



SKILLS @PATHSHALA

**EVERYONE IS
GENIUS**

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“ MESC's focus is to create entrepreneurs and skilled resources to take the M&E industry to global standards. ”

Shri. Ramesh Sippy

Chairman - MESC, Renowned Indian Filmmaker,
Director, Producer & Educationist

OBJECTIVES

- Rewards and Recognitions.
- Opportunity to represent India on Global platform.
- Industry linked programs of future trends.
- Workshop by experts and celebrities.
- International Student & Faculty exchange.
- Customized programs for various segments.
- Enhancing skills through creativity.





INTRODUCTION

Founded in 2012, Media & Entertainment Skills Council 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 by National Skill Development Corporation (NSDC).

KEY RESPONSIBILITY

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 of the country.

Message from Chairman



“ MESC is a new era of progression to the whole education system of India with full emphasis on skill-based education rather than just theory. It is one of the finest initiatives by Govt. of India. I am proud to be associated with MESC with a serious responsibility to develop a new skilled man/woman in every field. Specially in our sector of Media & entertainment to explore & think beyond the obvious in every art & craft we are in”. I am humbled & thankful to everyone who entrusted me with this great responsibility of taking it in the right direction for the next generation of youth and we have a good team to achieve success in skilling India for a better tomorrow.”



RECOGNIZING MESC

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.

200000+ Trainings	100 Qualification Pack
12 Sub - Sectors	970+ Schools Offering MESC Courses
760+ Training Institutions	500000+ Certified under RPL
933 Total Certified Trainers	150 Affiliated Training Partners

The Prime Purpose of MESC

- To conduct skill gap study and develop occupational standards.
- To initiate skills cataloguing for Media and Entertainment Industry.
- To determine skills/competency standards and qualifications and getting them noted as per NSQF.
- To create skills development plan with industry stakeholders, government agencies and NSDC to setup Labour Market Information System (LMIS).
- To ensure the standardization of affiliation, accreditation and assessment process aligned with NSQF guidelines as determined by NSQC.
- 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.



For more information,
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CREATIVE WARRIORS

skills@pathshala

THE NEED OF TODAY

To be creative for anything you do in life.



“ Creativity is the key to success in the future, and primary education is where teachers can bring creativity in children at that level. ”

A.P.J. Abdul kalam

“ Every child is an artist the problem is staying an artist when you grow up. ”

Pablo Picasso

“ Educationist not the learning of facts, but the training of the mind to think Creativity. ”

Albert Einstein



“ Creativity is the process of having original ideas that have value. It is a process; it's not random. ”

Ken Robinson



“ Creativity involves breaking out of established patterns in order to look at things in a different way. ”

Edward De Bono

“ Creativity is not just for artists. It's for business people looking for a new way to close a sale; it's for engineers trying to solve a problem; it's for parents who want their children to see the world in more than one way. ”

Twyla Tharp

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



CREATIVE WARRIORS @SCHOOLS:



While enhancing the reputation of school by adapting futuristic approach and international practices; schools can increase their significance on National & International level. With Creative Warriors, schools get an additional edge to represent on various skills that have not yet started in India. Creative Warriors adds a value to the school by branding and promotion on various platforms. From teacher to students; everyone gets a striking benefit of being a part of the school with creative warriors. Student/faculty exchange programs on national and international level offer vast array of learnings and repute. Schools get to participate in various National and International skill competitions. Creative Warriors in school is to enlighten the students on numerous skills that are considered magical at their tender age. MESC offers foundation course for:

- ☑ Dance
- ☑ Acting
- ☑ Photography
- ☑ Creative Arts (Portfolio Creation)
- ☑ Mobile Film Making
- ☑ Graphic Design
- ☑ Digital Media
- ☑ 2D & 3D Game Design
- ☑ Animation & Visual Effects

Customized Curriculum:

MESC offers Creative Warriors an opportunity to get the customized course curriculum based on the prerequisites of their methodology. MESC team will be delighted to discuss the various aspects of each subject matter and structure of the course curriculum and content centered on the duration, availability & needs.



