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Media TalkBack

SPECIAL EDITION ON MESC CHAIRMAN
SHRI SUBHASH GHAI



***“Look beyond the obvious to
Excel in Life”***

- Subhash Ghai

The Ultimate Showman of Indian Cinema

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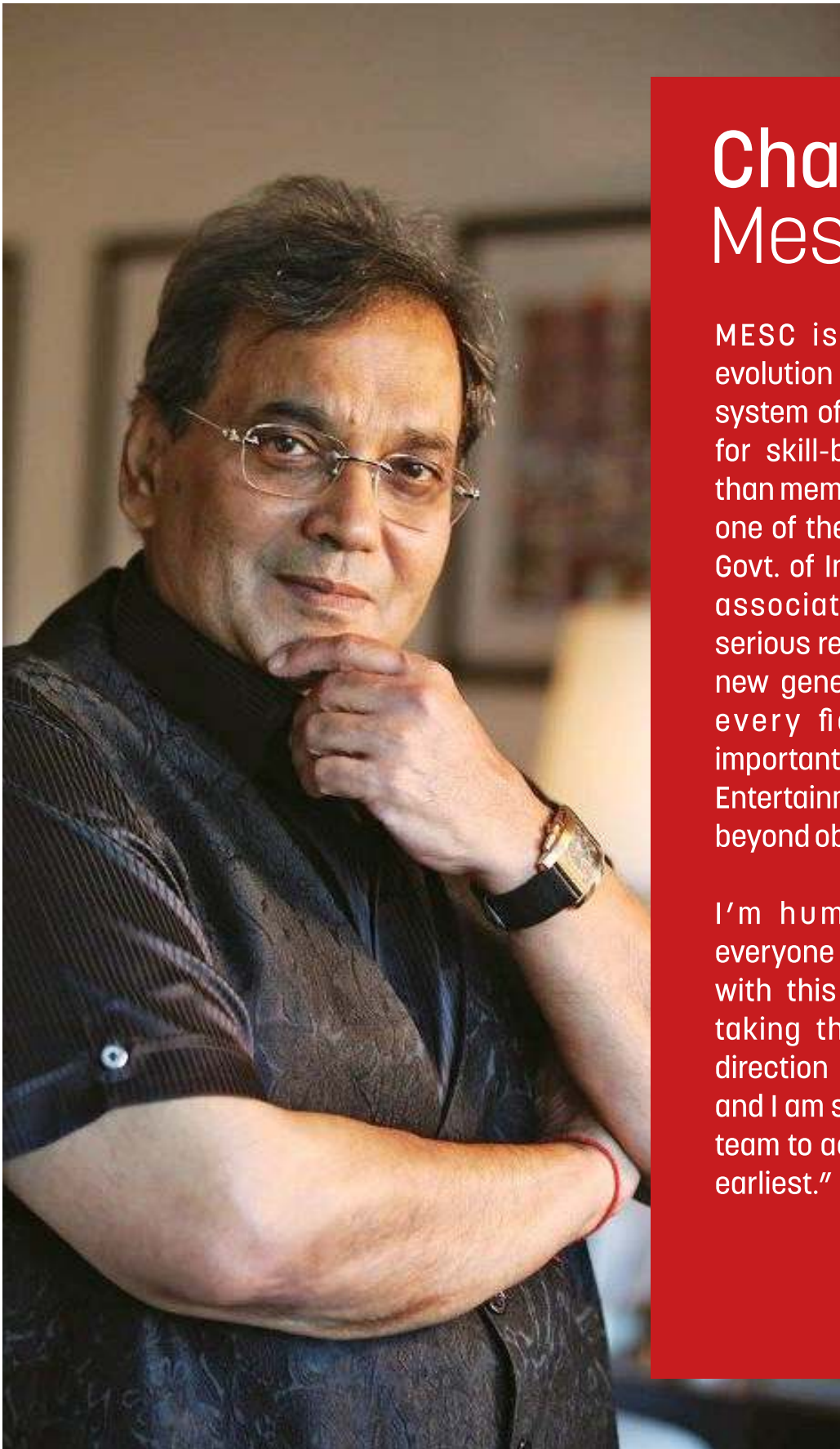
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Chairman's Message

MESC is a new revolution & evolution to the whole education system of India with full emphasis for skill-based education rather than memory based education. It's one of the finest initiatives by the Govt. of India and I'm proud to be associated with MESC with a serious responsibility to develop a new generation of skilled man in every field. It is especially important in our sector of Media & Entertainment, to explore & think beyond obvious.

I'm humbled & thankful to everyone who has entrusted me with this great responsibility of taking the council in the right direction for the next generation and I am sure that we have a good team to achieve our targets at the earliest."

”

Mr. Subhash Ghai
Chairman, MESC

I extend my gratitude and regards towards everyone who supported and contributed to the creation of the 26th edition of the Media TalkBack magazine – Special Edition on Mr. Subhash Ghai which is a tribute to our honourable Chairman.

Mr. Ghai is not only a marvellous Filmmaker, Producer, Director, Scriptwriter, Educationist but also a tremendous Mentor and a true leader with a generous heart. There is a lot to learn from the untold story of the showman of Indian Cinema.

This Special edition of Media TalkBack magazine is our endeavour to bring the journey and the vision of the dream merchant, thereby everyone gets an opportunity to learn and know more about the living legend.

Media TalkBack has been bringing insights on the biggest aspects of the Media & Entertainment sector with articles, information and one on one interview with the top professionals from the industry, giving scoops on their journey, and upcoming projects etc. I wish to thank the audience for the continuous love and support to the Magazine and ensure that MediaTalkBack will continue to bring the evolving topics and enlightening highlights of the Media & Entertainment Industry.

Editor's Message



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An Introduction

Subhash Ghai

The Pioneer & The Showman

A doyen of the Hindi film industry, Subhash Ghai has and always will be a film-maker who has left no stone unturned in giving us movies that are larger than life, mounted on a huge canvas and replete with high drama while being truly Indian at their emotional core. For Subhash Ghai merely dreaming was never enough—it was more important to turn his dreams into reality. It would be fair to say that he lives and breathes films. He has worked successfully with the biggest stars like Shah Rukh Khan, Salman Khan, Rishi Kapoor, Shatrughan Sinha, Dilip Kumar, Raaj Kumar and leading ladies like Aishwarya Rai Bachchan, Kareena Kapoor Khan and Katrina Kaif all adding up to a formidable repertoire of commercially hit films that goes to make Subhash Ghai an institution by himself.



His passion for all aspects of film-making, and his relentless pursuit of learning has undoubtedly been responsible for Subhash Ghai's meteoric rise. When it comes to his films, he strives for perfection, keeping a vigilant eye on every creative and business detail. It is this very quality, an astute understanding of the craft and the business together with a determination to learn, that has earned him the epithet of 'The Showman'.

Like several young men, Subhash Ghai had his heart set on becoming an actor and it was with this intention in mind that he enrolled at the renowned Film and Television Institute of India (FTII) in Pune where he learnt not just about acting, but also film writing and direction. It is no wonder that Subhash Ghai is among the rare film-makers of his time to have delivered the highest number of grand hits like Kalicharan, Karz, Karma, Hero, Khalnayak, Pardes, Taal to name just a few. A storyteller par excellence, his movie-making process combines hi-quality drama with astute observation of trends and audience taste, always hitting the sweet spot between creativity and commerce. Constantly in sync with the changing times, it is no surprise that his films with their sound emotional core continue to find resonance even with the younger generation.



Life, he often says, has been his greatest teacher and he in turn has groomed and mentored some of the greatest talents in Hindi cinema. Relaunching Madhuri Dixit's career (who till then had only acted in inconspicuous films) and turning her into a star is one of the legendary feats that made him famous as the man with the Midas touch. In fact, such was Subhash Ghai's unerring instinct in spotting talent that he transformed a bevy of youngsters with no formal training in acting into matinee idols--Anil Kapoor, Manisha Koirala, Jackie Shroff and Meenakshi Seshadri to name just a few of them.

Subhash Ghai on his part has always championed the cause of training and education as being the best way for getting a head start in any field. "It is always important that one is aware of the basics in any field. When I joined

FTII, I got to learn the nitty-gritty and the minute details of the film-making process. I learnt how to shift from the space of

an actor to a writer and then to a director. It never caused a major issue here in the Mumbai film industry because my basic training at FTII came into good use," says Subhash Ghai who has perfected the knack of moving adeptly from one field of work to another.

Walking the talk, he has given India, Whistling Woods International, an institute with world-class state-of-the-art facilities that has since its inception contributed to the Indian entertainment sector with skilled and well-trained professionals.



“ My favorite film of Subhash Ghai ji is Karz. Remember watching the film many times and what stood out for me was there was not even a single moment in the movie which bored me. He always has great songs and performances, he is a complete storyteller. ”

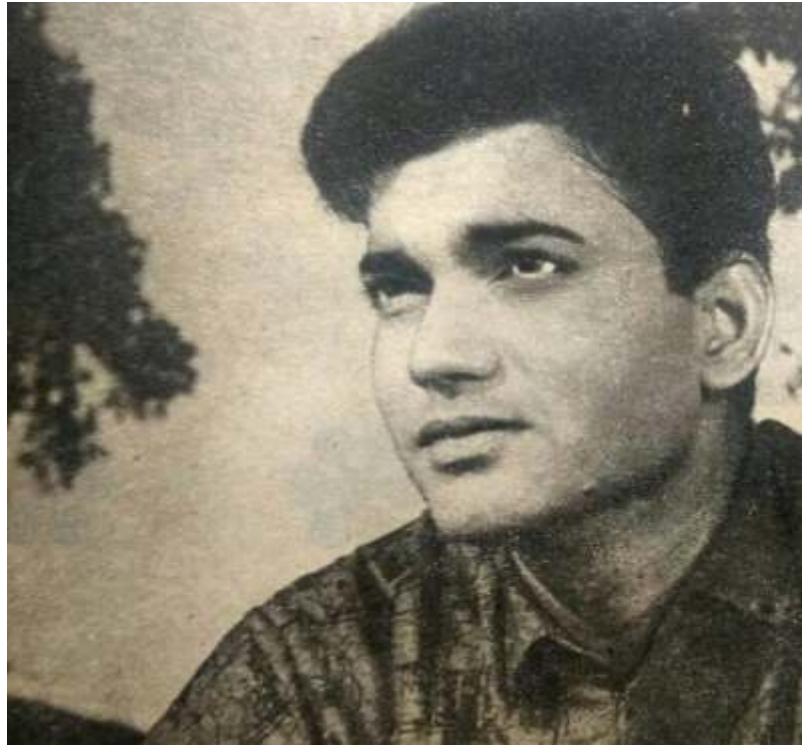
Rajkumar Hirani

Film Director, Film Producer,
Screenwriter, Film Editor



Bollywood's Dream Merchant

The Untold Story



Subhash Ghai was born in a family of Punjabi descent that lived in Nagpur, which was at that time in the Central Provinces and Berar, in British India. His father K.D. Ghai, was a dentist by profession, and his mother Subhadra Ghai was a home-maker.

The seeds of this creative streak were perhaps sown in the early days when his mother made him read and summarise the Ramayana and Mahabharat. As a child, he equally enjoyed watching the theatrics of Ramlila performed every year during Dussehra. Quite like in the epics he enjoyed watching and narrating, challenges in his own life began to crop up at a young age.

When he was in school, his parents separated as a result of which a good part of his childhood was spent in a boarding school. On occasions when he had to stay at the hostel during vacations, away from his family, he invented ingenious ways of entertaining himself. He channelled his youthful exuberance into extra-curricular activities like theatre, elocution and debates to first overcome disappointments and later, to fulfil his creative dreams.

