

Tech Mahindra sets up new digital media academy

To enable aspiring youth to be job ready for new age careers in digital media



Hyderabad: Observing the 'World Youth Skills Day' on Monday, Tech Mahindra Foundation announces the addition of their latest Tech Mahindra SMART Academy for Digital Media in Hyderabad. As the world rapidly moves towards digital, the Academy will help bridge the existing skill gap in the sector through its foundation skills course (English, Basic IT & Soft Skills) and technical skills courses pertaining to this sector.

The courses planned to be offered include six-month certificate courses on Graphic & Web Design, Animation, Digital Marketing, Web Development and Logistics & Supply Chain Management. The curriculum is also designed to include internship opportunities for practical on-the-job training at established industries. This will help students hone the skills they have learned in the Academy and also understand the job requirements of the digital media & logistics sectors.

CP Gurnani, MD & CEO, Tech Mahindra, said, "Reskilling is the need of the hour. In an innovation-driven world, those unable to keep pace with change would either be lost in the flux, or adapt under stress. Choice is in our hands to

make India skill-full and prosperous together. Tech Mahindra Foundation's new Digital Media Academy in Hyderabad is a continuation of our efforts to bridge the skill gap present in the industry today, and build a digital workforce for the future." Nestled within the Tech Mahindra Secunderabad campus, the Academy is planned to spread across 5000 square feet of area, furnished with 3 classrooms, 3 labs well-equipped with the latest software and computer systems. Scheduled to be open for admissions later this year, Tech Mahindra SMART Academy for Digital Media in Hyderabad will enable youth to become job-ready for the new age careers in digital media.

The SMART programme that started in 2012 with 3 centres trained 1,000 youth in the first year, as on 31st March 2019, has successfully trained 75,000+ young men and women across 100 centers, with an annual placement rate of over 75 per cent. At present, the Foundation runs 3 Tech Mahindra SMART Academies for Healthcare in Delhi, Mohali and Mumbai and 1 Tech Mahindra SMART Academy for Digital Media in Visakhapatnam as part of the SMART programme under employability.