

Media Talk Back

Exclusive Coverage

Bahubali's Success Mantra

Enhancing the Skilling Ecosystem

Media & Entertainment Skills Council

Fact Files & Opportunities

Vfx Industry

Experts Section

Breaking the Ice

World Skills 2017

Let's Get Gold

Visual Effects (VFX) the next big thing



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KAUSHAL BHARAT, KUSHAL BHARAT!

MESSAGE FROM THE CHAIRMAN



Dr. Kamal Haasan

Chairman (MESC) Film Actor,
Producer, Director & Screenwriter

The National Award winning actor, director and producer Dr. Kamal Haasan, identifies the real need to enhance skilling in professionals of Media industry. As Chairman of MESC (Media and Entertainment Skills Council) he intends to work on the future of the country as well when it comes to showing the art of Indian Media & Entertainment Industry. He intends to offer programs for training the students and also the trainers in such a way that the skill gap between academia and industry is minimised to the lowest possible limit.

MESSAGE FROM THE EDITOR IN CHIEF



Ashish S.K.

Founding Governing
Member of MESC

I extend my thanks and regards for supporting and contributing the information and insights required during the creation of our first monthly magazine highlighting about Media and entertainment sector.

I'm sure the subscribers will get a much better understanding of the industry, the focus today and plans for tomorrow. For budding aspirants, this magazine shall provide the direction to accomplish success in their careers. I congratulate, MESC for this initiative and request all stakeholders to come forward and support the 'Skill India' mission by contributing not just to the magazine but also to uplift the entire skilling ecosystem. Jai Hind!

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PETE DRAPER

CEO



Principle Vfx Studio for Bahubali



Makuta is a California cum Hyderabad based VFX company and Pete Draper(U.K) founded it with two other Indians. He is highly skillful with tonnes of experience. However, all of Pete's and Makuta Company's work was predominantly in Indian Cinema, or SS Rajamouli films for the past 7 years to be precise. To begin with, Pete single handedly delivered the Waterfall sequence CGI in the film Bahubali, working on it for more than 1 year. Makuta's Chief Executive Officer and Co-Founder, VFX Supervisor, trainer and author Pete, estimates that they're responsible for about 145,000 unedited frames—roughly 100 minutes in a 150-minute film.

Pete confirmed that Makuta Vfx got more exposure internationally than I thought would happen. "I knew this thing would be big, but I didn't realize how big it would be. It also made us better-known up North (India) than we were before." Pete also talked about how the budget goes up when it comes to improvement in Lighting, Texturing and Animation fields. He also mentioned that he does not want to do only clean up or follow a particular track instead wants to progress his skill into a form of art.



Career in Visual Effects

The animation and Visual Effects (VFX) industry continues to steadily gain acceptance with Indian talent poised to rub shoulders with global counterparts. According to the KPMG India-FICCI Indian Media and Entertainment Industry Report 2017, the Indian animation and VFX industry grew at 16.4 per cent in 2016 to reach a size of INR59.5 billion, driven majorly by a 31 per cent growth in VFX, with animation remaining steady at a growth rate of 9 percent. India is currently well positioned in the global VFX industry. This is due to the latest technology and equipment now easily accessible at affordable rates in the country, making it easy to start a company or project. Due to this and the amount of visual effects these projects call for, VFX studios which are popping up everywhere.

The sheer number of studios in India now along with the increased collaborations among them has made this industry an undeniable breeding ground for aspiring VFX artists. As a fresher, you can expect to earn around Rs.15,000-20,000 and once you gain adequate experience, anything from a lakh to a couple of lakhs and more is yours for the asking. If you can't decide whether to take on freelance projects or a full-time job, remember that freelancers are often paid more since they work on contract-based jobs; however, the amount of pay they rake in is undoubtedly based on their level of talent and experience.





Prime Focus - Employer of The Month!

Prime Focus World is the creative services division of Prime Focus Limited, the world's largest integrated media services company, delivering end-to-end creative services (VFX, stereo conversion, animation), technology products and services (Media ERP Suite and Cloud-enabled media services), production services (equipment rental) and post-production services (Digital Intermediate, digital lab, picture post) to Film Studios and the Advertising and Broadcast industries.

Career Opportunities in Visual Effects

Deep Dive To Understand The Requirement In Vfx



Merzin Tavaría

Chief Creative Director and Co-founder, Prime Focus

What career opportunities do you foresee for VFX?

