



LOOKING AHEAD: Managing director of NICE Ltd Ashok Kheny addresses the gathering at the NITK Alumni Global Convention at Surathkal on Saturday

Kheny sees good times for e-industry

TIMES NEWS NETWORK

Surathkal: Predicting good scope for Bangalore to emerge as the global centre for the entertainment industry, Nandi Infrastructure Corridor Enterprises (NICE) managing director Ashok Kheny announced the setting up a state-of-the-art film city in Bangalore.

Speaking at the inaugural session of the National Institute of Technology, Karnataka, (NIT-K) Alumni Global Convention 2007 at NIT-K campus here on Saturday, Kheny said the new project to come up over 300 acres would contain 20 studios, with all modern facilities. "All types of films in all languages can be produced here. This project would also help tap the rich artistic potential in the state. Entertainment in India is going to be not less than a \$100-billion industry in the near future," he said.

Revealing his plans to produce films on subjects reflecting the historical and cultural heritage of the land, Kheny said a film on Sri Shivakumara Swamiji of Siddaganga Mutt in Tumkur was nearing completion. The next film would be on the history of the Mysore Wadiyars, which was one among the oldest surviving dynasties in the world, he said.

Rural development

Referring to rural development schemes, he said that through fan clubs established in various parts of the state, NICE Limited was reaching people where the government and bureaucracy refuses to reach.

Different developmental activities like construction of connectivity roads, distribution of sewing machines etc were being undertaken under this project. The total strength of fan clubs was 3 lakh, and it was expected to reach 10 lakh by next year, he said.

Decolonisation

Stressing the need for decolonising the administrative system and mental set-up of the people here, Kheny said the country was still not free from the British hangover, which was creating hurdles in the way of development.

"Both the Indian Constitution and legal system were far better than the system in USA. But we have refused to follow these as we went for shortcuts for short-time benefits," he said.

Kheny, who was critical about politicians, observed that present-day politicians did not know for what purpose they had been elected. Moreover, the mentality of revenge that was growing fast in the political set-up was degenerating the whole system, he said.