Subhash Ghai, since his early teens, broke away from norms and resisted following a conventional path. His father, a dentist, suggested a career of a chartered accountant for

his son, but the young Subhash was more attracted to dance, drama and music. His college days in Rohtak saw him dabble in theatre as a playwright, director and actor and even as a singer. So popular was he that he won himself the title of 'Hero of Punjab University', a first of many such sobriquets that were to follow later.

His goal of working in cinema was not as easy as it seems today. Though everyone recognised Subhash Ghai's talent, his father ignored it, but fortune, as they say, favours the brave. As it turned out, his college principal put in a good word about the young pupil's talent and stellar work in theatre. Subhash Ghai's perseverance and persistence became key to opening the gates of FTII for him and thereby fulfilling his destiny. Imagine his astonishment when his father surprised the young Subhash by presenting him with the admission form of the Film & Television Institute of India, Pune. It was indeed a memorable day in the life of a young and daring to go Subhash. In hindsight, the young man's capacity to turn adversities into opportunities for learning new and varied skills, his ability to think out of the box, suggested that he was a talent to watch out for. In the years to come, he would go on to prove his mettle in the world of films and be counted among the legends of Indian cinema.



“ My visit here today was such a thrill, such a surprise, I was almost baffled by the amount of infrastructure that exists in this space. The kind of technical education that the students are getting here is invaluable. What Whistling Woods is doing is invaluable and so inspiring that I would want to be a part of something like this. It is such an amazing service and such an amazing way to give back. I will never forget my interaction with students. There should be a Halo around Whistling Woods and the sanctity of this place should never be contaminated. It should exist in its purity and create a generation that will come out from here inspired and that will go on a long way in shaping the world of tomorrow. That is the natural progression in all ways, in a creative way and I am leaving this place proud today.

Hrithik Roshan, Indian Actor

”

Learning Skills For Life

With hopes held high and an ardent desire to fulfil his destiny, Subhash Ghai threw himself into learning every little thing he could at the Film & Television Institute of India, Pune. An avid student and an achiever he was always a favourite with the teachers at FTII. It was here that he came in contact with the renowned film-maker Ritwik Ghatak who made quite an impression and opened up his mind to the world of movies. The institute broadened his horizons like no other. Learning about the intricacies of film-making young Subhash's excitement knew no bounds and very quickly he found himself engrossed in learning about direction, editing, and even sound design!

While career goals were fast taking shape during Subhash Ghai's stint in FTII, an unexpected event occurred - he lost his heart to Rehana, a young girl who lived in the quiet Pune neighbourhood where the institute was situated. His relationship was not without hurdles, but his faith in humanity regardless of religion helped him tide over the difficulties and tie the knot with his lady love. While most youngsters take family togetherness as granted, Subhash Ghai, having experienced and navigated himself through a turbulent childhood due to his family travails, understood the importance of striking a work-life balance. Even at that young age he was keen to safeguard and carefully nurture his personal life while embarking on a mission to launch his career in the movies. With hopes held high and an ardent desire to fulfil his destiny, he graduated from the FTII in the year 1963.

Armed with an FTII degree, and all fired up by his passion to work in Indian cinema, he landed in Mumbai, the city of dreams. The road to success, however, was not strewn with roses. Just getting a foot into the industry was a struggle. An outsider to the film industry, he was not allowed into the studios because he did not have any contacts or a godfather.

Never one to give up easily, Subhash Ghai found a way out. If he didn't have friends and family at the workplace, he realised that he quickly needed to create a few. The answers once again came to him unexpectedly through illuminating books like Dale Carnegie's *How to Make Friends and Influence People!* He judiciously used the techniques suggested in the book to make his way into a close-knit film industry and managed to connect with producers like B.R.





Chopra and S. Mukherjee who encouraged him to stay put and keep looking for work in Mumbai. His ability to never say never and find solutions to problems was evident since the early days. These traits that helped him even as a student once again came to his rescue not only getting him a footing in the film industry, but also in establishing a lasting network of creative and business associates.

There were other young people like Shatrughan Sinha, Asrani and Javed Akhtar who were struggling too at that time and they would all often meet outside the famed Gaylord restaurant in Mumbai and share their experiences. The friendships that he made in those days would later go on to becoming key to his career. For example, Subhash Ghai went on to direct Shatrughan Sinha in Kalicharan, his very first film as a director.

In 1965, an opportunity knocked at Subhash Ghai's door in the form of United Producers Filmfare Talent Contest. Amongst the eight chosen ones shortlisted from more than 10,000 star aspirants was Subhash Ghai who walked into Indian film history to create a niche for himself. The others amongst these eight were Rajesh Khanna, Dheeraj Kumar and Farida Jalal. While Rajesh Khanna grabbed a role soon after, Subhash Ghai received his opportunity in the Hindi film industry a year later.

Dealing with life's adversities, the young man from Nagpur who had dreamt of becoming an actor was now ready to play a role far bigger than what he had set out for. His life was about to change.



“ We have always been friends and I have always admired his work. ”



Asha Bhosle
Indian Playback Singer & Vocalist

“ It was my dream to work with a director like Subhash Ji. I will always look forward to working with him. ”



Ganesh Acharya
Indian choreographer, film director and actor

From Actor To Writer-Director- The Creative Evolution



Subhash Ghai began his illustrious career in Hindi films as an actor in the movie *Taqdeer* (1967), a remake of the Konkani film, *Nirmonn*. It was a film with a stellar support cast of actors like Bharat Bhushan, Farida Jalal and Johnny Walker. From there Subhash Ghai went on to further showcase his acting talents in another film *Aradhana* (1970) with Sharmila Tagore and Rajesh Khanna. He was also the male lead in the 1970's film *Umang* with co-stars Rehman, Nadira and Paintal; which he followed up with *Sherni*, *Bharat Ke Shaheed* starring Tabassum, Ramesh Deo, Bhushan Tiwari, Husn Bano and *Gumraah* (1973) with Reena Roy and Danny Denzongpa.

Although Subhash Ghai's innings as an actor was short-lived, he gave it his best shot. A famous anecdote showcases the joie de vivre with which he approached work. The story goes that he once got a role that required him to drive a car in a scene. When the director asked the young Subhash Ghai, if he knew how to drive, he promptly said 'yes!'. The trouble was that he actually did not know how to drive, but so keen was his desire to be an actor that he was willing to put his own self at risk to realise his dream.

But as an actor, he was not happy with the mediocre roles coming his way, and yet he did not lose heart, believing strongly in his own creativity. A person of myriad interests, he began to write scripts that would suit him. In fact director Prakash Mehra wanted to buy one of his scripts, but the young actor refused to budge from his condition that he would get to play the hero in the film. That script did not get made into a film, but it marked a new phase in Subhash Ghai's career - that of a writer-director. His initial attempts at pitching his scripts faced rejection. After his failure as an actor, anyone else would have been dejected, but not Subhash Ghai. He persisted and one day, he met



N.N. Sippy, a stalwart of the film industry, who asked him if he had any script ready. Though Subhash Ghai initially said no, he later admitted that he did have a script which had been rejected six times already.

The stalwart was immediately curious. He agreed to sitting through a story narration by the young Subhash Ghai. After hearing the narration, N.N. Sippy exuberantly exclaimed, "How did this script get rejected? This is an excellent story!"

Subhash Ghai was elated. He had put his heart and soul into the script that incorporated the varied creative lessons he had learned through the different phases of life. The script, was for a film called Kalicharan.

Subhash Ghai's hard work and perseverance was finally beginning to show results. Another pleasant surprise was in store for the enterprising young man.

It so transpired that N.N. Sippy, thoroughly impressed by the young man, asked him to narrate the story once again before a gathering of film financiers.

The financiers were all bowled over by Subhash Ghai's lively and attentive rendition of the story. Seeing Subhash Ghai's storytelling prowess coupled with fortitude and passion, N.N. Sippy grandly announced that not only was Subhash Ghai scripting the film, but he was to direct it too.

Although he had never directed before, Subhash Ghai took on the challenge of working on a multi-starrer in his stride and got on with the job. The star cast of the film Kalicharan had Shatrughan Sinha, Premnath, Reena Roy, Ajit, Danny Denzongpa, Helen, Madan Puri, David Abraham and Leela Mishra among others. The movie released on February 7, 1976, and was a huge hit. From then on, there was no looking back for Subhash Ghai. His illustrious directorial career was on its way.



Subhash Ghai developed a camaraderie with his stars resulting in friendships that were rarely seen in a cutthroat industry. Soon after, Kalicharan Subhash Ghai was offered Vishwanath, again as writer and director. The cast of the film again included Shatrughan Sinha, Reena Roy, Prem Nath along with Pran, Rita Bhaduri, Parikshat Sahni, Madan Puri, and others.

Vishwanath was only his second film, but it was absolutely loved by the audience. The young movie-maker, Subhash Ghai, had put his veritable stamp on making the film the way he saw fit. Here again, it had the right sentiments with the triumph of good over evil and human emotions that were of paramount importance to him. His story moved the audience. This became the secret to his success.

The following year, yet another directorial venture of Subhash Ghai was released. Titled, Gautam Govinda, it starred Shashi Kapoor, Shatrughan Sinha, Reena Roy, Aruna Irani, Moushumi Chatterjee, Vijay Arora and others.

It would be pertinent to point out that Subhash Ghai even as a newcomer and later as a very successful film-maker in his own right was never averse to learning from his seniors such as Manmohan Desai but, before you knew it, the young director, Subhash Ghai, had imbibed all he could learn and created his own style of film-making.



“ Subhash Ghai sir has been an inspiration for me and my generation. When I was dreaming to become an actor, there was always a desire to work in his mega blockbuster films. ”

Manoj Bajpayee
Indian film actor



Wearing the Producer's Hat

In showbusiness, the show must go on, no matter what the obstacle, a lesson that young film-maker Subhash Ghai learned early in his career. He has often said that a film-maker's job is endless. It requires raising capital for the film as well as overseeing its distribution and check creatives. But, as the Italian film producer Dino De Laurentiis, summed up the matter succinctly when he said, "If no producer, no movie."

So, soon after his successful stint as a writer-director, Subhash Ghai ventured into the business side too by turning producer for his musical *Karz* in 1980. This was a mere stepping stone for bigger things--he launched his company Mukta Arts Private Limited in 1982.

His time with mentor N.N Sippy, a renowned producer who had worked with greats like Guru Dutt had given him exposure to the workings of the movie business, the distribution, the territories, pricing and so on. Always eager to learn more, during his stint as writer-director, Subhash Ghai quickly learnt the ropes of the business besides the technical and creative aspects. Yet, *Karz*, which he produced, wrote and directed did not elicit the rousing response he was expecting in terms of the box-office return because Feroz Khan's *Qurbani* released at the same time and went on to become a huge money-spinner. But in the long run, *Karz* became a cult-hit and still continues to find an audience among the youth. The lessons he learnt with *Karz* came handy for his future projects. Under the Mukta banner he went on to produce and direct many successful films like *Hero*, *Karma*, *Ram Lakhan*, *Saudagar*, *Khalnayak*, *Pardes* and *Taal* till 2000. It is a known fact that in an unstructured industry, Subhash Ghai's Mukta Arts Limited became the first company from the Indian film industry to be listed on the stock exchange in India.

Going forward, it was Subhash Ghai's pioneering streak and a global vision that saw Indian cinema find newer markets outside of



India. A man who is always looking for new horizons, the producer in him understood the vast potential that the NRI audience held for Indian films. He picked relevant subjects and a younger cast for his films *Pardes* and *Taal* both of which he released internationally. It was a business decision that bore results with a homesick NRI population lapping up these films eagerly. Needless to say, both films were superhits at the box-office both in India and on the international platform.

As Mukta Arts grew under Subhash Ghai, besides investing in big scale commercial films like *Aitraaz* and *36 China Town* the company kept expanding its business laterals. In 2003, it decided to invest in low-budget movies with strong subjects under the banner of Mukta Searchlight. Ground-breaking films like *Iqbal*, *Joggers' Park*, *Rahul*

and Black and White were produced under the banner and turned out to be a great success.