Double Negative has grown substantially in India in the last few years, from an initial team of about 150 to almost 1,000 employees today, and we have just announced the launch of a second Indian facility in Chennai. Our workload is ever increasing as we take on more and more international projects, and with that so are the VFX career opportunities.

What is the number of Job targets you have for VFX in a year?

We are always expanding and developing our various departments internally - for roto, prep, matchmove, compositing, lighting, FX, simulation, etc. - to meet with the growing demands of our international client base. With the new facility in Chennai the demand for artists has increased substantially further, and we will be looking at hiring 300 - 400 VFX artists in the coming months.

Do you see any changes since Skill India Mission in the industry and the quality?

It is still too early to see any direct impact that the Skill India mission has had on the industry since it was only started in 2015. Since the beginning we have recruited freshers and have trained them accordingly in-house, as there have historically been no formal degree courses that adequately prepare students for entry to our industry. The Skill India mission would bring a number of benefits to the industry and increase the quality of the talent pool. Thereby providing huge job opportunities.

Any message you want to give to the VFX students that can help them grow?

I can't say this enough - you must put in a lot of hard work, dedication and time if you want to succeed in this exciting and rewarding career... and there are no shortcuts! We have a lot of success stories of people joining as freshers and today Supervising the Vfx on huge Hollywood blockbusters. If this is what you aspire to do, and you work hard enough, you will succeed. Follow your dreams.



COMPOSITOR

A compositing artist responsible for helping create the final finished animation or film project by detecting errors and developing compositing strategies,

MATCHMOVING ARTIST:

The artist responsible to incorporate 3D data into live action footage.

FX ARTIST

The artist responsible for illusions or visual tricks used in the film, television, theatre, video game, and simulator industries to simulate the imagined events in a story or virtual world.

LIGHTING ARTIST

Their job is to adjust the colour, placement and intensity of CGI lights to create atmosphere, add realism, tone and depth to a scene.

PRE - VIZ ARTIST

Their job is to visualize complex scenes in a movie before filming. It is also a concept in still photography.

MOTION GRAPHICS ARTIST

Motion Graphics is the art of graphic design within the context of visuals such as film, video or computer animation.

ROTO ARTIST

Rotoscoping is an animation technique used by animators to trace over motion picture footage, frame by frame, when realistic action is required

CLEAN-UP ARTIST

Clean-up is a part of the workflow in the production of hand-drawn animation.

Exclusive Coverage

by Media & Entertainment Skills Council

bāhubali



S. S. Rajamouli

INDIAN FILM DIRECTOR AND SCREENWRITER

Ask anyone associated with the movie "Bahubali" why they chose to work on the film, and their answer is likely to be "because of Mr. S. S. Rajamouli."

The 43-year-old director and his conviction in the story is what convinced producers Shobu Yarlagadda and Prasad Devineni to back a \$67 million film. Bollywood producer Karan Johar called Rajamouli a "global film-maker" in the league of James Cameron and Christopher Nolan.

Rajamouli started directing Telugu soap operas on Eenadu Television, under the guidance of K. Raghavendra Rao. His first shot at Telugu films was Student No.1 with Jr. NTR which was a big hit in 2001. It took two long years for Rajamouli to come up with his second movie and delivered a blockbuster with his second movie Simhadri. Then comes the movie which has actually drawn a line globally The Bahubali: Conclusion which was even premiered at British Film Institute.

During an interactive session with Mr. Raja Mouli, Media and Entertainment Skills Council, COO Mr. Mohit Soni requested him to share his experience and views about the Indian Cinema & about the biggest blockbuster of the Indian film industry "Bahubali"

1. Does the media industry face a dearth of trained and specialised professionals? Which area would you say faces this challenge the most?

Yes we do. We do have some great professionals here. But they are few in number considering the huge requirement that exists. It would be great if we have more of them to get more productive work. I feel we need the writers the most.

2. As a veteran in the industry, what is the growth you have seen within the sector over the years -- be it in the craft, the skill base, technology?

There are lots of changes happening in the industry over the years, to be precise, everyday in every craft. Coming to the skill base, we did some extraordinary films since 1950's only. But now, as we have more exposure to learn, we are exploring the scripts. If not everyone, at least a few. We are also going forward with the ever growing technology and how it's being used in our films right from the small things we use in the set to DI grading to CGI and in every department. Everything is updating everyday. It's good for all.

