



Dr Reddy's Foundation trustee Satish Reddy (L) and Sudish S Rambhotla, chairman and managing director of Color Chips India Ltd exchanging the Memorandum of Understanding documents in Hyderabad on Tuesday

DRF, Color Chips ally

FROM OUR BUSINESS BUREAU

Hyderabad, Nov. 25: The Livelihood Advancement Business School, a program of Dr Reddy's Foundation for Human and Social Development, and Color Chips India, an animation company, said on Tuesday they would be establishing an academy to train poor students in 2D and 3D animation.

"The Color Chips—LABS Animation Academy has taken 26 students to train them in 2D and 3D animation.

"It will be a three to six-month programme," Sudish Rambhotla, chairman and managing director of Color Chips said.

Rambhotla and Satish Reddy, a trustee of Dr Reddy's

Foundation and managing director and COO of Dr Reddy's Laboratories, signed the memorandum of understanding on the setting up of the academy on Tuesday.

Of the 26 students, including 21 boys and five girls, over 36 per cent had just passed their tenth standard, while 40 per cent had completed their Intermediate.

They would be trained and about 50 per cent of them would be absorbed in Color Chips, Rambhotla said, based on a competency test.

Reddy said DRF had taken up the project because it helped in poor students finding a sustainable livelihood, with trained animators making between Rs 3,000—Rs 5,000 per month. DRF executive

director Nalini Gangadharan said the programme, which will initially be taken up in Hyderabad, could be extended to other cities where DRF has offices. The foundation has a presence in 17 cities. LABS is stated to be the flagship programme of DRF, which offers job-oriented training to youth who cannot afford higher education. She said that before the commencement of a course LABS conducts a market survey to study the job potential of the course. The global digital animation industry is estimated to grow to \$70 billion by 2005 from the current level of \$25 billion, a Color Chip statement said. Of this, India accounts for a meagre part because there was a paucity of manpower, Rambhotla said.