It was around this period that Subhash Ghai decided to take a break from direction and took on the mantle of producer and went on to strengthening the company's fortunes. Under his stewardship, the company entered into strategic partnerships like the recent one with Tips Music and also made a foray into new businesses like movie exhibition with Mukta A2 Cinemas.

Walking the talk at all times, Subhash Ghai has successfully combined commerce and creativity, a juggling act that he has turned into a fine art ensuring that his company is always profitable.

Miracle Mentor

Subhash Ghai is not called Indian Cinema's 'Dream Merchant' for nothing. On screen, his films blur the lines between dream and reality. Off-screen too he has nurtured many actors and technicians in the film industry making their dreams come true. He has a keen eye for picking talent, young or old and he has never hesitated in giving them a break and promoting or grooming them, making them stars. In doing so he has created a talent bank in the film industry. Names such as Madhuri Dixit, Mahima Chaudhary, Manisha Koirala, Meenakshi Seshadri, Anil Kapoor, and Jackie Shroff owe Subhash Ghai their launch into stardom, an undisputed fact acknowledged by them.

At a time when Amitabh Bachchan was the leading star of Indian Cinema, Subhash Ghai, took the bold step to cast new talent for his movie Hero.

He decided to launch Jackie Shroff who was then an upcoming model and Meenakshi Seshadri who was Miss India 1981. And, in spite of featuring newbies in the main lead, Hero was declared an 'All-time Blockbuster' of the era. Overnight, Jackie Shroff and Meenakshi Seshadri went on to become successful stars. The movie had several shows running in theatres for over 750 days in many cities. While the younger audiences enjoyed the performances of the actors, the critics who had earlier questioned Subhash Ghai's casting decisions applauded Subhash Ghai for his gumption in introducing new talent.

In choosing young stars, Subhash Ghai has always brought a fresh appeal to the films he made. Manisha Koirala was Subhash Ghai's instant choice for Saudagar when he saw her in the lobby of a hotel. Mahima Chowdhary, the heroine of Pardes was another suitable candidate for the role of Kusum Ganga, the girl who is caught in a dilemma between following her Indian values as against her own heart's desires.

“ I have grown up watching Subhash sir's movies. He is a very versatile and dedicated director and it always comes across in his films ”



Nawazuddin Siddiqui
Indian Actor





Interestingly, he not only had an eye for new talent but also for that of veterans who were considered past their prime. He pulled off a coup when he cast veteran superstars Dilip Kumar and Raaj Kumar in Saudagar. The two had worked in a film called Paigham and did not work together ever since as they did not get along as co-stars. But Subhash Ghai not only cast them together, he also completed the film with both the actors eventually giving their best to the film. The powerhouse performances Subhash Ghai extracted from them contributed towards making Saudagar a huge success.

Besides actors, Subhash Ghai has also given opportunities to newcomers in other domains like music, direction and so forth. Anuradha Paudwal was yet another remarkable find who he introduced with the song Tu Mera Janu Hai. It earned her a nomination for the Best Playback Singer.



His remarkable ability to spot and train different talent as per their unique temperament and vocation always drawing the best from them has held him in good stead. According to him, the rules to make one's dreams come true are simple: For starters one needs to respect and love people to receive the same. One needs to explore and always think ahead. And one should do one's job not as an employee but as an employer!

“Work for yourself, value yourself and ask yourself whether you are improving or not,” is the advice that Subhash Ghai often shares with his young colleagues and students.

That he has gone on to set up Whistling Woods International to train and groom young talent in different disciplines of film-making is a fitting culmination to his life-long endeavor.

Music For The Soul



Music has always been an integral part of Subhash Ghai's life and films. He has an ear for rhythm and sound, a skill that was well honed during his college days and also at FTII when he studied the intricacies of sound. Aware of the significance of songs in Hindi films, the master film-craftsman used it very effectively in all his films.

With over 100 melodious and super hit songs, Subhash Ghai along with his collaborators has created an unforgettable, unparalleled musical legacy. From Karz to Taal, from Yaadein to Kisna, Hero to Yuvvraaj, Subhash Ghai was always in step with changing musical tastes.

Given his keen understanding of music, Subhash Ghai was well aware that lyrics and a good tune were key to musical success and he therefore opted for lyricists with a deep knowledge of words. Men of letters who could string together songs that suitably fit into a given situation in the film.

Amongst lyricists, the late Anand Bakshi was Subhash Ghai's favourite and they worked together on numerous movies like Karz, Saudagar and Pardes, which are still celebrated for their riveting music. The iconic Gulzar was another noted lyricist Subhash Ghai joined forces with for creating memorable lyrics for the songs in the film Yuvvraaj.

Subhash Ghai's musical instincts and his knack for picking up the right note has stood him in good stead in bringing out evergreen songs that have musicality and lyrics that touch one's soul. For instance, Subhash Ghai and the music duo of Laxmikant-Pyarelal created history with the movie, Karz - it was a music album of revolutionary music with songs like Ek Haseena Thi, Om Shanti Om and Dard-E-Dil. The music was a hit even before the film released. It was nothing but pure genius in the marketing of his film, with trade pundits forecasting and creating the buzz that the upcoming film too would be a surefire hit.

Like in the case of Karz, in many other cases, hit music and lyrics have heralded the success of Subhash Ghai films.

Subhash Ghai and the music duo of Laxmikant-Pyarelal worked their magic again with the signature flute tune of Hero. This was definitely another musical masterstroke



from the collaborators. The lilting melody still continues to be played and is remembered as one of the movie's many highlights. For the song Lambi Judai, from Hero, Subhash Ghai managed to rope in Reshma, the legendary Pakistani singer to sing for an Indian film. The album became a huge success.

The songs My Name is Lakhna from Ram Lakhna, Saudagar's memorable Imli Ka Boota, are still popular tracks till this day. Karma's Ae Watan Tere Liye and Pardes' I love My India are played every year at Republic or Independence Day celebration and continue to be among the most patriotic songs ever to be made in Indian cinema.

“ I've always been a huge fan of his films and have watched all of it. I'm very fortunate to have worked with him. I enjoyed every moment of working with him. He is truly very inspirational. ”



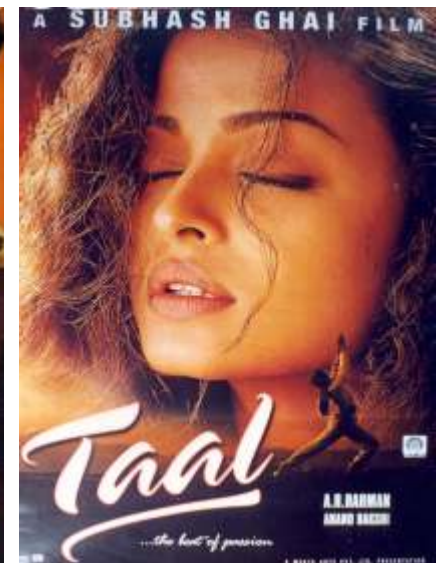
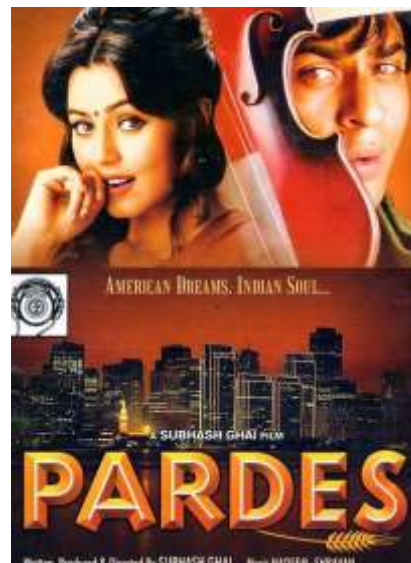
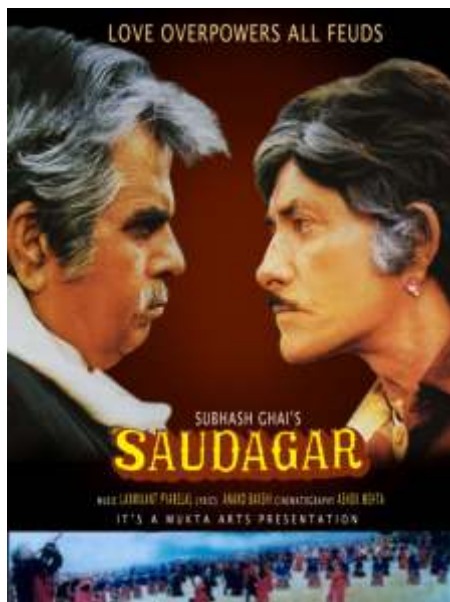
Salim Merchant

Score Composer, Music Director

“Look beyond the obvious to Excel in Life - Subhash Ghai”



Subhash Ghai always introduced a novelty factor either with new singers or a concept to lend freshness to the songs in his films. To cite an example, Khalnayak's controversial, yet most popular song rendered by Alka Yagnik and Ila Arun, Choli Ke Peeche Kya Hai picturised on Madhuri Dixit was an instant hit. Subhash Ghai knew what his audience wanted in a song picturisation and he had the imagination to portray it beautifully on screen. Thanks to Saraj Khan's choreography and Madhuri Dixit's expressions in the music video, it had the rustic robustness without making it look vulgar.

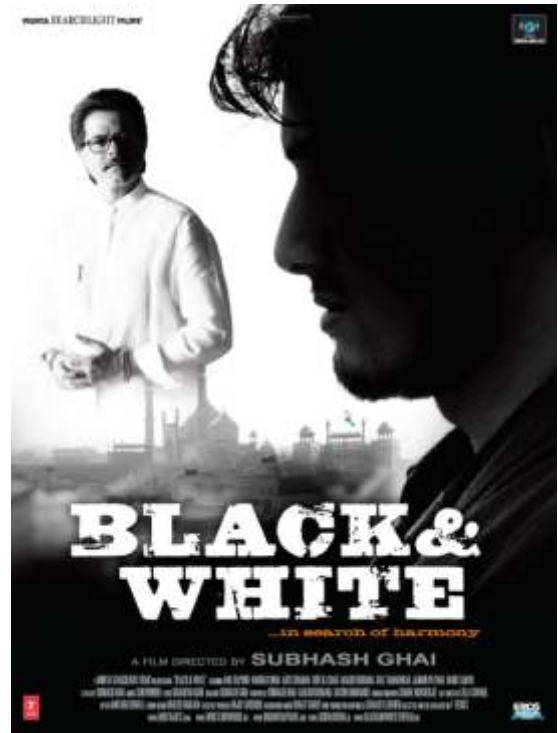
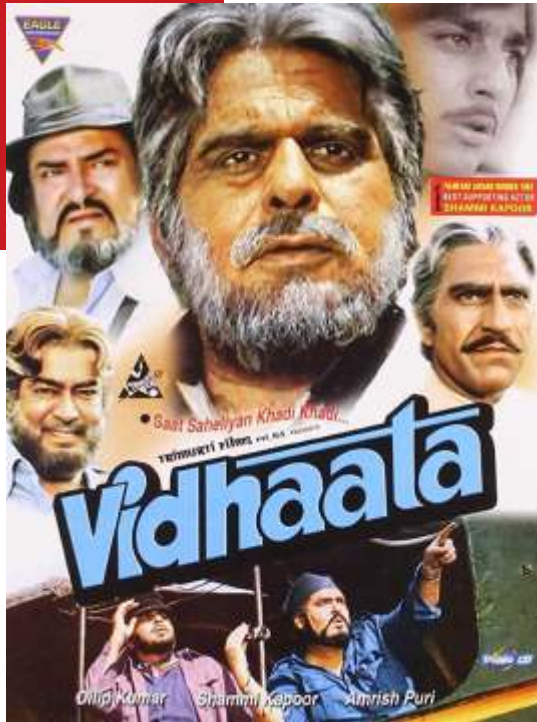


For Pardes the director worked with the music duo Nadeem-Shravan for the first time and the film's album was released in New Delhi with much fanfare on the occasion of 50 years of Indian Independence in 1997. To capture the mood of the moment, they created the I Love My India track along with romantic songs like Meri Mehbooba and Do Dil Mil Rahe Hain. Sonu Nigam's breakthrough performance Yeh Dil Deewana turned the film into a musical hit.