3. What is the potential and scope of joining the industry for youngsters today?

The world is for everyone. Anyone can do anything they wanted to. But youngsters should have a clear idea on what they are doing and why? Everything will be saturated at some point, someone should come and replace the position. So definitely a lot of potential and scope to prove themselves and equally a tough competition.

4. What was the kind of VFX used in Bahubali and what kind of professional training is needed for someone to accomplish it?

We used Simulation FX, Animation, Modelling, Matte painting, Compositing and such kind of VFX to create right from the water drop to surreal water falls to unbelievable giant palaces to live animals and more and more. A better pre-production, proper onsite supervision and an experienced visual effects supervisor did help us to get the best results.





Mr. Rana Daggubatti

"Bhallaldeva" of Bahubali

Mr. Soni interacted with Mr. Rana the Bhallaldeva in the S.S Rajamouli - Directed war epic, movie Bahubali 1 & 2, which was one of the captivating moment MESC COO has come across.

According to Rana Daggubatti, Baahubali is a very brave film for him and every person linked to the movie worked beyond their 100% for the movie. He was not only referring to the actors in the film but the director, producers, technicians, visual effects team and all the staff members. The film took an effort of approximately five years to reach perfection. The actor talked about his other movie Ghazi Attack and mentioned both the movies had different genres but a great support from the visual effects team.

Rana also mentioned that he supports 'Skill India' Mission and Media & Entertainment Skills Council for the growth of the M&E Industry. we congratulate Rana Daggubatti for his excellence work & wish him all the very best.

Mr. Shobu Yarlagadda, Mr. Prasad Devineni (Producers of Bahubali)

The True Heroes to Believe in the Project.

An exclusive interaction personally with the Producers of Bahubali, Mr. Shobu Yarlagadda and Mr. Prasad Devineni in Hyderabad was to understand the reason behind their confidence before they invested in the Biggest Blockbuster, Bahubali 1 & 2.

During the interaction with Mohit they mentioned, It will definitely have a strong impact if something goes wrong but I don't foresee it. About ups and downs, mainly it is trying to get the film ready on time, on schedules in budget. We are trying to do something. It is going to cost more, how much more can we stretch it? These are the challenges we addressed. Rajamouli strongly believes in emotion and the scale to go with it. He didn't want to compromise on the points. Some areas we reduced and some we didn't.

The thoughts about the risk involved?

This is at a different level and scale. It required a lot of patience, persistence, lot of detailing, going into minute things. The bigger picture is to ensure the film is made in time in this much budget and it travels to all languages and rest of the world as far as possible. To ensure this happens, you need to do a lot of things at many levels and I was lucky to have people to take it everywhere. Lot of support came in from family and friends for financial and emotional support. RFC played a key role. They provided infrastructure and lot of financing for the film. That is one aspect and to have a place spanning over 2000 acres and getting to do multiple things in one place, the logistics would have been difficult but for RFC.

We had sets, a floor with 1000 people working.



StartupSection

KAUSHAL BHARAT, KUSHAL BHARAT!

From Student to Entrepreneur



The Journey of Crazy Cub Animation Studio started in 2009, when Animation Graduate **Kamal Pahuja** and Computer Science Post Graduate **Reenu Pahuja** decided to become full-time Freelancers and start their entrepreneurial journey from their Rented apartment.



Kamal Pahuja

Right from the beginning the motto was very clear, give the best possible quality services at the most affordable prices. walking on the same lines by 2013, We were already a team of 12 people and that is when Crazy Cub got its first big Project from USA. Crazy Cub got in a deal to create 75 short videos for Circle of Education who were into creation of quality animated content for kids. Till 2015 the primary focus was to provide animation and VFX services to various National and International clients



Reenu Pahuja

Impressed by **Mr. Narendra Modi's** vision of creating Strong and self dependent INDIA, in 2015 we started thinking to create our own brand to cater our own INDIAN audiences and that is how **Jugnu Kids** was born. Dreams were big but investments petite, so we started investing our profits back into Business. Started with a couple of rhymes, **Jugnu Kids** is now catering audiences from 180 countries, 850000 Subscribers, 2 Million daily views. At this moment a team of 40 In-house Artists and 25 outsourced Artists, Musicians, Singers and writers are working towards 2018 Target of 3 Million Subscribers.

Diversity of INDIA is said to be our biggest strength. So Jugnu Kids is also planning to create content for almost all regional languages of INDIA. Working towards this already our Bangla, Tamil and Telugu channels are launched. By 2018 we have targets to reach to Millions of users of at least 8 Major languages of India.