CREATIVE WARRIORS @COLLEGES

With accumulation of high revenue and repute to the college; Creative Warrior offers value ads in National/international participation of the colleges. Rewards and recognitions along with branding in the events across the country with adaption of international standards and practices. MESC assists colleges receive the NSQF aligned curriculum for national recognition and certification. With the tech savvy and mobile friendly generation there is always an opportunity for students to learn more about the media & entertainment world even when they are completely into academic section giving them creative refreshment to their mind and soul.

The Creative Warriors gets an opportunity to opt for multiple programs or award levels at various stages of their academics. We offer diploma & advanced diploma programs along with multiple entry & exist options. We can offer foundation & intermediate courses in:

- ☑ Acting/Theatre
- ☑ Dance/Aerobics
- ☑ Digital Photography
- ☑ Creative Arts (Portfolio creation)
- ☑ Mobile Film Making
- ☑ Graphic Design
- ☑ Digital Media
- ☑ 2D & 3D Game Design
- ☑ Fine Arts & Crafts
- ☑ Animation & Visual Effects
- ☑ Print technology
- ☑ Modelling



Graphic Design



DIGITAL MEDIA



3D Game Design

College/University Programs

Creative Warriors offer complete career oriented courses with internship of 6 months and assured placement opportunity with best in class employers after completion of B.Voc. Degree Courses. At Creative Warriors we offer complete flexibility to the candidate to opt for the degree or diploma courses in their desired field.

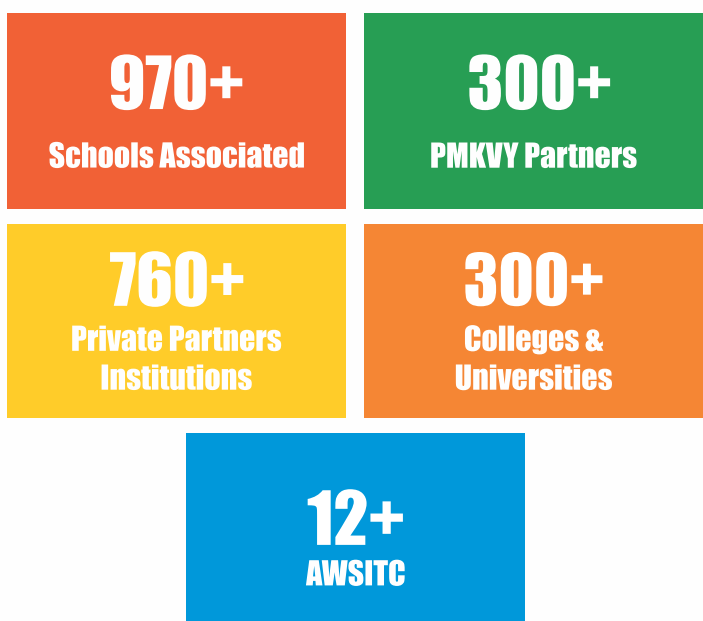
Benefits for Colleges & Universities –

- ✓ Alignment as per NSQF curriculum
- ✓ Explore a plethora of interest
- ✓ M&E industry exposure
- ✓ Representation of colleges & universities in WorldSkills.
- ✓ NSQF aligned joint certification
- ✓ Mega workshops and seminars