Taal being a story about musicians saw Subhash Ghai bring A.R. Rahman on board and Rahman didn't disappoint. He worked for 70 nights to create the marvellous music that resulted in a stupendous success. It was established beyond doubt that nobody knew his film music quite like Subhash Ghai.

Subhash Ghai's subsequent movies like Yaadein, Kisna: The Warrior Poet, and Yuvvraaj also displayed the freshness of music in the films. In fact, it was for Yuvvraaj that the song Jai Ho was composed along with A.R. Rahman. However, it could not be used, and later Subhash Ghai gave Rahman the permission to use it in Danny Boyle's film Slumdog Millionaire. The song went on to eventually win an Oscar!



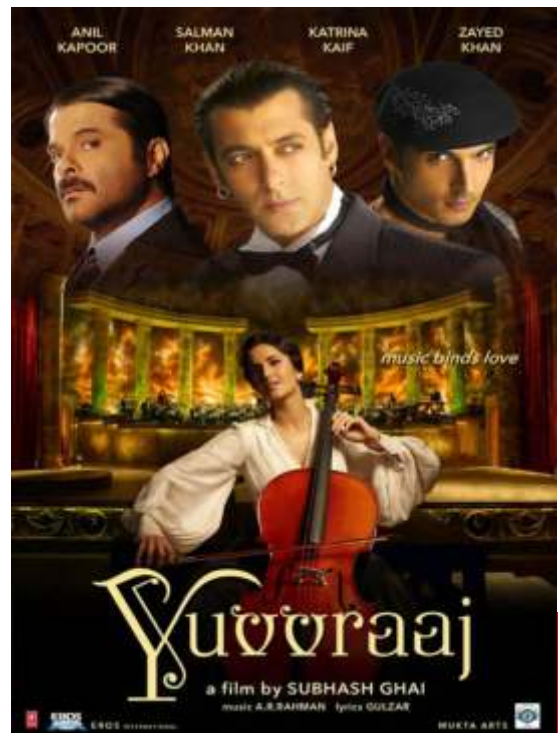


With an impressive legacy such as the above mentioned, it is no surprise that the music and songs from Subhash Ghai's films have stood the test of time and continue to count among India's favourite songs.



“ Subhash Ghai sir is the showman of the industry. He has a very larger than life character which came across very well on screen. He was not afraid to try new things, bring in new actors and experiment with his work. He brought a new shift to Indian cinema with his filmmaking making and versatility.”

Terence Lewis
Artistic Director, Choreographer





No matter what he would have done, Subhash Ghai sir would've been a visionary.

Vir Das

Indian actor, comedian and musician



I enjoy composing songs that are soft and with Ghai I can compose the music I love.

A.R. Rahman

Indian Music & Film composer



Whenever I meet Subhash ji, I just feel so glad that there is one film institute that encompasses everything.

Parineeti Chopra

Indian actress



Mr. Subhash Ghai has done something which will always be remembered. It will create a generation full of knowledge, sanity and security".

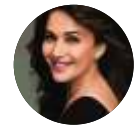
Sonu Nigam

Indian singer

Kudos to Mr. Subhash Ghai for this innovative and effective method of imparting knowledge to students via Masterclass.

Taufiq Qureshi

Indian musician



He has always been a brilliant film maker. He is someone who followed his passion and made his dream come true. He is giving back to his own people in entertainment. There is no better person to learn from.

Madhuri Dixit

Indian actress



Mr. Subhash Ghai promotes art and music through his cinema. I appreciate and applaud his contribution to art and music.

Louis Banks, Indian film composer



students are lucky to have such a wonderful ground and a beautiful institution. There should be an institute like this where all forms of art are taught. So many filmmakers came and went but no one has ever thought of doing this except for Subhash ji.

Hema Malini

Indian film actress



Working with Subhash Ghai is always a different experience. Subhashji is my mentor. I'm always glad to work with him.

Jackie Shroff, Indian actor



”



The commitment and knowledge of Subhash Ghai is truly inspiring. He is a perfectionist.

Aishwarya Rai Bachchan

Indian actress,
Miss World 1994 pageant

”



“Subhash Ghai’s main strength is that he has everything rolled into one. An amazing film maker, fantastic script writer, brilliant script writer and marvellous in everything.”

Shahrukh Khan

Indian Actor
Film producer, television personality

”



I’m very grateful to Mr. Subhash Ghai that he decided on sharing his knowledge and experience through his institute. I wish that the institute reach great heights.

ILA ARUN

Indian actress, TV personality and Rajasthani folk / folk-pop singer



MR. Ghai sir was one of the most versatile and successful filmmaker for the longest time. We all aspired to be like him, I’m a big admirer of his works.

IMTIAZ ALI

Indian film Director,
Producer and Writer

Subhashji is one of my favorite filmmakers. I’ve grown up watching his movies. His music sense is one of the best we have as a director in this industry

FARAH KHAN

Indian Film Director, Film Producer,
Dancer, Choreographer, and Actress



”



Subhash Ji is every inch the showman, in every which way whether it be in his films, presentations, events and now Whistling Woods which only a showman could do. He is giving back to the industry in a big way

ALKA YAGNIK

Indian Playback Singer



“I have always been a fan of Subhash sir’s films and especially the music in his films. I feel fortunate to meet him and interact with his students. He has taught the film industry a lot of things, he is truly a living legend.”

Mika Singh, Playback Singer and Actor

”



”

Subhash Ghai is a legendary filmmaker of Indian cinema. He understands the pulse of the people. He is deeply rooted in the mainstream Hindi cinema. He values the actor and that’s why I think his films have very good performances by actors as he understands their art

Shabana Azmi

Indian Actress & Social activist

”

”

I find myself very fortunate to have worked with Subhashji. I will never forget the experience I shared with him.

Ankit Tiwari, Indian Playback Singer, Music Director, Composer and Actor

”





The Greater Good

Subhash Ghai's life is not just a personal journey; it is a slice of cinematic history. It is a life dedicated to cinema and creative pursuits. What sets him apart from several successful people is his desire to contribute to the larger good.

A firm believer in passing on his learning and good fortune to the world, the film-maker has strived to share his knowledge and expertise with others.

After reinventing himself from an actor to writer-director and then as a producer, he then put his heart into creating opportunities and livelihood for a larger number of people by first corporatising Mukta Arts Private Limited and then setting up Whistling Woods International.

His decision of becoming an educationist was perhaps the biggest turning point in his career because it expanded his contribution to the world, immensely. In giving a foothold to deserving students, he continues to innovate and educate for the future. He believes that change is the only constant and the best way to navigate change is to learn newer skills.

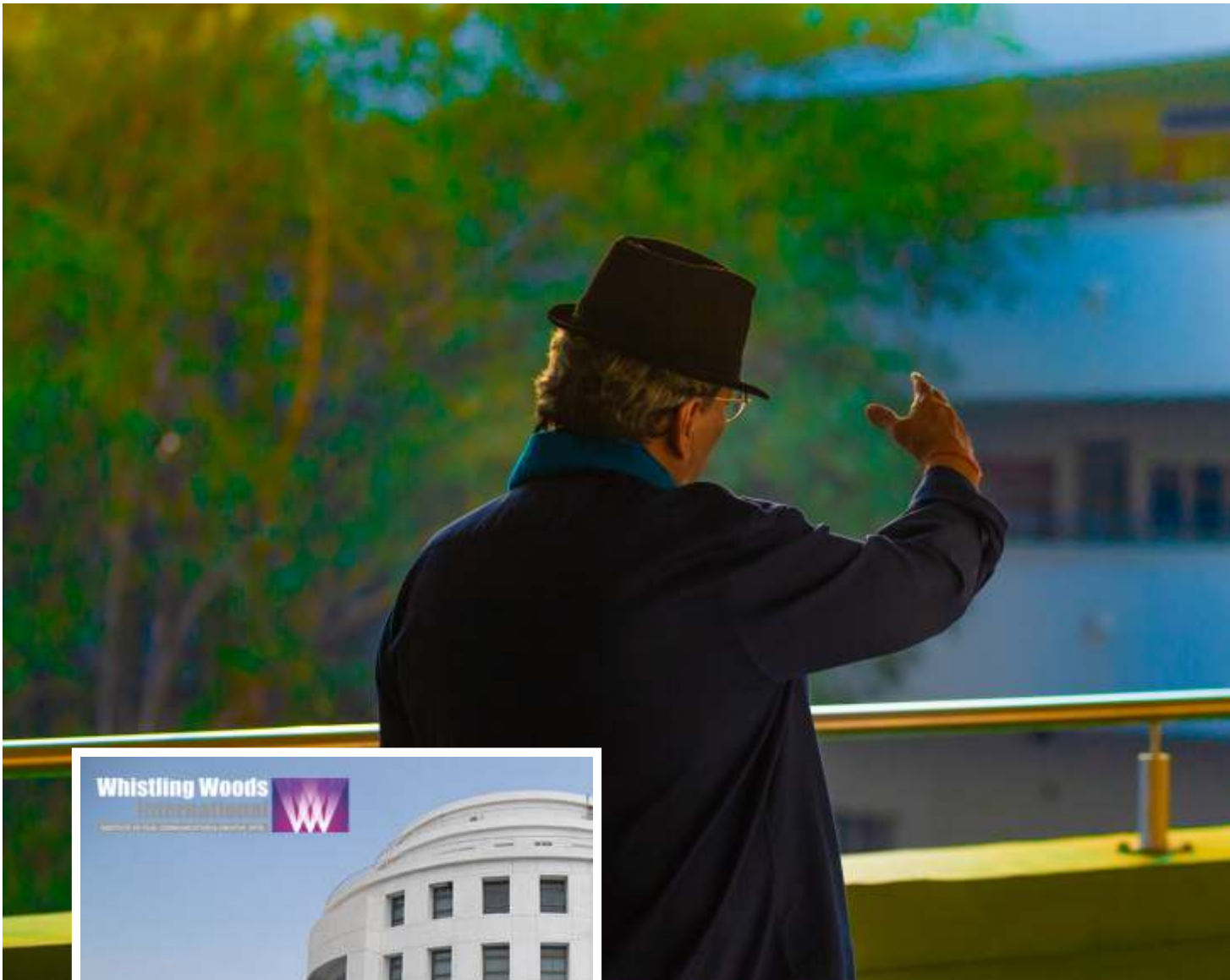
His life today revolves around his students. He considers himself lucky that he is surrounded with extremely young and talented next generation film-makers. One often finds the affable film-maker within the portals of Whistling Woods, involved in intense conversations with students and faculty members. He seems the happiest when imparting knowledge and sharing his experiences with the students. Even his family, especially his daughter Meghna Ghai Puri and son-in-law Rahul Puri have joined forces with him in running a business that helps youngsters with creative ambitions fulfill their dreams.



“ Mr. Ghai is one of the most versatile directors we have in the industry. He is so involved with everything he does and knows exactly what he is doing. I’m fascinated by his works. ”

BOMAN IRANI

Indian Film and Theatre Actor,
Voice Artist.



Whistling Woods International



A platform for learning

Born to be a leader and a guide, Subhash Ghai besides the various hats he wears in the film industry is a teacher at heart—a consummate educator.