As our characters Adi, Lily and Bobo are getting more popular among kids, by 2018 we are in plan to launch our own **MADE IN INDIA** toy brand. At this point of time Indian Toy Market is almost fully captured by Chinese Brands. We want to create safe, Indian Toys for our kids. We might be needing financial support to make that dream come true.

To sum up things, we believe that INDIA is full of opportunities. With the right leadership in the



country, this is the perfect time for youngsters to start chasing their dreams. With youth coming up great and innovative ideas and creative solutions to years old problems, there is huge potentials for startups in this country.



As i always say, recipe of becoming an Entrepreneur is simple, just look around you, observe the problems and issues which are bugging you, select any of those issues and try a find a creative sustainable solution for that. All the best, Keep Solving Problems.



Experts Section

Insights on Career Progression

Wolfgang Tochterle CEO – MEDIAMACS



I don't really have a specific message to provide. But I always stress the idea: – don't fall into the temptation of thinking in terms of software packages instead of problem solving.

An innovative project can't start with the selection of one or the other software. You should free your mind and don't think first on the tools to use instead the goal to reach. The software in your head should be more powerful than on your computer.

The whole creative suite (Adobe) is for all designers and creates in the VFX industry an amazing and innovative tool. But in the process of creating anything new, I ask always to release your beauty in your mind and think first on what you'd like to accomplish.

The way to your goal can be manifold. This seems to be a simple truth. but how often you first dive right into any software package before you even know what could be the solution for

your communication goal. This might take time. But Innovation isn't a simple task to achieve. Even if on the end the simplest things might result innovative

Atul Vohra CEO – Reliance Education



How and to what extent, do you see the industry growing in the coming years and what will be the major job roles in demand?

a. The potential is rising as the industry is witnessing growth, to cite an example, as per the latest FICCI-KPMG report 2017, the Indian VFX industry is projected to be worth INR 108 billion (VFX and post production) in 2021 and Indian professionals were part of the many Hollywood projects like Avatar, Harry Potter and so on..... it is an industry projected to grow at CAGR of 19%. The Indian Animation is projected to be worth INR 23.7 billion in 2021 and Indian Animators have worked on blockbusters such as Kung Fu Panda, Life of Pi and so on.....

b. So looking at the projected growth of the industry, the scope for youngster acquiring the right skills will be on rise.

c. On job front, I would like to say that youngster need to acquire skills based on industry workflow, which will help them to work in various departments and over couple of years of experience, a youngster can make a niche name for himself/herself in couple of skills.

As a veteran in the industry, what is the growth you have seen within the sector over the years- be it in the craft, the skill base, technology?

a. There is overall growth across the media and entertainment sector over the years. If one has to take a view, it all began with a perception of poor lucrative career whereas today it is a career, which fulfills the aspiration of the today's youth. A student needs to have a right blend of conceptual skills of preproduction, production and postproduction. They should compulsorily develop a show reel/portfolio of their own, which will help them to showcase their skills.

Pete Draper CEO & Co-Founder – Makuta



According to you, what is the major reason for Baahubali's success?

a. Baahubali's success is based on the vision of the director, the risk taken by the producers and VFX team being able to commit to something that big. Being on the same page as your client is a great thing when you're producing artistic work, Pete quoted. Everybody was expecting a lot from Baahubali:2 but there was not much pressure from the director because the team already knew what they're doing.

What is the most important part to become a VFX artist?

b. According to Pete, he never attended or learned from a course because there weren't any and the majority of the people he was with taught themselves and are in Senior Positions right now. They have experienced that phase of self-development and they want to learn something new every day and that's what makes a difference. VFX is much more than just

computerized effects, the VFX team has to put their selves in every role and then produce the perfect shot.

Featured Institute

Ramesh Sippy Academy of Cinema and Entertainment



RSACE
Ramesh Sippy Academy of
Cinema and Entertainment

Thousands come from far and wide in search of their destiny to the industry of their dreams - the industry of cinema and entertainment. Time has acknowledged that one needs the perfect catalyst comprising the requisite skills-set and a roadmap to ride one through the often intimidating and complex labyrinth of the industry which has become the wind beneath one's wings to finally give form to those celluloid dreams.

With an endeavour to give back and share the myriad experiences of over 40 years. I have given form to RSACE an Institute that is one of its kind bridging the gap between theory and hands on knowledge by highly experienced industry professionals.

What makes it truly unique is its Tie up with Mumbai University. This partnership will award a graduate degree to students that complete their study in the chosen course of filmmaking by the highly respected and recognised Mumbai University.

