give employment to the trained sound recorders, technicians and other skilled artists in their firms. Bollywood is a fascinating sector but it is the most unorganised sector. Besides, it has huge potential to generate employment," said Deepak Kapoor, principal secretary of the skill development department, Maharashtra government.

"We will give three weeks training to the semi-trained technicians and three months training to freshers. This skilful training will not only help to increase their salary but quality of the production also," added Kapoor.

Kapoor said that they had couple of meetings with Kakkar with the final agreement to be made in another meeting on August 29. The department aims at providing jobs to at least 1000 people each year through this initiative. "These technicians will be trained by Prahlad Kakkar's academy. People have to register with this academy to get trained and placements. The government will spent Rs 30 per hour, training each assistant," said Kapoor.

The government has decided to pay the cost of training when the person who is trained, gets a job in the industry. "Our focus is getting 100% placements. We will not have any role in man-pulling during placements. It will be done by Kakkar's film academy. We want to take job oriented initiatives," said official who is working on this project.