It was in the year 2006, Subhash Ghai founded India's first, private Film & Television training institute at Mumbai's Film City Complex, namely Whistling Woods International along with his daughter Meghna Ghai Puri who is the President of the institute. Subhash Ghai put his heart and soul into setting up Whistling Woods

International that is today recognised all over the world for its faculty and facilities. Working towards his goal of sharing his knowledge and providing a modern and holistic education platform for those interested in films, he strategically planned the foundation and running of the institute.

Whistling Woods International is today Asia's premier institute for Film, Communication & Creative Arts. It's a training ground that prepares one for every aspect associated with the world of entertainment.



The Hollywood Reporter has rated Whistling Woods International amongst the Ten Best Film Schools in the world on multiple occasions. Whistling Woods International was also awarded the 'Top Institutes of Influence' globally by Forbes India in 2015.

With 1300+ students on campus and 1900+ graduates with 90% of them gainfully employed; Whistling Woods International has partnered with one of India's best universities - the Tata Institute of Social Sciences for degree and diploma accreditation.

Today, it is a key contributor and advisor to the Central Government

(the Skills Ministry & the HRD Ministry) and several state governments on the strategy they should adopt for Film, Media and Entertainment education. The institution strongly proceeds towards fulfilling its goal - to be the thought leader for Film, Communication and Creative Arts education, globally.

Whistling Woods International has also conducted several exchange activities with students of other international universities such as Deakin University, Australia; DePaul University, VCA; UK and New York University's Tisch School of Arts (Asia) on joint film projects, while students from other global institutes also attend sessions at Whistling Woods International's campus.

"Look beyond the obvious to Excel in Life - Subhash Ghai"

Testimonials



Whistling Woods International is a platform for self-expression and self-realisation.

Ms. Meghna Ghai Puri
President

We create professionals that think out of the box, for a world where ideas have intrinsic value.

Mr. Rahul Puri
Head, Academics



Subhash Ghai Ji is much more than a filmmaker. He makes you realize what art is. I enjoy every bit of his work and the message he has in his movies.

Deepak Mazumdar
Performer, Teacher and
Choreographer



Achievements of Whistling Woods International



**Whistling Woods
International**

INSTITUTE OF FILM, COMMUNICATION & CREATIVE ARTS



GLOBAL ACCLAIM

- ☑ Rated amongst the 10 best film schools in the world in 2014, 2013 and 2010 - The Hollywood Reporter
- ☑ A Global Institute of Influence - Forbes India



STRATEGIC ASSOCIATIONS TO SET UP DEVELOPMENT LABS

- ☑ Whistling Woods International Jio VR Lab (2018)
- ☑ Foxconn Media Lab (2016)
- ☑ YouTube Space Mumbai (2015)
- ☑ REDucation Platform (2015)
- ☑ Sony Media Technology Centre (2010)



PROGRAMMES IN APPLIED-ARTS

Whistling Woods International has launched India's first UG degree programmes in Film, Communication and Creative Arts affiliated with Rajiv Gandhi National Institute of Youth Development (RGNIYD). The programs offered by Whistling Woods International under this association include:

- ☑ B.Sc./B.A. in Filmmaking
- ☑ B.A. in Screenwriting
- ☑ B.A. in Acting
- ☑ Integrated 4-yr program - B.Sc/B.A. + PGD in Animation
- ☑ Integrated 4-yr program - B.Sc./B.A. + PGD in Game Design
- ☑ B.A. in Music Production & Composition
- ☑ B.A. in Fashion Design
- ☑ B.B.A. in Media & Communication
- ☑ B.B.A. in Event Management
- ☑ Integrated 4-yr program - B.A. + PGD in Visual Communication Design
- ☑ PGD in Experience Design (UI/UX Design)
- ☑ MBA in Media & Entertainment
- ☑ MBA in Event Management & Experiential Marketing

MA in Filmmaking with specialisation in:

- ☑ MA in Screenwriting
- ☑ Diploma in Screenwriting
- ☑ Advanced Diploma in Acting



ALUMNI

1900+ alumni successfully working in the Media & Entertainment industry, along with being part of the Oscar winning cinematography & VFX team of Life of Pi



SCHOLARSHIPS

Whistling Woods International has provided scholarships and fee waiver to less-privileged students of over US\$1 million over the past 13 years

"Look beyond the obvious to Excel in Life - Subhash Ghai"



The 5th Veda Artistic Initiatives

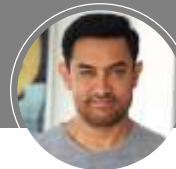
For a man who found refuge from misery and then his destiny through the pursuit of art, it is but natural that Subhash Ghai is a devout believer in the powers of artistic pursuits. It is with this in mind that Subhash Ghai has propagated different aspects of art and entertainment in many avtaars to as many people as he can. His mind constantly ticking, the innovator in him introduced the concept of the 5th Veda, an initiative of Whistling Woods International under his guidance. The 5th Veda is a cultural hub that encourages India's best artistes and young talent to teach and perform, which in turn, helps students at Whistling Woods International hone their artistic skills so essential for a career in films and media.

This cultural movement helps develop the artistic skills of the students in the field of Dance, Drama, Music, Poetry, Speech, Painting and all kinds of art forms. The 5th Veda cultural hub has witnessed performances by various artistes of India along with student participation. It provides the much-needed platform for artistes and amateurs to connect on.





“ Subhash ji's contribution to Indian cinema as a filmmaker, producer, director, writer and now as an educationist has been immense. A lot of my early learning even before I came to the film industry has been through his films ”



Aamir Khan

Indian Film Actor, Director, Filmmaker & Television Talk-Show Host

“ Subhash Ghai Ji had a very big role to play in me becoming an actor. I have learned a lot from him. He is a very humble and a warm person and also a very good listener ”



Anupam Kher

Actor, Producer, Director & Teacher

“ I love him and his work. I am the luckiest to have spent 24 years of my life with him. ”



Saroj Khan

Indian dance choreographer

“Look beyond the obvious to Excel in Life - Subhash Ghai”

Interview with **Meghna Ghai Puri**

President, Whistling Woods International

Being the daughter to Subhash Ghai and Mukta/Rehana Ghai, it was a foregone conclusion that Meghna Ghai Puri's life would be steeped in films. Fortunately for her, it was her father who encouraged her to step away from the home turf and pursue her studies abroad. Always a pioneer, he was grooming his daughter to take up the mantle of handling and setting up his pet project- Whistling Woods International. That he entrusted her with this massive responsibility says much about his daughter's competence. In a tete-a-tete Meghna Ghai Puri talks about those sterling traits that she imbibed from her illustrious father Subhash Ghai and why Whistling Woods International, her father's dream project is now hers as well.



Q. How has Mr. Subhash Ghai inspired you personally and professionally?

A. My father has been a constant source of inspiration in both my personal and professional life. His passion for his work made me realise that work could never be mundane or boring. He has always encouraged me to be independent and ensure that my work speaks for me. Also, the biggest inspiration from my father is to learn to take success and failure, joy and sorrow, in your stride. Enjoy your success, but don't let it ever take over your life. Always remember where you came from. Use your failures as stepping stones in life.

Q. What makes Whistling Woods International unique and what is its USP?

A. The curriculum at Whistling Woods International is a unique hybrid of theoretical and practical knowledge and ensures that the creative dovetails well with the business aspects. The teaching methodology at Whistling Woods International is designed to make certain that the students' learning is collaborative and industry oriented. In addition to education, Whistling Woods International also has interests in research, development and emerging technologies and workflows in the Media and Entertainment industry. The institute is also highly committed to ensuring that its students move into the industry in creative and rewarding areas of employment.

Q: Where are the alumni placed?

A. Whistling Woods International alumni are currently working at several leading media organisations both in India and overseas - like Dharma Productions, Yashraj Films, Aamir Khan Productions, The Walt Disney Company India, Excel Entertainment, FoxStar Studios India, Mukta Arts Ltd, Phantom Pictures, Prime Focus, Technicolor, Zee TV, Double Negative, Weta Digital, Sony, NDTV, Pocket Aces, Red Chillies Entertainment, Seventy Seven Events, Star TV, Times Now, TVF, Culture Machine, YouTube India, and several more. Since its first batch graduated in 2008, over 1900 students and over 90% of them are gainfully employed in the Indian and global Media & Entertainment industry.



Q. What do you foresee in the future for Whistling Woods International?

A. With the Mumbai campus well established, Whistling Woods International is strongly looking at expansion both in terms of programme verticals and campuses. WWI is at various stages of establishing additional campuses both within India and outside, in partnership with governments and like-minded organisations. Our vision is to create an even greater state-of-the-art academic institution that sets new standards of world-class education in film, communication and creative arts. The institution aims to inspire innovation and encourage creativity, by leading from the front in the field of media and entertainment.

Q. What's your dream/vision for Whistling Woods International?

A. My ultimate dream is to have an institution that hones and promotes talent from the age group of 5 to 50. I want every creative person who wishes to make a career in this dynamic industry to go through top-quality education and be successful in what they do. One way to achieve this I feel is by having a purely merit-based scholarship fund that will empower students from all walks of life to seek education in the fields of Film, Communication and Creative Arts. We are also in talks with various state governments, as it's our endeavour to build more such schools that aren't just a film institute but a communication and media oasis!



MUKTA ARTS LTD



Mukta Arts The Best of Business & Creativity

Mukta Arts Limited is one of India's leading production houses with business interests across the entertainment spectrum, from Education to Exhibition. Founded by Subhash Ghai in the year 1978, the company has a library of over 40 hit films and has a brand that is globally recognised with quality and mass market entertainment. Since its inception, it has diversified into various businesses such as production (film, television and digital), distribution, exhibition and education.

Under the tutelage of Subhash Ghai, Mukta Arts Limited has pioneered many firsts in India that have laid a blueprint for the industry to follow. It has consistently led the corporatisation of the Indian film industry with best global practices. It was one of the first to realise the potential of Indian films abroad with films like *Pardes* and later, *Taal*. It introduced and pioneered in-film advertising and branding in films like *Karz* and *Hero*. It became the first company to establish the practice of film insurance through its movie *Taal*. The policy is now named the 'CineMukta' Policy. Subsequently, it was also the first company from the film industry to undertake an IPO and list on the major stock exchanges of India.

With so many firsts under the company, Subhash Ghai was the driving force behind each and every step that the company took. In an uncertain film business atmosphere, he gave Indian cinema a structure that has been followed through the years. It's a blueprint that became the backbone of the film industry that had hitherto been the most disorganised. Mukta Arts Limited is the only Film & Media organisation in India that is present across the entire value chain of the industry right from education to exhibition, for both film and digital platforms.

The company also has a distribution business, Mukta Movies Distributors, which has offices across India. It has a programming

JV with UFO, Mukta VN, which caters to over 300 screens and all major exhibitors. Mukta Arts has also launched its own chain of multiplex theatres under the name of Mukta A2 Cinemas. It also operates a single screen JV with Asian Cinemas in South India with an additional 10 theatres to its merit. These cinemas operate on an innovative model and focus on delivering quality to patrons. In a short span of 5 years, presently it operates over 60 screens. It is also recognised as India's





first multiplex chain to set up a property in the Middle East (Bahrain hosts 6 screens). In fact, it is the first Indian business to launch without a local partner in the country. All of this just goes to show that if you

have the will and the vision, like the young man from Nagpur did, you can become King of a huge conglomerate through timely interventions and expansions.