Creative Warriors at College/University		
Programs	Duration(Months)	Award Level
Graphic Design Technology	6	Certificate in Graphic Design
Graphic Design Technology	12	Diploma in Graphic & New Media Design
Graphic Design Technology	24	Advanced Diploma in Digital & Social Media
Graphic Design Technology	36	B.Voc Degree in Graphic Design & Digital Media
3D Digital Game Art	6	Certificate in Character Design
3D Digital Game Art	12	Diploma in 3D Game Art
3D Digital Game Art	24	Advanced Diploma in 3D Game Design
3D Digital Game Art	36	B.Voc Degree in 3D Digital Game Art & Design
Animation and VFX	36	B.Sc in Animation and VFX
Film Making	36	B.Sc in Film Making
Performing Arts	36	B.Sc in Performing Arts
Augmented & Virtual Reality Design	12	Diploma in Augmented Reality Design
Augmented & Virtual Reality Design	24	Advance Diploma in Virtual Reality Design
Augmented & Virtual Reality Design	36	B-Voc Degree in Augmented & Virtual Reality Design



Current scenario of Creative Warriors Programs



*Approximate numbers are mentioned above

Creative Warriors @PMKVY & Private Partner Institutions

Creative Warriors programs are skilling the youth under various projects of Pradhan Mantri Kaushal Vikas Yojna [PMKVY], Deen Dayal Upadhyay Gramin, Kaushal Kendras (DDUGKY), Deen Dayal Upadhyay Kaushal Kendra (DDUKK), Pradhan Mantri Kaushal Kendra (PMKK) and top private institutions like Arena Animation, Maya Academy of Advanced Cinematics (MAAC), Pearl Academy, Blue Heavens, Whistling Woods International, Big Animation (India) Pvt Ltd, ZICA: ZEE Institute of Creative Art (Zee Learn Ltd), Mumbai, School of Media Design, Pune, The True School of Music, Mumbai just to name a few- focusing on skilling youth for better tomorrow in Media & Entertainment sector. Creative Warriors programs by Media & Entertainment Skills Council are designed and developed keeping The youth, industry needs and practical scenarios in mind.

Creative Warriors Industry Partners

Creative warrior Programs are industry led and directed on the instructions given by our Industry advisors and partners. The organizations listed below are not only our partners but major advisors too in addition; they are also our customers in terms of hiring the trained professionals.

Industry partners of Media & Entertainment Skills Council for Creative Warrior programs have observed the need of these industry oriented programs. They have been recognized for Up-skilling Talents associated with Media & Entertainment Sector. They have been with Media & Entertainment Skills Council to organize several of events. We take these partnerships very seriously, and are delighted to be associated with many of the top meeting, event and hospitality related organizations in the across the world. Below mentioned are few of our top partners and guides.



Mileage to School/College/University:

- Industry Alliances
- Curriculum & Content Delivery
- Position Yourself As Leader
- National & International Exposure
- Representation Of Academic Institution In India Skills & World Skills
- NSQF Aligned Joint Certification
- Adoption To Transnational Standards
- Certification Of Teachers As Per Global Standards
- Mega Workshops & Seminars
- Promotion Of Academic Institution At Various Platforms



