

Media and Entertainment Skills Council
(MESC)

Selection of Academic Partner for Operating Authorized
World Skills Training Center (AWSTC) under Skills
represented during National/International Competition
by MESC

INVITATION FOR EXPRESSION OF INTEREST (EOI)

20th May 2019

EOI Submission Date: 20th June 2019

Send via Courier / E-Mail To:

Chief Executive Officer,

Media and Entertainment Skills Council

522-24, 5th Floor, DLF Tower A, Jasola, New Delhi- 110025

E-Mail: mohit.soni@mescindia.org, T: 91-11-49048335, 91-9971120204

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1. DISCLAIMER

- a. Though adequate care has been taken in the preparation of this Expression of Interest Document (EOI document), the Applicant should satisfy himself/ herself that the Document is complete in all respects. Intimation of discrepancy, if any, should be given to the Chief Executive Officer, MESC at below mentioned address latest by **1500 hours of 30-May-2019**, in case, no such intimation is received by the said deadline, it shall be deemed that the Applicant is satisfied that the document is complete in all respects.

**Chief Executive Officer,
Media and Entertainment Skills Council
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- b. Neither MESC nor their employees or consultants make any representation or warranty as to the accuracy, reliability or completeness of the information in this EOI document. Each prospective applicant should conduct his own investigations and analysis and check the accuracy, reliability and completeness of the information in this EOI document and obtain independent advice from appropriate source before submission of this EOI and later RFP if shortlisted.
- c. Neither MESC nor their employees or consultants will have any liability to any prospective Applicant or any other person under the law of contract, for any loss, expense or damage which may arise from or be incurred or suffered in connection with anything contained in this EOI document.
- d. MESC reserves the right to reject any or all of the EOIs submitted in response to this EOI document at any stage without assigning any reasons whatsoever. MESC also reserves the right to hold, or withdraw or cancel the process at any stage under intimation to the Applicants who submit the EOI.
- e. MESC also reserves the right to modify or amend or add to any or all of the provisions of this EOI document or cancel the present Invitation and call for fresh Invitations.
- f. Neither MESC nor their employees or consultants will have any liability in case of non-receipt of any correspondence from them to the Applicants due to the postal delays.

2. SCHEDULE OF EOI PROCESS

The indicative timelines of the Expression of Interest process are mentioned in the table below.

Activity	Scheduled date
Issue of EOI document	20-May-2019
Due date for submission of queries on the EOI	30-May-2019
Issue of clarifications to queries on EOI	10-Jun-2019
Project presentation date	15-Jun-2019
Due date for EOI submission	20-Jun-2019, 1800 Hours

3. INTRODUCTION

Background

The Indian Media and Entertainment (M&E) industry is a sunrise sector for the economy and is making high growth strides. Proving its resilience to the world, the Indian M&E industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving revenues.

With India emerging on the World's map as a potential leader, M&E Industry is becoming an attractive career option for youth today, especially for those with creative bent of mind. Fascinated by designs, animation & special effects in Movies & TV and excited by the games on console or PCs or mobiles. Unfortunately the M&E industry today is starved of quality manpower as most of the training institutes are focus on education based training programs rather than outcome based skill oriented training.

In order to address the need for skilled resources arising from M&E Industry and generate quality manpower, MESC through this EOI intends to invite applications from various Training Institutions, Organizations to partner for developing Authorized World Skills Training Centers (AWSTC) in India. The prime objective of AWSTC will be to prepare candidates that can represent India under National/International Skills Competition and capable to work on par with International standards.

AWSTC will be setup under the Media & Entertainment Skills Council of India

Media and Entertainment Skills Council

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 the financial support from National Skill Development Corporation (NSDC). The key objective of MESC Council is to create a robust and vibrant eco-system for quality vocational education and skill development in Media & Entertainment Space in the country.

In addition, the Media & Entertainment Sector Skill Council aims to serve as a single source of information on M & E sector with specific reference to Skill and Human Resource Development in India. (www.mescindia.org)

The AWSTC shall be offering various skills oriented training programs which MESCC shall be representing the Country during World Skills Competition or any other competition held nationally or internationally.

MESCC will take measures to provide a high level of recognition for the AWSTC to ensure optimum visibility, reach and high level of industry engagement.

