

**Former Team India Captain & Director opens a new innings
in the Social Sector to become a torch bearer for Vocational &
Skill Development Training in India**

Mumbai, 03 April, 2017 In a first of its kind Academic Industry Initiative, Greycells Education has roped in cricket legend and former Indian Team Captain & Director, Mr Ravi Shastri as Mentor and Advisor for their skill training initiatives.

The partnership initiative is bound to give a huge momentum to building a sporting temperament in the country. It is aimed to give India's demographic dividend, a sports development perspective.

The ace cricketer, who has made virtue of his innings as a commentator and mentor to the Indian cricket team, will in his new innings mentor young talent to shape up in the business of sports, sporting events and digital media in sports, to ultimately build India as a great sporting nation.

The Greycells - Shastri partnership initiative is backed by some of the best known global minds.

Ironwood Sports Management Global Academy (ISMGA), an initiative by Greycells Education is perhaps India's only institute offering a global education in Sports Management across India & Dubai.

The course is supported by Promoseven Sports Marketing, Dubai. ISMGA offers job-oriented course for candidates interested in Sports Management, encompassing Strategic Management of Sports, Sports Marketing, Sports Facility Management, Sports Law and Risk Management, Athlete Management, Team Management, use of digital media in Sports, Sports Entrepreneurship etc. Students enrolling for the global course have an opportunity to intern with International companies and get hands-on experience on events in Dubai.

Speaking on the initiative, Mr. Ravi Shastri said, *“I am quite excited about the new innings. I look forward to interacting with young minds that are not just enthusiastic about sports either as talent or spectators but also in the management side of the game. This initiative will ultimately help build an integrated sporting culture and temperament in the country. Skill development and training is the way forward for leveraging the demographic dividend of India.”*

On his association with Greycells Education, Shastri added, *“I am extremely happy that institutions such as Greycells are coming forward and recognizing the need for skill building in sports and creating an eco-system that will help India grow as a sporting nation and find better success in the global arena. I have got so much from the world of sports and now I want to give back by mentoring young sporting talent.”*

He added, *“Greycells Education has been a pioneer in training students in event management long before the need was recognized and has created a huge talent pool of event management experts. Sporting activities are inherently events that event managers magnify to the delight of millions of fans be it international cricket or Commonwealth Games or the Olympics. This initiative will facilitate specialization in sports event management and this augurs well for the events business which is on the path of obtaining ‘industry status’.*

Mr Shastri in his new role will work closely with the Advisory Board and faculty of ISMGA to help design an industry-ready curriculum and provide enhanced exposure to students through increased engagement with industry professionals and participation in sporting events on a regular basis to garner on-field knowledge.

Ms. Bela Desai, Promoter and Director, Greycells Education Limited said, *“Mr Ravi Shastri brings with him an immense value to Greycells Education considering his established track record in mentoring. It is indeed challenging to find mentors such as him who’ve been in the industry in various capacities with such dedication to sports at*

multiple levels. We warmly welcome him and look forward to him mentoring and sharing his experiences with our students."

"His knowledge of cricket, team spirit & mentoring is immense and this will help Ironwood realize its ultimate goal of bringing the best out of our global academy. Our aim is to build a partnership that not only benefits the students of ISMGA but also help sports management gain incrementally", Ms Desai added.

As part of the effort to build greater synergy between industry and academia, Greycells Education also announced the association with advertising industry stalwart, Mr Nagesh Alai, Former Group Chairman of FCB Ulka Group as Mentor and Member of the Advisory Board for their vocational course on Advertising and Integrated Marketing Communication being offered by EMDI Institute of Media & Communication.

He will be closely involved in designing the base course content and imparting experiential training to candidates with the right talent that can help support the ever-growing advertising and public relations business in the country.

Speaking on the occasion, Mr. Nagesh Alai said, "Having spent decades in the industry shaping businesses and talent, it is time to go back to the classroom to share insights, experiences and learning to help build a whole generation of new age communicators who will be successful in building brands and tell riveting stories of people, brands and institutions. Attracting and retaining the right talent has always been a serious challenge for the advertising industry and Greycells Education will be a great enabler in providing a steady stream of vocationally trained talent to the industry that is poised to grow exponentially."

Ms Bela thanked advertising veteran Nagesh Alai for coming on board. *"For us, the pleasure of having an industry stalwart like him mentor our students is a giant stride in terms of building communications faculties of our students. He is a reference point and his reach and repute will help the Institute immensely."*

About Greycells Education Limited:

Greycells is one of India's leading vocational training companies listed on BSE with its own centres across India & Dubai and is promoted by Mr Sanjiv Chainani, Ms Bela Desai and M/s Value Line Advisors Pvt Ltd. At the heart of the courses at Greycells is the industry partnership and blended learning approach, thereby giving students relevant, hands-on industry experience alongside classroom training. The classroom training goes a long way in knowledge-sharing and developing inter-personal skills as against online training platforms. Internships are an integral part of the Post-Graduate courses.

Greycells conducts focused industry-relevant vocational training courses under the brands - EMDI Institute of Media & Communication (EMDI), World Media Academy (WMA) and Ironwood Sports Management Global Academy (ISMGA).

EMDI since 2002 is a brand synonymous with Event Management training in India & Dubai. EMDI offers industry relevant courses in Event Management & Experiential Marketing, Advertising & Integrated Marketing Communication.

WMA offers industry relevant courses in Digital Media & Marketing.

Ironwood offers courses on the business of Sports & Sports Management.

With over 7500 plus alumni globally, Greycells is well poised to deliver its vision of "Knowledge Beyond Boundaries" to carry forward its motto of: *Educate Motivate Develop Inspire*

To know more, please visit:

- <http://www.greycellsltd.com/>
- <http://www.emdiworld.com> | <http://www.emdiworld.ae>
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For more information, please contact:

Preeta D'Souza | +91-98210 33485 | preeta@greycellsltd.com