“ Majestic, film royalty, true showman, no one deserves these tags more than Mr. Subhash Ghai. His entire magnitude, his music, his commercial energy, the way he presented movie stars, the stories he told, the box office he generated, he truly is a man who can be called one of the finest filmmakers of our time. ”

KARAN JOHAR

Indian film director, producer, screenwriter, costume designer, actor and television personality

Interview with Rahul Puri

Head of Academics, Whistling Woods International & MD, Mukta Arts

In 2003, Rahul Puri joined Mukta Arts Limited as the Vice President (Finance and Business Strategy) and has since been actively involved in the development of the company and the release of over 15 commercial films including Aitraaz, Kisna, Shaadi Se Pehle, 36 Chinatown, Apna Sapna Money Money, Yuvvraaj and many more. On the creative side, he has been instrumental in setting up the company's niche film banner, Mukta Searchlight. He was behind Mukta Searchlight's first production, the critically acclaimed blockbuster Iqbal in 2005.

In the year 2009, he joined the company's Board of Directors and became Executive Director, eventually taking on the mantle of Managing Director. Presently he is involved in all the aspects of the company including financing, distribution, production, exhibition and marketing. He shares his working philosophy that he has imbibed from founder-creator Subhash Ghai and a great vision for the company's growth plans.



Q: What are the expansion plans for Mukta Arts?

A. Mukta Arts will continue to expand. We will see Whistling Woods International grow in leaps and bounds in terms of students and courses as well as gain an increasing international academic reputation. Mukta Cinemas will continue to grow making it one of the key cinema chains in the country, reaching pan-India and into Tier 2 and Tier 3 as well as the main cities. We will continue to make our brand of films – mass-oriented films for the family and branch into newer platforms like OTT and television.

Q: How has Mr. Subhash Ghai inspired you?

A. Mr. Ghai inspires by his actions. He has a sheer force of will that is magnetic. If there is something he wants to do, he will move heaven and earth to get it done. That 'never give up' attitude is something that has the ability to inspire not only those around him, but also all those he works with.

Q. What have you learnt from Mr. Ghai?

A. My learnings from Mr. Subhash Ghai have been many having worked in close quarters with him. I have learnt how to deal with people and handle pressure. He is well versed with interacting with different people. He is a confident speaker and never minces his words. Not only is he very efficient but he also has an authority about him that makes people listen to him. Put Subhash Ghai in a pressure pot and he emerges cool as a cucumber. I have never seen anyone handle pressure the way he does with a cool disposition. He never cracks and always has a smile on his face. It's a huge lesson that one can take away and learn from the great man.



Q: What do you think about film content/scripts these days?

A. It's an interesting time, I think, for content and scripts. There are a bunch of platforms that can now accommodate films. Theatres have always been the main medium, but now with Netflix and Amazon, there is a more niche outlet for certain films as well. This means that there is a broader spectrum of content emerging.

Q: Is content finally winning over star system? If yes, why?

A. I think content is winning. Even a star has to be backed by good content these days. A celebrity alone can work sometimes, but not all the time.

I think content will always work. There is no excuse for it not to if promoted and communicated well. Recent examples of *Stree*, *Anhadhun* and *BadhaaiHo* prove their point. This is an indication of the how cinema goers are voting for good stories over the stars.



Contributions to the Film Industry



With over 50 years in the film industry wearing the different hats of actor, writer, director, producer and now the teacher, Subhash Ghai's contributions to the film industry have been invaluable. He has enriched the film industry with his experience and knowledge both on the creative and business fronts.

Here's an outline of some of his most prominent contributions:



In a pioneering move, Subhash Ghai introduced film insurance for the Indian film industry. Mukta Arts' production, Taal was the first Indian film to be insured. The insurance policy was co-written by Mukta Arts Private Limited along with the insurance company and the policy, which continues to be one of the most regularly used policies in India has been named after the company - called the 'CineMukta Policy'.



Introduced several new actors and performers and groomed them into stars. He has also introduced various technicians and contributed to the development of cinema.



His company, Mukta Arts Private Limited was the first film studio to undertake an IPO and be listed on the major stock exchanges of India.



He was instrumental in bringing IDBI (Industrial Development Bank of India) and leading film producers to a common platform by arranging a symposium, which then paved way for producers to get corporate loans for their projects from IDBI.





He is one of the pioneers in launching the digital revolution in smaller theatres of India by introducing digital projection systems.



In May 2004 he represented India on the Anti-piracy panel at the Cannes International Festival along with other international personalities from the film and entertainment industry.



He served as the Chairman of National Entertainment Committee of CII (the Confederation of Indian Industries) for two consecutive years and planned several innovative steps towards institutionalising the Indian media and entertainment industry.



Subhash Ghai has the enviable distinction of being the sole film-maker from the Hindi film industry to evolve into an educationist and set up the first private Film & Television training institute in Film City, Mumbai in 2006 with an investment of over Rs 100 crores. Now famously known as Whistling Woods International, the institute offers world-class curriculum, faculty, infrastructure & affiliations, redefining the meaning of professional Film & Media education. WWI is Asia's premier film, communication and creative arts institute and has

been rated as one of the 10 best film schools of the world by The Hollywood Reporter

"Look beyond the obvious to Excel in Life - Subhash Ghai"

CONTRIBUTION TO **SOCIETY**

"The best way to find yourself is to lose yourself in the service of others," said Mahatma Gandhi. It's a mantra that works for Subhash Ghai who has constantly supported, from time to time, the government and various charitable institutions through his active, creative and financial contributions. Whether it is a natural calamity or education, the film-maker is resolute about contributing to the larger good.



Produced and Directed a music video for Doordarshan on National Integration 'Pyar ki Ganga Bahe' in 1993

Some of his notable initiatives include:

- ☑ Charity for earthquake victims of Armenia, Russia 1889
- ☑ Participation in campaigns for AIDS, anti-drugs campaign and many other social issues from time to time
- ☑ Produced and Directed a music video for Doordarshan on National Integration 'Pyar ki Ganga Bahe' in 1993
- ☑ Participated in Late. Sunil Dutt's 'Mahashanti Padyatra' for peace in Punjab
- ☑ Contributed towards Chief Minister's fund for earthquake victims of Latur
- ☑ Contributed towards Prime Minister's fund as well as the Army Wives Welfare fund at regular intervals through charity premieres
- ☑ Contributed towards the Chief Minister's fund for the victims of the Andhra Pradesh Floods in 2009
- ☑ Spreading and promoting media education in India including introduction of Media Studies as an academic elective in the CBSE Board
- ☑ Active promoter of Swachh Bharat Diwas and International Yoga Day through events & activities involving film industry celebrities
- ☑ Active promoter of the cause, Organ Donation

Contribution to

Skill India Mission

Mr. Ghai's love for the country is not hidden from anyone. He has shown various colours of a true patriotic person in his movies and even expressed his love for the nation several times. Apart from Indian Cinema; Mr. Ghai has contributed towards the Skill India Mission launched by Prime Minister Narendra Modi on 15 July 2015 to train over 40 crore people in India in different skills.

Being an industry veteran he understands the importance of skilling the human resources. With the mission of upgrading skills to international standards through significant industry involvement and develop necessary frameworks for standards, curriculum and quality assurance; Mr. Ghai took over as a chairman of the Media & Entertainment Skills Council on June 30th, 2018. The selection of Chairman was made on the basis of election conducted by the members of governing council, which includes representatives from NSDC, FICCI's Media & Entertainment Division & MESC board members.

HUNAR HAI TO KADAR HAI



With the leadership of Ghai as a Chairman along with Mr. Mohit Soni (CEO, MESC); the Media & Entertainment Skills Council is achieving great heights and working on various projects and initiatives to make India a Skill capital of the world.



During his speech he has stated that "MESC is a new revolution & evolution to the entire education system of India having full emphasis on skill based education. It's one of the finest initiative by Government of India. I'm proud to be associated with MESC with a serious responsibility to develop new skilled resources in every sub sector of Media & Entertainment industry".

He composed a signature song of MESC "Hunar Hain to Kadar hain" which was sung by Sukhwinder Singh & music by Whistling Woods School of Music.



Beginning of the Journey at MESC



Shri. Subhash Gahi, Chairman, MESC along with Honb'le PM Shri. Narendra Modi.



MESC Jasola Office inauguration



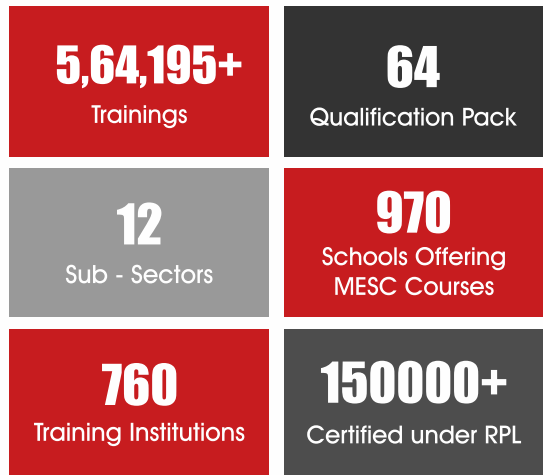
Glimpses Of GC Members Meeting





RECOGNIZING MESC

Media and Entertainment Skills Council is a non-profit organization that was formed in 2012. It operates under the guidelines of NSDC (National Skills Development Corporation) who is financial supporter of MESC while FICCI (Federation of Indian Chambers of Commerce and Industry) is the promoter of MESC. The council is registered under the Societies Registration Act, 1860. The major objective of the MESC is to generate industry-ready skilled manpower, vocalization of secondary and higher secondary educational levels and also to enhance employability options for the youth through demand driven competency based modular courses. MESC plays an important role not only to open doors for the youth but the long term focus is on the revolution of M&E Education and Industry. The idea is to fill the gaps among the educated and employable to bring forth a reduction in the dropout rate in the secondary level of education.



The Prime Purpose of MESC

- To conduct skill gap study and develop occupational standards.
- To initiate skill cataloguing for Media and Entertainment Industry.
- To determine skills/competency standards and qualifications and getting them noted as per NSQF.
- To create skill development plan with industry stakeholders, government agencies and NSDC to setup Labor Market Information System (LMIS).
- To ensure the standardization of affiliation, accreditation and assessment process aligned with NSQF guidelines as determined by NSQF.
- To identify and create of certified trainers and assessors across the Country.
- To promote Academies of Excellence.
- To look into the specific skilling needs of ST/SC, differently abled and other minorities.
- To plan and facilitate the execution of Training of Trainers Program along with NSDC and states.
- MESC also makes certain that the people getting training and skilling in accordance with the norms laid down are assured of employment at decent wages.



MESC Introduces Creative Warriors to Enhance Skills Through Creativity!



MESC brings creative warriors to schools, colleges & universities that could be of a prodigious value proposition and support to upsurge revenue generation. In future, this can get into a developed academia of international standards with futuristic approach. Educationists play the important role in developing the nation by imbedding and nurturing creativity of students. Creative Warriors encourage schools to nurture the creative bud of the students from the tender teenage giving them the direction in life. Colleges/Universities may have the young minds bringing pride to the nation.

Enormous advantages of creative warriors to schools/ colleges/ universities:

- ◀ Classified as leaders
- ◀ National & International exposure
- ◀ International exchange programs (students and faculty)
- ◀ Adoption to trans national standards
- ◀ Branding & promotion
- ◀ Recognition & joint certification
- ◀ Government Recognized certificate for students/ teachers
- ◀ Mega workshops & seminars
- ◀ Rewards and recognitions
- ◀ Participation in events national/international
- ◀ Participation in skill competitions (national / international)
- ◀ Workshops by experts and celebrities
- ◀ Customized programs for various segments
- ◀ Field trips to studios, industry, etc.
- ◀ Futuristic approach
- ◀ Alignment as per NSQF curriculum
- ◀ Industry alliances
- ◀ Curriculum & content delivery

MANTHAN

THE IMPECCABLE ACADEMIA



MANTHAN is focused on a plethora of opportunities available in the Media and Entertainment Industry. It's highlighting the possibilities of Association between Media and Entertainment Skills Council (MESC) and participating esteemed Academic Institutions, colleges & universities. MESC in collaboration with ministry of Human Resource has conducted 3 Mega editions of Manthan: Impeccable Academia in Hyderabad, Mumbai & Delhi and touched over 1500 colleges and Universities. The Ministry of Human Resource & Development along with MESC has developed specialized employment oriented Bachelor Courses as B.Sc. Animation & VFX, B.Sc. Performing Arts and B.Sc. Film Making. About Media & Entertainment Skills Council: Media & Entertainment Skills Council (MESC) is an industry led sector skill council set up through Ministry of Skill Development and Entrepreneurship to create the skilled resources.



