

EMPOWERING INDIA AS A GLOBAL LEADER



IN THE MEDIA & ENTERTAINMENT SECTOR

THROUGH STRATEGIC CORPORATE SOCIAL RESPONSIBILITY (CSR) INITIATIVES



Major Focus Areas for CSR Activities

www.mescindia.org/corporate-social-responsibility

YOUTH EMPOWERMENT:

Empowering the youth through adequate Skill-development programs and helping them excel in the field of Media and Entertainment sector with the industry demanded job roles. The major in-demand job roles of the M&E Industry for the young candidates are Graphic Designers, Animators, VFX Artists, Character Designers, Digital Marketing Executive, Camera Operator etc.

WOMEN EMPOWERMENT:

Empowering the women of our country by Providing them skills that can make them independent and promote entrepreneurship. Job roles like, Music teacher, Fine Arts teacher, Dance Teacher, Social Media Executive, Drawing & Painting Artist, Makeup Artists, Hair dressers, Costume Designers etc. are esteemed job roles appreciated by the females.

UPLIFTING THE UNDERPRIVILEGED:

Upraising the neglected and deprived sections of our society including, SCs, STs, OBCs, Minorities, Acid Attack Survivors, transgenders etc. by skilling them in the finest job roles like Photography, VFX Artists, Set Designers, Set Carpenters, Live Performer - Folk Art (Dancer / Singer), Sculpt Artist, Set Painter, and many more and helping them get social inclusion.

CAPACITY BUILDING OF THE TRAINERS:

As focused by our Honorable Prime Minister, a pool of trainers and Master trainers is required to build "India as a skill Capital of the World". This can be taken as a major focus point towards skill development and can be catered with the strategic CSR initiatives.

Skilling as an activity under CSR

Skilling is an important component of CSR activities under which Organizations makes a social impact by imparting vocational education, creating sustainable livelihoods for the underprivileged candidates. Media & Entertainment Skills Council undertakes various CSR projects and work with the organizations to execute skilling initiatives under their respective CSR provisions and create a positive impact in the society by making vocational education accessible to all who are in need of a respectable and sustainable livelihood and social inclusion.

SCAN & VISIT





MEDIA & ENTERTAINMENT SKILLS COUNCIL



www.mescindia.org

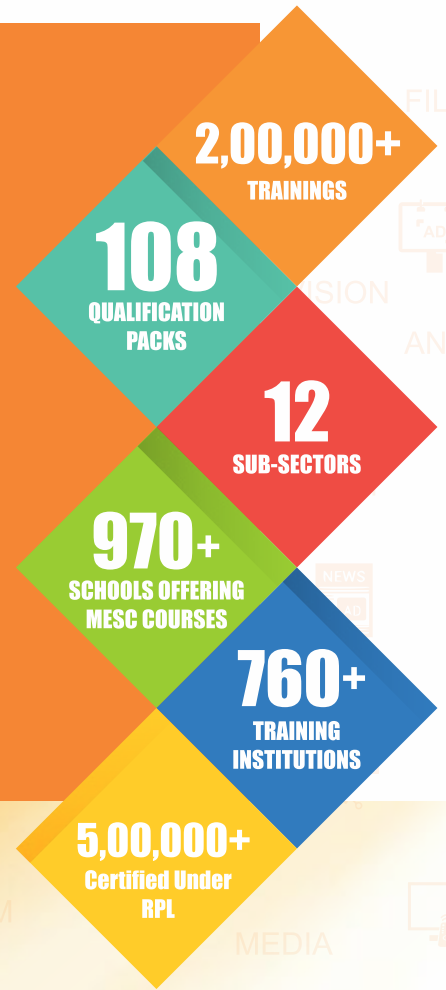
About MESC

Founded in 2012, Media & Entertainment Skills Council (MESC) is a Not-for-Profit Organization, registered under the Societies Registration Act, 1860. The Council has been promoted by Federation of Indian Chambers of Commerce & Industry (FICCI) with financial support from National Skill Development Corporation (NSDC). Media & Entertainment Skills Council is a recognized as an Awarding Body with National Council for Vocational Education & Training (NCVET).

The key objective of MESC is to create a robust and vibrant eco-system for quality vocational education and skill development in Media & Entertainment Space in the country.

PRIME OBJECTIVES OF MESC:

- Develop National Occupational Standards
- Establishing Industry Academia Interface
- Standardization of Training Process & Certification
- Set-up effective Labor Market Information System



Consortium Partners



“ **SKILLING YOUTH BUILDING NATION** ”

Leading Industry Associations creating employability

Bringing together knowledge across different industry sectors to guide on the development of required skills, with a focus on growth & competitiveness. Awards benefits of being supported by trades unions and professional bodies.