For more information,
scan the QR code

MANTHAN

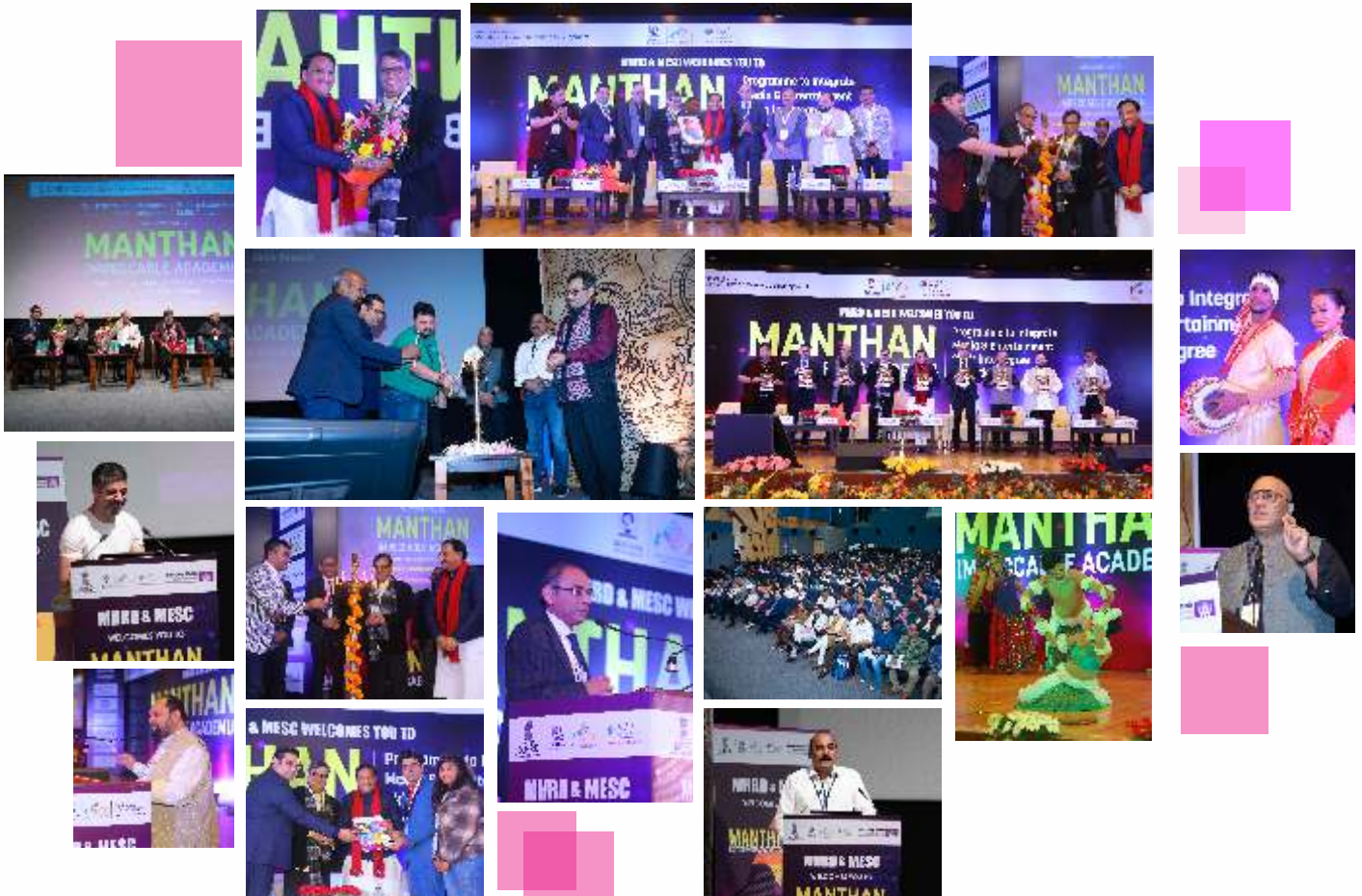
THE IMPECCABLE ACADEMIA



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 BSc. Animation & VFX, BSc. 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.





CREATIVE WARRIORS
— skills@pathshala —

MoU signing for
CREATIVE WARRIORS
with 50+ college/universities during
MANTHAN
IMPECCABLE ACADEMIA
held at
Pravasi Bharatiya Kendra, New Delhi on
December 18th, 2019



NATIONAL SKILLS COMPETITIONS

Creative Warrior programs will prepare the candidates for various competitions that starts from MESC Skills.

MESC SKILLS

Creative Warriors will be a part of MESC skills and will get a chance to win up to INR 5 Lakhs. MESC will organize MESC skills with the reach of over 29 States & 7 Union Territories. MESC will organize the Skills competitions on various levels starting from School level to international/global level. MESC will conduct various workshops, seminars, sessions etc. and support you to turn your dream into reality. Creative warriors will get exposure to various skill competitions along with the grooming and preparation for international competitions like WorldSkills Competitions. All the international level competitions will be sponsored by Media & Entertainment Skills Council!



