

## Mahindra Group Launches #SkillHaiTohFutureHai Digital Campaign

*Brand*

*Author : mahindraadmin Category : Brand Published : 12/7/2020*

**December 7<sup>th</sup>, 2020:** As part of Mahindra Group's year-long 75<sup>th</sup> anniversary celebrations, in the spirit of Rise that resonates across the group, Mahindra today launched its [#SkillHaiTohFutureHai](#) digital campaign focussed on youth skilling.

India is strongly positioned in the world owing to its demographic dividend in the form of two-thirds of its population being in the working-age group of 15-64 years and a median age of 24 years. However, India faces a paradoxical situation, where there is a dearth of jobs while the Indian industries struggle for skilled manpower. The **#SkillHaiTohFutureHai** campaign aims to generate awareness about the importance of skilling for employability and highlight Mahindra Group's work done in this arena. The Group's skilling initiatives are targeted at the under resourced youth of India through programs like [Mahindra Pride Schools & Classrooms](#), [SMART ACADEMY](#), [SMART Plus](#), and [Surya Mitra](#). The intention of these initiatives is to provide employable skills to the under resourced youth and enable them to secure jobs on their individual merit and capability, thus helping them to *Rise*.

As part of the campaign, several surround activities are planned to take the skilling message forward. The digital campaign will be complemented with content-led activations in form of beneficiary audio bytes & blogs, original

features with teachers from the skilling schools, webinars and short form videos across all social media channels of Mahindra Group.

Commenting on the purpose and genesis of the campaign, **Ruzbeh Irani, President, Group Human Resources & Communications, Mahindra Group**, said, “Our corporate purpose is about creating a positive impact on the communities we serve and enabling them to Rise. The **#SkillHaiTohFutureHai** campaign is our message to today’s youth to focus on acquiring skills which will truly empower them to succeed in life.”

The film is set in an office space to ensure relatability with the tasks at workplace. The film is about a young girl who, through upgrading her skill sets post enrolment in a skilling initiative and her own individual capabilities, gets a secured job. The twist is that she gets the job in the same office that her father is office helper in. It draws attention to the fact that the youth need to invest in themselves through acquiring skills, so they can build their own future and Rise beyond their current realm of what they feel is possible.

The film was conceived and scripted by FCB Interface. Of the campaign, **Chief Creative Officer, from FCB Interface, [Robby Mathew](#), said**, “Notwithstanding the pandemic and the economic slowdown, skills are the need of the hour. Both for businesses and for the youth. With this simple, emotional film we have tried to bring alive the socio-economic importance of skilling. Not just to sustain lives but to inject much-needed confidence and self-belief in the millions of youngsters in our country.”

### **Credits**

Advertising Agency: FCBInterface

Chief Creative Officer: Robby Mathew

Executive Creative Director: R Sridhar

Copy Supervisor: Mayank Trivedi

Sr. Art Director: Bhushan More

Associate Vice President: Govindarajan V

Brand Services: Pritish Darji, Aastha Gambhir

Production House: Gulliver Motion Pictures

Director: Parikshit Vaidya

Producer: Sheetal Vernekar

### **About Mahindra**

The Mahindra Group is a USD 19.4 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company by volume. It also enjoys a strong presence in renewable energy, agribusiness, logistics and real estate development. Headquartered in India, Mahindra employs over 2,56,000 people across 100 countries.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) | Twitter and Facebook:  
@MahindraRise

Tags :

#SkillHaiTohFutureHai 75th anniversary celebrations Mahindra Pride  
Schools & Classrooms SMART ACADEMY SMART Plus and Surya  
Mitra Ruzbeh Irani Robby Mathew