Manthan 2020 was conducted virtually in the month of November where moguls of Media & Entertainment Industry shed light on importance of "Skill oriented & Apprenticeship embedded Media & Entertainment Programs in Higher Education." During this 3 day virtual event Media & Entertainment Skills Council signed Mou's with prestigious colleges & Universities to empower skill-based education in the nation.



WORLD SKILLS

WorldSkills Competitions are the elite class competitions for skills expertise. WorldSkills competitions are organized once, every two years in one out of the 81 member countries. These competitions take place for 50+ skills and the participants are under the age of 23.

The competitors represent the best of their peers and are selected through skill competitions at District, State, Regional & National level (IndiaSkills) in WorldSkills Member Countries.

Team India Gearing up for Next World Championship **WorldSkills Shanghai 2023**

MESC SHINES AT WORLD SKILLS KAZAN 2019



Shweta Ratanpura becomes the First Indian Woman Candidate to win Bronze Medal for India in Graphic Design Technology



Why Participate in WorldSkills ?

- Chance to represent India at the World's biggest skill competition - WorldSkills
- Showcase your Skills at National and International level
- Never ending career opportunities
- International Exposure
- Get trained from World's best trainers
- Be a Leader in your Skill



MESC Candidate Nidhin Prem won the Medallion of Excellence in 3D Digital Game Art



VIDYADAAN

An initiative of **Subhash Ghai**

RECONNECTING GURU SHISHYA BEYOND FORMAL EDUCATION

What is Vidyadaan?

Inspired by the virtuous spirit of our Hon'ble Prime Minister of India Shri Narendra Modi Ji who always believes in "RIGHT KIND OF EDUCATION ALONG WITH A RIGHT TO EDUCATE". Vidyadaan is an initiative by the honourable Chairman of MESC Mr. Subhash Ghai an eminent Film Maker and renowned educationist. Media and Entertainment SSC has developed a concept of 'Vidyadaan' - a platform through which experts can impart their knowledge to students and learners. The platform emphasizes on providing the learners an opportunity to learn from the experts of their respective fields. For more information please visit www.vidyadaan.net

Why Vidyadaan?

Vidyadaan is a social movement to recreate the Guru Shishya Culture in the Indian society. Where we all have a responsibility to uplift and nurture the society with whatever we have to contribute. The idea is not just the academic education but sharing the life changing experiences, consultation, stress relieving sessions on mental or physical health, sessions on grooming and personality development for anyone in need at no cost. It's time to give back to the community and groom the younger generation to be a better human beings.

Benefits of Vidyadaan

- ☑ Chance to participate/conduct sessions with celebrities/Experts
- ☑ Help create experts for the future
- ☑ Advertisements with Vidyadaan
- ☑ Media courtesy for expert sessions
- ☑ Placement opportunities

Be a part of Vidyadaan!

- ☑ Shishya: If you have a zeal to learn from the experience of others and gain the talent from experts in their field register as a Shishya.
- ☑ Guru: Experts and experienced people who have learned from their personal experience may join us as a Guru and share their wisdom with Shishya's to enhance compassion in the society.
- ☑ Gurukuls: Academic institutions may join as Gurukul and offer a part of their infrastructure for the Webinar or Seminar conducted by Vidyadaan.



BENEFITS TO:

Shishya

- Exposure to experts in their respective field'
- Skills beyond books
- Professional training
- 24x7 lectures available
- Placement opportunities
- Chance to join the job fairs by MESC
- Community/Industry support
- Probabilities for internship

Guru

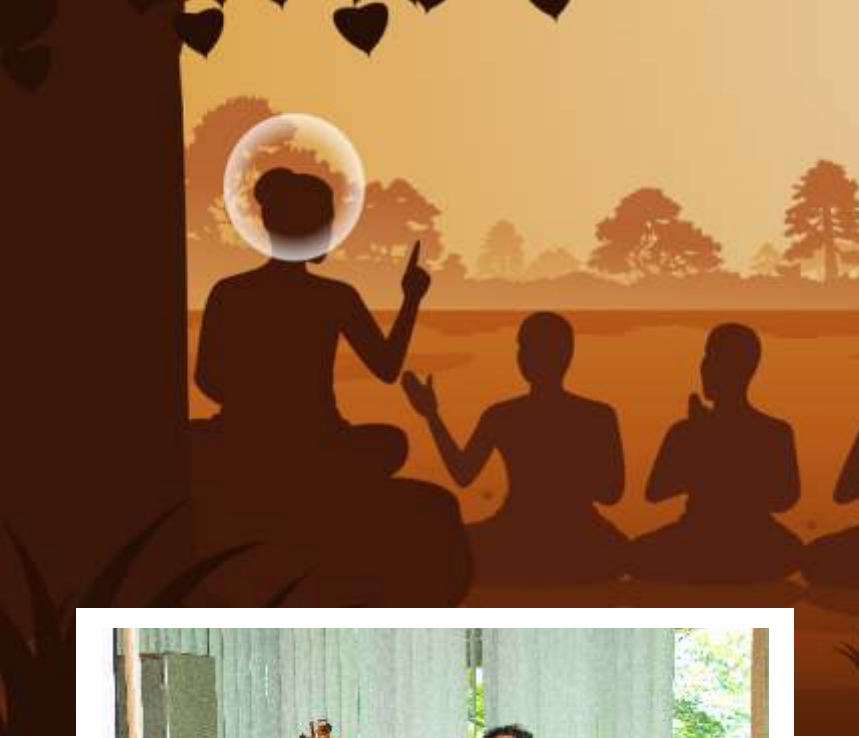
- Happiness of being a helping hand
- Prayers and gratitude of Shishyas
- Chance to perform/conduct sessions with Maha Guru
- Share your passion
- Serve your Community

Gurukuls

- Workshops by experts
- Webinars by experts
- Visibility to Shishyas and Gurus
- Advertisements with Vidyadaan
- Media courtesy for expert sessions

On the auspicious occasion of Vidyadaan's 1st Anniversary, Media & Entertainment Skills Council conducted a week long Vidyadaan Virtual Carnival. The Carnival was graced with the eminent personalities of Media & Entertainment from college, Universities to the industry. During this virtual carnival, the experts of M& E industry discussed the transformational "New Education Policy."

Vidyadaan Virtual Carnival registered 1,10,000+ Students participation with the 80+ speakers who shared the virtual stage in this week long celebration.



BEAUTIFUL POEM BY
MR. SUBHASH GHAI
ON THE CONCEPT OF
VIDYADAAN



www.vidyadaan.net

“ विद्या से ही बनता इक
उत्तम कौशल देश महान ।
सब दानो से ऊँचा दान
विद्या दान विद्या दान ॥

दे दो दे दो विद्या दान
दे दे दे दो समय का दान ।
विद्या दान विद्या दान ॥

वैसे तो हर फूल
खुद ही में खिलता है ।
पर आ जाता है नूर उसपे
जब माली उसको मिलता है ॥

जो भी हमने सिखा है
बच्चों को सिखलाएँगे ।
अनपढ़ हो या शिक्षित
सभी को साथ बिठाएँगे ।
अपना अनुभव और कला
हम भेंट उन्हें दे जाएँगे ।
हर कारीगर हो कलाकार
ऐसा कौशल देश बनाएँगे ॥

जब देंगे हम समय का दान
भारत बनेगा कौशल महान ।

दे दो दे दो विद्या दान
सबसे ऊँचा विद्या दान ।
विद्या दान विद्या दान ॥”

RPL

RECOGNITION OF PRIOR LEARNING

CERTIFY YOUR SKILLSETS

Recognition of Prior Learning (RPL) describes an assessment process used to evaluate a person's existing skillset, knowledge and experience gained either by formal, non-formal or informal mode of learning. It aims to appreciate the learning, not paying attention to the medium of achieving it.

RPL under PMKVY has three primary objectives:

- It aims to align the competencies of the unregulated workforce of the country to standardized National Skills Qualification Framework (NSQF).
- To enhance the employability opportunities of an individual as well as provide alternative routes for higher education.
- To reduce inequalities based on privileges for certain modes of education over others.

When it comes to employability, India has a huge unorganized workforce sector. Most of the force is either unskilled or semi-skilled, or even if they have skills - certain parameters defies their skills and this leads to increase in un-employability. There are certain people who tend to pick up skills and knowledge in an informal set up where their teacher was observance or working under someone's guidance or a journey of self-learning. As a result, even though they manage to get a job and earn a decent wage or salary, they may not be able to improve their skills. This also affects their productivity and quality of output. They need access to training programs and support from their employers to skill and upskill themselves. This is where Recognition of Prior Learning (RPL) can help them get assessed and certified on their current competencies as per NSQF levels. RPL also shows them a path to bridge their current knowledge and skill levels to reach a competency level or go for higher skills for professional growth.



Why RPL?

- + No fee is charged from the candidates for participating in the RPL program.
- + RPL recognizes the value of learning acquired outside a formal setting and provides a government certificate for an individual's skills.
- + Every successfully certified candidate receives INR 500.
- + Candidate receive exposure to concepts of digital and financial literacy.
- + Candidate receive an accidental insurance coverage for three years at free of cost.

RPL is a very simple and straightforward process of assessing someone's skills or knowledge, regardless of where and how these were learned. Unlike other forms of assessments it doesn't judge someone's evidence of competence solely by the credentials or qualifications they have achieved, although this can form part of their claim. Nor does it consider where a person worked, their age, gender or physical attributes.

Benefit for an Employer

- + Recognizing the demand of skilled Manpower.
- + Access to the trained resources under MESC through its affiliated network of training institutes.
- + Maintaining healthy and competitive environment within your own enterprise by linking certifications with inbound assessment.
- + Departmental Head/Supervisors/Workshop Managers will be recognized as "Employer Assessor"
- + Co- Branding on the Certification carrying the logo of MESC-NSDC-MSDE-Employer.

What RPL does is allow people to demonstrate that they are capable of undertaking specific tasks or working in certain industries based on evidence of skills and knowledge gained throughout their life.



APPRENTICESHIP

Upbringing Skilled Workforce

What is Apprenticeship:

Apprenticeship Training consists of Basic Training and On-the-Job Training/Practical Training at workplace in the industry. The basic training is an essential component of apprenticeship training for those fresher candidates who have not undergone any institutional training/skill training before taking up on-the-job-training/practical training.

The Apprentices Act, 1961 was enacted with the objective of regulating the program of training of apprentices in the industry by utilizing the facilities available therein for imparting on-the-job training. Ministry of Skill Development and Entrepreneurship is the administrative ministry responsible for implementation of this Act.

National Apprenticeship Promotion Scheme:

Sharing of 25% of prescribed stipend subject to a maximum of INR 1500/- per month per apprentice to all apprentices with the employers.

Sharing the cost of basic training with Basic Training Providers (BTP) up to a maximum of INR 7500 per trainee for a maximum of 500 hours calculated @ INR 15 per hour.

It is one of the most important modes of training in terms of quality of training, practical learning and enhanced employability of candidates. It is the most promising skills delivery vehicle in the Industrial/training ecosystem of the country as it provides for structured and rigorous training in a real working environment which helps apprentices to acquire skills and adapt to the workplace. It gives apprentices a real chance to put acquired skills into practice and helps them to gain confidence in a working environment.