Various phases of MESC Skills Competitions across the Country

INTERSCHOOL/INTERCOLLEGE COMPETITIONS

MESC will organise yearly MESC Skills Competitions at school level. Every school will have internal competitions and nominate their best creative warrior for each trade. Various Creative warriors' of schools will compete with each other to bring out the brightest and most proficient "Creative Warrior".

MESC SKILLS

REGIONAL/DISTRICT LEVEL

Winners at school competitions will compete to find the superior warrior and from every zone/region we will get our "Superior Creative Warrior". Every AWSITC will also get a chance to compete for MESC Skills Competitions and raise the bar of their skills with additional grooming by industry experts.

STATE LEVEL COMPETITIONS

In every state, Superior Creative Warriors will compete among each other and candidates from AWSITC centers to get the title of the "Boss Creative Warrior". Now every state will have the boss of each trade and will be groomed by a team of industry experts to compete on national level.

NATIONAL LEVEL COMPETITIONS

The Bosses representing their states will have a real war of trades to be crowned the National level Creative warrior i.e. "The warrior King". The warrior king will get the prize money, scholarship benefits and much more.

INTERNATIONAL/GLOBAL COMPETITIONS

The warrior King of the trade will get specialised training under the mentorship of industry experts and get a chance to work on live projects for on-Hand-practical expertise. The warrior king will proudly represent India on the world's stage during global competitions including the WorldSkills Competitions. The Warrior King will get the all-expenses paid trainings, internships and government sponsored voyages for the competitions.



India Skills

IndiaSkills Competition is the biggest skill biennial competition held in India. In the year 2018, candidates competed for 46 skills, 8

traditional skills and 4 demo skills, from 29 States and 7 Union Territories in India. The ultimate champion of IndiaSkills will get a chance to represent the nation on global platforms including "WorldSkills".



WORLDSKILLS COMPETITION



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 takes place for 50+ skills and the participants are under the age of 23. Countries conduct various skill competitions to finalize the one who will represent the country on international stage. More than 1300 candidates from 81 member's countries compete to grab the Gold, Silver and Bronze medals.

OPPORTUNITY FOR WORLDSKILLS PARTICIPATION

WorldSkills brings together young people, industry, government, education, and institutions, to promote its benefits and needs for skilled trade professionals. The aims of the competition include demonstrating the advantages of learning a vocational skill, and encouraging 'parity of esteem' between vocational and academic qualifications.

Our skills competitions measure excellence, celebrates champions, and encourage thousands of young people to turn their passions into a profession. Creative Warriors is set to help the students to polish their skills for the WorldSkills competition. The students will be able to represent their schools in the State, National and International levels.



Shweta Ratanpura

**Graphic Design Technology
Bronze Medalist, Worldskills Kazan,
Russia 2019**

She is the 1st women to win bronze Medal for the country at the WorldSkills 2019 Competition Kazan. She Competed with 35 National champions of 35 different country, She Participated in a 4 days intensive time bound competition, creating excellence is an outstanding achievement.

It's an year long journey for us.

WINNERS OF MEDALLION OF EXCELLENCE



Nidhin Prem

Medallion, WorldSkills 2019, Kazan, Russia, 3D Digital Game Art

A passionate student of animation and gaming from Bharati Vidyapeeth University, Pune. He introduced himself on the global stage. Nidhin prem was our candidate for WorldSkills Kazan 2019 in the category of 3D Game Art. From Kochi, Kerela to Melbourne Australia; Nidhin raised his bar of excellence. Nidhin won Silver medal in 3D Game Art in Global Skill Challenge at Melbourne, Australia in the month of April 2019. Nidhin with a dream to work with AAA Game Design Company and got his training from Lakshya Digital and currently working under them.