In order to ensure close linkages with the industry and be at the forefront of technology and trends, it is envisaged that an industry partner with adequate experience and knowledge will be engaged for supporting the AWSTC. The selection of Industry Partner would be carried out by the Governing Board of MESCC.

Overview of World Skills Competition

World Skills organizes the world championships of vocational skills and is held every two years in different parts of the world. The organization, which also hosts conferences about vocational skills, describes itself as the global hub for skills. World Skills brings together young people, industry, government, education, and institutions, to promote the benefits of and need 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.

At the most recent event, World Skills Abu Dhabi 2017, there was competitions in 51 skills areas with close to 1,300 young people taking part. World Skills Abu Dhabi 2017 took place between 15 and 18 October 2017 at Abu Dhabi, United Arab Emirates. The next World Skills Competition will be held in Kazan, Russia in 2019.

World Skills currently has 79 Member countries and regions, most of which organize national skills competitions that help to prepare the workforce and talent of today for the jobs of the future.

World Skills International, formerly known as the International Vocation Training Organization (IVTO), was founded in the 1940s and emerged from a desire to create new employment opportunities for young people in some of the economies that were devastated by the Second World War.

Governed by an international Board of Directors and administered by the World Skills Secretariat, WSI's mission is "To raise the profile and recognition of skilled people, and show how important skills are in achieving economic growth and personal success."

Among its main objectives are:

- Promote the exchange between young professionals from various regions of the world;
- Exchange of skills, experience and technological innovations;
- Raise the understanding in governments, education and industry to the importance of skills training.
- Raise the awareness of youth and those who influence youth to the opportunities available in skilled professions.
- Medals are awarded during the competition: gold, silver and bronze. Medallions of Excellence are also awarded to those Competitors who achieve above-average scores in their contest areas.

India under Media and Entertainment Sector is representing during World Skills 2019 to be held in Kazan, Russia for the following skills;

- Graphic Design Technology
- Print Media Technology
- 3D Digital Game Art
- Industrial Design (Under Future Skills at Kazan, Russia)

Important Websites:

- www.worldskills.org
- www.worldskillsindia.co.in
- www.mescindia.org/indiaskills

Role of Media and Entertainment Skills Council (MESC)

Media and Entertainment Skills Council is leading the efforts in setting up the Authorized World Skills Training Center by bringing together relevant stakeholders to establish the world class training centers under the Media and Entertainment Sector.

The primary role of MESC would be the following:

- Create and disseminate knowledge about World Skills by conducting events and conferences
- Create an appealing environment and branding for attracting the best talent towards the AWSTC.
- Provide complete hand-holding and all requisite academic and technical support for creation of AWSTC
- Developing soft infrastructure such as curriculum and content, organization processes and policies, guidelines on the installation of technology infrastructure for the AWSTC.
- Conduct ongoing upskilling programs for developing experts and professionals to be engaged in training at AWSTC
- Provide National recognition to AWSTC and award Joint Certificates to candidates on successful completion of such programs.
- Provide adequate participation for shortlisted candidates at various competitions (State/Regional/National/International)
- Build a strong team of Experts and Professionals who can facilitate training for World Skills and other similar competitions.
- Engage the Industry to support/participate in training by facilitating Experts/ Infrastructure and Live Projects.
- Offer recognition, promotion and award to the candidates selected during State/Regional/National/International Competitions.
- Bear the Travel/Stay cost of candidates selected for representing India at World Skills Competition.

Role of the Academic Partner

This document captures the brief overview of AWSTC, roles of various stakeholders, eligibility criteria for academic partner and formats for submitting expression of interest for becoming the authorized training partner for World Skills. It is envisaged to be adequately funded by the Private Partner/State with complete functional autonomy.

The AWSTC will aim to be an apex institution of world class quality. The AWSTC will produce highly skilled and talented workforce that would enable the M&E

sector to move up the value chain and establish a significant presence within the fast growing Media and Entertainment industry throughout the world.

