

## Naturals partners with Godrej Good & Green to set up beauty training academy to train 50,000 beauticians

By : INVC Team Published On : 22 Aug, 2014 06:21 PM IST

INVC, Delhi, Naturals, India's No.1 hair and beauty salon, today announced their association with Godrej Good & Green with the aim to set up the largest beauty & salon training academy in the country. Through this collaboration, Naturals and Godrej Industries together will train 50,000 individuals, over the next 4 years. They will also set up satellite academies over the next 12 to 24 months, across India. Keeping in mind their aligned objectives to generate skilled and trained professionals in the beauty and salon industry, Naturals looks to achieve its goal to provide 50,000 job opportunities by 2018. Naturals endeavors to launch 3000 salons by 2018 while by 2020, the Godrej Good & Green plans to train 1 million youth in skills that will enhance their income earning potential. This new venture will act as a catalyst in the journey for both the organizations. The association between Naturals and Godrej Industries began 1.5 years ago with the salon chain playing a critical role in placing graduates of Godrej's beautician and hair care training program - SALONi. SALONi is one among the several employability training programs that fall under Godrej Good & Green, the Godrej Group's strategic CSR and environmental sustainability platform. Till date, 17541 women and girls have been trained through SALONi beauty skills across the country. In the coming months Godrej SALONi will become the knowledge partner for Natural Academy, in association with DB-Tech, where an estimated number of 4,000 girls will be trained and placed within the Naturals network of salons. Speaking on the occasion Mr. C.K. Kumaravel, CEO & Co-Founder, Naturals said, "When we entered into the salon industry back in 2000, the biggest challenge that we came across was the unavailability of trained beauty & hair professionals and unfortunately even today we see a gap. I believe that our partnership with Godrej will not only help us to achieve our goals but will also benefit the industry demand for professional talent". Mr. Kayomarz D Dotiwalla, Associate VP, Good & Green, Godrej Consumer Products Limited on this occasion added, "Together with Naturals we hope to reach our goal to train and equip youth with skills that will enhance their income earning potential in the salon industry".

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