Simoul Alva

WorldSkills Abu Dhabi 2017

After she was awarded the winner of Mini Skills Russia & Medallion of Excellence, 2017 for Graphic Design Technology, she went on to work for Pentagram, New York under Michael Bierut. Ms. Alva was also named as one of the 25 upcoming designers under the age of 25 by TATA Gen X Nano. She is also the South Asia Pacific recipient of the Helen Landsowne Resor Scholarship by J. Walter Thompson and the 4A's Foundation for 2017.



Sriram Govindasamy

WorldSkills Sao Paulo 2015

He is the Winner of Medallion of Excellence 2015, 10th Rank Holder, WorldSkills 2015, In the Skills Graphic Design Technology. After he participated in the competition, Mr. Govindasamy has been actively working for various multinational companies. Currently, he is working as a Visual Designer at Freshworks Inc, earlier called Freshdesk.



Arun Raj Balasubramani

WorldSkills Leipzig 2013

Medallion of Excellence 2013 & Best in Nation Award in Graphic Design Technology, Mr. Arun Raj's career growth has been tremendous. He started his own company with over 60 employees which later on was acquired by Freshworks Inc, which was earlier called Freshdesk, a multinational company with over 2500 Designers on board and is currently the Director of Design.

MESC SUPPORT

MESC taken an additional step and extends the support for Creative Warriors to ace in their respective field.

- ☑ Training of Trainers
- ☑ Assessments of Students
- ☑ NSQF Aligned Certification
- ☑ International Exchange Programs (students and Faculty)
- ☑ MESC Skills / India Skills Participation
- ☑ Curriculum & Content Delivery
- ☑ Branding & Promotion
- ☑ Industry Alliances
- ☑ National & international Exposure
- ☑ Workshops by Industry Experts
- ☑ Recognition & Joint Certification

CREATIVE WARRIORS

LEARNING MANAGEMENT SYSTEM



Creative warriors Learning Management System is a platform by Media & Entertainment Skills Council; where learning is beyond the traditional ways of classrooms and blackboards. With varying learning programs, students need to be made familiar with the modern ways of education. Students can explore a wide range of features and available resources. Creative Warriors LMS platform aims to accelerate the transformation of the education system by making it accessible to every student, teacher, professionals, institutions etc.

On Creative Warriors Learning Platform, we have hundreds of courses available like 3d Modeling, Photography, Digital Marketing Dance and many more courses for students' skill development.

Students not only learn from the experts of the industry but are also provided with the opportunity to interact with them through live classes and doubt classes. To prepare the warriors (students) for the industry,

Creative Warriors learning platform renders them study material developed by the pioneers of education system across the globe to ensure their bright future. Having skills is not enough if one can't showcase them to the world which is why Creative Warriors Learning Management has courses for those students as well who wish to partake in National & International skills competition.

MODES OF ASSOCIATION:

It would be a great pleasure for Creative Warriors Online Learning Management to have you onboard to make this a glorious success.

YOU CAN REGISTER AS:

Private/Government University

College School

✉ cw@mescindia.org ☎ +91 8929386954

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#CreativeMe

To encourage the right brain thinking, #CreativeMe Virtual Competition was introduced by Creative Warriors Online Programs, powered by Vidyadaan, an initiate of Media & Entertainment Skills Council, to make the virtual classes more engaging & fun. In this Competition, the students were asked to share the experience of Creative Warriors Virtual classes/workshops through video and pictures and post them on Social Media platforms tagging MESC. The most creative videos & photos were the winners of the competition and rewarded with exciting prizes.



Register now and get a chance to win amazing prizes!

STEPS ARE PRETTY SIMPLE:

1. Participate in Creative warriors Online class.
2. Make a post-class video where you are sharing what you have learnt from the class.
3. Post it on social media with the hashtag #CreativeMe and don't forget to tag MESC
4. Get a chance to win amazing prizes!

#CreativeMe Winners



Creative Warriors



CREATIVE WARRIORS

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GET IN TOUCH

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