The primary objectives of AWSTC would be the following:

- Developing the state of the art training center for preparing candidates at AWSTC to compete in World Skills Competition.
- Ensure adequate and most updated infrastructure is provided for conducting the training.
- Ensure strong Industry engagement and high quality experts and professionals as mentors/trainers.
- Prepare the candidates on global set standards under the skills represented by MESC across National and International Competitions.
- Aimed at making India win in competitions globally.
- Build a strong team of Experts and Professionals who can facilitate training for World Skills and other similar competitions.
- Engage the Industry to support/participate in training by facilitating Experts/ Infrastructure and Live Projects.
- Function as a think tank and provide inputs on improvising the programs and curriculum for World Skills Competition.
- To ensure highest national/ international standards are adhered to in the setup and operations of AWSTC, it is envisaged to be operated by an academic player with deep domain expertise and experience in M&E sector.
- Bearing capital and operational expenses which include setting up of requisite infrastructure, engagement of faculty, maintenance of infrastructure and other expenses towards running of the institution
- Work closely with MESC & identified industry partner for curriculum development, assessment, program implementation and faculty development.

Mode of Engagement of Authorized World Skills Training Centre

The AWSTC would be engaged through a scope of services and based on adherence to set guidelines. An indicative list of key performance indicators on which the performance of the academic partner would be measured are listed below, these shall determine the continuation of AWSTC post the 2 years of operations:

- Promotion and Branding of MESC & World Skills Competition
- Student Mobilization & Promotion across Schools, Academic Institutions and related Organizations
- Industry feedback on graduating students
- Talent (faculty and staff) attraction and retention
- Programs, curriculum and innovative pedagogy
- Set up and maintenance of specialized infrastructure
- Strategic alliances (industry and institutional)
- Success of candidates during state/regional/national and international competitions.

A detailed strategic and operational plan to be prepared and submitted by the interested partner on being shortlisted as AWSTC that would be reviewed and agreed by the Governing Council of MESC. The performance of the academic partner would be evaluated on a periodic basis by the Governing Council based on the plan submitted.

The academic partner will charge the Fee for the program as instructed by MESC and shall adhere to all applicable guidelines. A management fee per student shall be charged by MESC on ongoing basis for the services and support provided to AWSTC. Further details on the modalities of payout, sharing of fee would be finalized subsequently.

4. RESPONSIVENESS

Eligibility Criteria

- 1 The Applicant for Expression of Interest should be a single entity which can be a Company incorporated with the Companies Act, 1956/ 2013 or Society registered under the Societies Registration Act, 1860 or a Trust registered under the Indian Trusts Act, 1882
- 2 To be eligible for evaluation of the Bid, a Bidder shall fulfil the following technical and financial capacity criteria of eligibility:
 - **Technical Capacity: For demonstrating technical capacity and experience (the “Minimum Technical Capacity”)**, the Bidder shall have satisfied one of the following:
 - i. Developed (or) Operated & Maintained an Academic Institution with a minimum enrolment of 2500+ students in the last 5 years (i.e.1st April 2014 to 31st March 2019)

OR

- ii. Developed (or) Operated & Maintained an educational institution (skill development, vocational training centers) that offers programs in the field of M&E with a minimum enrolment of 1000+ students & successfully placed over 500+ students in the last 5 years (i.e. 1st April 2014 to 31st March 2019)

Note: The bidder shall submit the necessary proof of certification of the educational institution from the respective certifying authority.

- **Financial Capacity:** The Bidder shall have demonstrated strong financial capacity in the last three years in terms of net worth, profitability and growth.

Applicants are required to submit the necessary documents indicating their eligibility details as per the Form B in the annexure.

MESC reserves the right to verify the details submitted from the respective authorities. The applicant shall give authorization to MESC to do the same.

EOI preparation cost

The Applicant shall be responsible for all of the costs associated with the preparation of its EOI and its participation in the EOI. MESC shall not be

responsible or in any way liable for such costs, regardless of the conduct or outcome of the EOI.

Right to accept any EOI and to reject any or all EOIs

- Notwithstanding anything contained in this document, MESC reserves the right to accept or reject any EOI and to annul the EOI process and reject all EOIs, at any time without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reasons.
- MESC reserves the right to reject any EOI if:
 - a. At any time, a material misrepresentation is made or uncovered, or
 - b. A material concealment is detected, or
 - c. The Applicant does not respond promptly and thoroughly to requests for supplemental information required for the evaluation of the EOI.
- Such misrepresentation / improper response / concealment would lead to the disqualification of the Applicant.