Employers and Students register themselves on-

<https://apprenticeshipindia.org/>

The World's His Stage International Festivals, Awards & Acclaim

Given his impressive body of work it follows that Subhash Ghai has several prestigious awards and honours to his credit. He was honoured as a leading Educational Evangelist of India by ET NOW and amongst his other noteworthy awards are the Karamveer Chakra Award by the ICONGO (International Conglomerate of NGOs a United Nations body), an award for Outstanding Contribution to Indian Cinema by International Indian Film Academy, 2015, Star Screen Lifetime Achievement Award (2017), Amar Ujala Excellence Award 2017, The Power to Empower Awards (FICCI) Excellence in Contribution to Society and the Country, and many more.

But the early years were different. In the 1980s everyone was in awe of the talent of this extraordinary film-maker's vision and creativity. What was remarkable was that he seemed to have the Midas touch--everyone--music directors, lyricists, actors who collaborated with Subhash Ghai went on to receive prestigious awards, but his own work as a creator was not acknowledged despite his films being the biggest hits.

It was he who supported Anil Kapoor in establishing his career with the movie, Meri Jung that was a huge hit at the box-office, enabling Anil Kapoor to bag a nomination for Filmfare Best Actor and catapulting him into the big league.

In 1985, Subhash Ghai went on to work with Anil Kapoor, Jackie Shroff and thespian Dilip Kumar casting them together in Karma that also featured Nutan, Naseeruddin Shah, Poonam Dhillon, Sridevi, Dara Singh and Anupam Kher in pivotal roles. The movie created history with the power-packed performances and the patriotic song Dil diya hain jaan bhi denge, aei watan tere liye but the awards still eluded Subhash Ghai. But he did not lose heart and continued his work with enthusiasm and the tide finally turned with Saudagar.



“ Mr. Subhash Ghai is not only a great filmmaker but also a great overall talent. Besides acting and directing, he is also a great technician not only in front but behind as well. He is a performer, he understands visually, he understands technique and performance. ”



Shiamak Davar
Indian choreographer



Starring Raj Kumar and Dilip Kumar, Saudagar marked the debut of Vivek Mushran and Manisha Koirala and became a massive hit fetching the Filmfare Best Director Award for Subhash Ghai. Since then there was no looking back. With success after success, Subhash Ghai relentlessly went on creating history with an amazing oeuvre of movies and winning awards was soon to become a habit.

The year 1993 witnessed a marvellous film, Khalnayak, starring Sanjay Dutt, Jackie Shroff and Madhuri Dixit. Apart from its unusual story line of love and deceit in this cop and robbers chase film; Khalnayak brought in several Filmfare Award nominations that included Best Film and Best Director. Pardes, and Taal, were the other movies that brought in a series of awards and nominations for its cast and crew.



Films produced by Subhash Ghai but directed by other directors under his banner like, Rahul, Jiggers' Park, Aitraaz, Iqbal, 36 China Town, and Apna Sapna Money Money also achieved box-office success and acclaim under his guidance. The film, Iqbal, received the National Film Award for Best Film on Social Issues along with 5 other awards. It was a cherished honour for producer Subhash Ghai.

Subhash Ghai, wrote, directed and produced the movie Black & White, which released on March 7, 2008. Yet again with this film, he made inroads into the international film festival circuit way before others. His film opened to wide and critical acclaim at the premiere of the International Film Festivals of Pune and Delhi.

It is often said that good work gets its due if one perseveres in the face of adversity and Subhash Ghai is a living example.



Awards & Felicitations

National Award - United Nations Council of Indian Youth (1986)

Member of Film Censor Board of India (1988)

Hon. Executive Magistrate in Mumbai (1990-93)

Filmfare Award for Best Director for Saudagar (1992)

Diploma of Honour - American Biographical Institute (1995)

Diploma of Honour - American Biographical Institute (1995)

Certificate of Commendation - United States Senate (1996)

Honored by the United States Senate in October 1996 for his achievements

Sony YAY - Heroes Behind Heroes - Contribution to Society

Jury member of IBDA Awards, UAE (2002)

International Panel member at the Cannes Film Festival, 2004 on Anti-Piracy

National Award for 'Iqbal' - Best Film on Social issues (2006)

Jury member for the final round at the International Emmy Awards (2006)

Special recognition award at the Zee Cine Awards 2007 for launching Whistling Woods International - Asia's largest film, communication and creative arts institute



Lifetime Achievement Award - DIORAMA International Film Festival



Jury member for the final round at the International Emmy Awards (2007)



Iconic Brand of Indian Cinema - Economic Times-Edge





Filmfare Award for Best Screenplay - Pardes (1997)



Pune International Film Festival special distinguished award for his outstanding contribution as a Filmmaker and Educationist in 2011

Honoured as a leading Educational Evangelist of India by ET NOW

State Honour Award from Haryana Government for his life achievements

Director of Mumbai Film Festival

Pioneering Contribution in the field of Cinema Exhibition - May 2015 (Business World)

Cinema Tourism Award - Thailand - Pioneer of Cinema Tourism

IIFA - International Indian Film Academy - Outstanding Contribution to Indian Cinema, 2015

Amar Ujala Excellence Award 2017 - Lifetime Excellence

The Power to Empower Awards - FICCI - Excellence in Contribution to Society and the Country

International Panel member on Film Piracy at Cannes Film Festival in 2008

Numerous popular media company awards for his 14 blockbusters during his 40-year career

Society Leadership Award 2017



Awarded the Karamveer Chakra Award, awarded by the ICONGO (International Conglomerate of NGOs), a United Nations body

Screen Lifetime Achievement Award 2017



WCRC - The Pride of India Awards - The Most Responsible Leader (Education & Empowerment)

Honorary Positions Held

- 01 Former Chairman of National Entertainment Committee of CII (the Confederation of Indian Industries), 2005 - 2007
- 02 Member of the Executive Committee of Producers Guild of India
- 03 Director in United Producers Forum
- 04 Member of FICCI, CII and NASCOM (e-alliance)
- 05 Member of the IDBI Bank Film Financing Advisory Board
- 06 Chairperson of the Sectoral Mentor Council (SMC) on 'Entertainment, Media, Advertisement & Event Management' under the Ministry of Labour & Employment (DGE&T)
- 07 Chairman of the Media & Entertainment Skill Council of India



The Subhash Ghai Film Repertoire

Writer & Director

- ❖ Kalicharan (1976)
- ❖ Vishwanath (1978)
- ❖ GautamGovinda (1979)
- ❖ Krodhi (1981)
- ❖ Vidhaata (1982)

Writer, Director & Producer

- ❖ Karz (1980)
- ❖ Hero (1983)
- ❖ Meri Jung (1985)
- ❖ Karma (1986)
- ❖ Ram Lakhani (1989)
- ❖ Saudagar (1991)
- ❖ Khalnayak (1993)
- ❖ Pardes (1997)
- ❖ Taal (1999)
- ❖ Yaadein (2001)
- ❖ Kisna: The Warrior Poet (2005)
- ❖ Black & White (2008)
- ❖ Yuvraaj (2008)
- ❖ Kaanchi: The Unbreakable (2014)

Producer:

- ❖ Trimurti (1995)
- ❖ Rahul (2001)
- ❖ Ek Aur Ek Gyarah (2003)
- ❖ Joggers' Park (2003) - written & produced by Subhash Ghai and Directed by Anant Balani
- ❖ Aitraaz (2005)
- ❖ Iqbal (2005)
- ❖ 36, China Town (2006)
- ❖ Apna Sapna Money Money (2006)
- ❖ Good Boy, Bad Boy (2007)
- ❖ Paying Guests (2009)
- ❖ Right Yaa Wrong (2010)
- ❖ Love Express (2011)
- ❖ Naukadubi (in Bengali) and Kashmakash (in Hindi) (2011)
- ❖ Samhita: The Script (in Marathi) (2013)
- ❖ Double Di Trouble (2014)





Media & Entertainment Skills Council

will always be grateful
to our wonderful

Chairman Mr. Subhash Ghai

for their Supervision,
suggestions and
encouragement.

We are obliged to be
working under your
leadership where not a
single day passes by
without learning
from him.

Thank you

for always bestowing
us with your assistance
with a humble heart.



MESC INDIVIDUAL MEMBERSHIP APPLICATION FORM

Facilities available to MESC members

- Access to certified skilled manpower
- Training and Certification of existing/new manpower
- Design of training programmes as per the requirements of the industry
- Networking Opportunities
- Newsletter/Journal
- Conferences and events of the MESC Sector Skill Council
- Role in designing the National Occupational Standards of the Sector
- Publication of member articles in MESC's publications circulated across the industry
- Policy Advocacy

Annual Membership Fees Rs 1,000/-

Lifetime Membership Fees : 10,000/-

MEMBERSHIP FORM

1. Full Name _____ Name of the Organization _____
2. Type Media House Animation/ VFX Studio TV, Film & Production Education Trainee Other (Pls specify)
3. Segment Small Medium Large Other (Pls specify)
4. Address for Communication _____
5. Phone No _____ Email Id: _____
6. Website (If any) _____
7. Membership type: Annually Lifetime

Single Point of Contact (for Organizations)

- Name _____
- Designation _____ Landline No _____
- Mobile No _____ Email Id: _____
7. Segment of interest Instrumentation Automation Surveillance Communication (Broadcast)
 8. Mode of Payment NEFT Cheque Cash

Signature

Name of the Bank: UNITED BANK OF INDIA
Bank Account Name: MESC
Bank Account Number: 359018039336
Contact: 9999194676

Branch IFS Code: UTBIOTNM709



MESC CORPORATE MEMBERSHIP APPLICATION FORM

Facilities available to MESC members

- Access to certified skilled manpower
- Training and Certification of existing/new manpower
- Design of training programmes as per the requirements of the industry
- Networking Opportunities
- Newsletter/Journal
- Conferences and events of the MESC Sector Skill Council
- Role in designing the National Occupational Standards of the Sector
- Publication of member articles in MESC's publications circulated across the industry
- Policy Advocacy

Annual Membership Fees Rs 5,000/-

MEMBERSHIP FORM

1. Name of the Organization _____
2. Type Media House Animation/ VFX Studio TV, Film & Production Education Trainee Other (Pls specify)
3. Segment Small Medium Large Other (Pls specify)
4. Address for Communication _____
5. Phone No _____ Email Id: _____
6. Website (If any) _____

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Branch IFS Code: UTBIOTNM709

MHRD & MESC WELCOMES YOU TO

MANTHAN

Programme to Integrate
Media & Entertainment
Skills into Degree



MEDIA TALK BACK

MESC Monthly Magazine

We initiated "Media Talk Back" in the month of August 2017 covering Special Edition to instigate specific emphasis on the Sector discussing the career opportunities and ideas for self-employability. The magazine today has more than 2 Lakh subscribers along with about 50000 print circulation covering the key and most influential stakeholders. It consists of interviews from top professionals giving tips and tricks to make it big in the industry. Also, it Features articles and insights from famous personalities

With Media Talk Back, you can grab an insight to the evolving growth of the industry.

The magazine circulates amongst not only keen influencers but also reach among schools, colleges and universities. We look forward for your extended support towards Skill India Mission by way of contributing as an advertiser/editor.

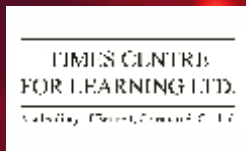
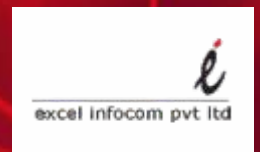
The monthly magazine has 25 successful editions and even has an open opportunity for you to advertise your business around the country.



E-magazines are also available on MESC website www.mescindia.org/magazines

Media Talk Back

Leading Media & Entertainment Training Partners



Media & Entertainment Skills Council

Media & Entertainment Skills Council

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