Preparation and submission of EOI

- The EOI submitted by Applicant shall be valid till the completion of EOI process.
- The Bidder shall submit the Response in the format specified at Annexure-I and its Annexures (Form A to C), and seal it in an envelope and mark the envelope as “**Expression of Interest for Operating Authorized World Skills Training Centre under MESC**”. The Bidder shall seal the original and the copy of the Bid, together with their respective enclosures, in separate envelopes duly marking the envelopes as “ORIGINAL” and “COPY”.
- The envelope shall indicate the name, address and contact phone number of the Applicant
- The envelope shall be addressed to:

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522-24, 5th Floor, DLF Tower A, Jasola, New Delhi- 110025
E-Mail: mohit.soni@mescindia.org, T: 91-11-49048335, 91-9971120204

Annexure I

Letter of Transmittal

(To be typed in Applicant’s Letterhead)

From:

To:

Chief Executive Officer,

Media and Entertainment Skills Council

522-24, 5th Floor, DLF Tower A, Jasola, New Delhi- 110025

E-Mail: mohit.soni@mescindia.org, T: 91-11-49048335, 91-9971120204

Sub: Submission of Expression of Interest (EOI) for Setting up Authorized World Skills Training Center under MESC

Sir,

Having examined the details given in EOI Notice and Project Information details for the above project, I/we hereby submit our Expression of Interest and the relevant information

1. I/We hereby certify that all the statements made in the information supplied in the enclosed form and the accompanying statements are true and correct.
2. I/We have furnished all information and details necessary for EOI and have no further pertinent information to supply.
3. I/We also authorize MESC or their authorized representatives to approach individuals, employers and firms to verify our competence and general reputation.
4. We understand that MESC will be at liberty to finalize bid parameters and issue RFQ/RFP for the project at a later stage.

Signature(s) of Applicant(s)

Enclosures

Seal of applicant

Date of submission

FORM A**Salient features /suggestions of the applicants at a glance**

Name of Applicant:	
Please provide a brief write up in the following areas:	
1	M&E industry experience, operating higher education institution, skill development institution or a center of excellence. (2 pages, necessary supporting documents may be attached as separate annexures)
2	Experience in forming strategic alliances with industry players (1 page, necessary supporting documents may be attached as separate
3	Experience in IP generation, original content development and research (1 page, necessary supporting documents may be attached as separate annexures)
4	Your views on the concept of AWSTC including critical success factors, key requirements and support required (2 pages, necessary supporting documents may be attached as separate annexures)
5	Suggestions/ideas on possible models of engaging academic partner and bid parameters in selection of academic partner (1 page, necessary supporting documents may be attached as separate annexures)

FORM B

1	Name & Address of the applicant with Telephone No./Fax No.
2	a) Year of Establishment b) Date & Year of commencement
3	Legal status of the applicant (attach copies of original document defining the legal status) a) A proprietary firm b) A firm in partnership c) A limited company or Corporation/Joint venture/Consortia d) State owned
4	Place of Registration and Principal places of business
5	Name & Title of Directors and key officers to be concerned with the project, with designation of individuals authorized to act for the organization
6	Copies of last three years audited financial statements and annual reports
7	Any other information considered necessary but not included above

FORM C**Profile of Applicant****(Separate form shall be furnished for each institution)**

1. Name of Educational Institution
2. Location of Educational Institution
3. Area of the premises and built up area
4. Year of commencement of operations:
5. Does the educational institution have residential facility for students and faculty
6. Courses offered (UG, PG, PhD, Diploma, etc.)
7. Number of Students:
8. Number of teachers:
9. Achievements and accolades won by the educational institution
10. Notable alumni of the institution
11. Details of the library such as size, number of books etc.:

12. Technological facilities and equipment in the educational institution
13. Details of support infrastructure facilities
14. Profiles of the promoters / eminent academicians who will be involved with the project:
15. Entity of the educational institution being run (Sec 8 company, Trust, Society, Private Limited Company etc.)

Signature(s) of Applicant(s)

(Use a separate form for each educational institution)S