There has been a fundamental change over the years in the way cinema and entertainment is consumed. In addition to cinema



screens and televisions at home, there are a plethora of handheld devices at one's disposal. The internet has become a major source when it comes to consuming content - computers, laptops, mobile phones, tablets define the new-age consumers of entertainment.

At RSACE, it is our endeavour to equip students with the skills required to create content that keeps pace with new-age media. Having said that, while the mediums have changed, the ethos of cinema and entertainment remains untouched and at its very core, cinema is all about stories. RSACE's core purpose is to produce generations of film professionals that will contribute to great storytelling,"
Ramesh Sippy.



*Where Dreams
Get Wings*

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Screen Writing • Animation • VFX

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RSACE
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Cinema and Entertainment





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About MESC

Founded in 2012, 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).

MESC (FICCI) has a mandate to create 11.74 lakhs skilled workforce by 2022 and contribute to the National Skill Mission of creating 500 million skilled workforce by 2022.

PRIME OBJECTIVES OF MESC:

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

240+
TRAINING CENTERS

52+
QUALIFICATION PACKS

15+
ASSESSMENT AGENCIES

400+
TRAINERS TRAINED

50+
CERTIFIED ASSESSORS

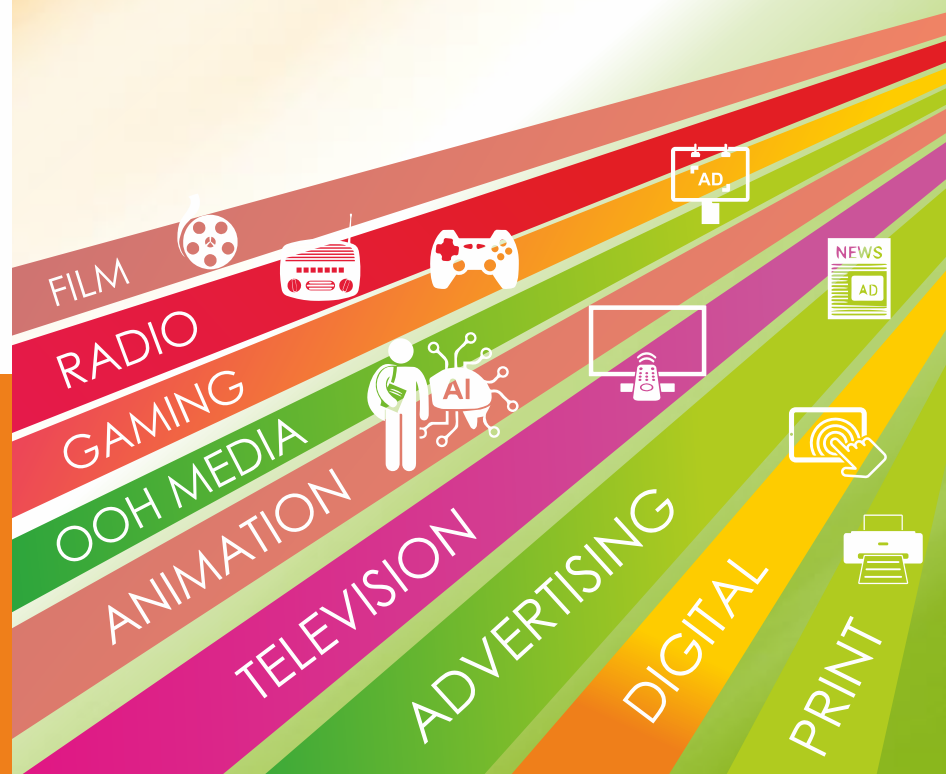
MESC Consortium Partners



“ **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.



SUNRISE INDUSTRY- MEDIA & ENTERTAINMENT

INDUSTRY SIZE (IN INR BILLION)

159	FILMS	WORLD'S LARGEST PRODUCER OF FILMS MORE THAN 1500 FILMS PRODUCED ANNUALLY ACROSS VARIOUS LANGUAGES
617	TELEVISION	INDIA IS 3rd LARGEST TELEVISION MARKET IN THE WORLD OVER 175MN TV HOUSEHOLDS
23	RADIO	MOST AFFORDABLE ACCESSIBLE & REACHES 99% OF INDIAN POPULATION OVER 250 MILLION AUDIENCES ACROSS 80 TOWNS – POISED TO GROW AT OVER 20%
305	PRINT	WORLD'S LARGEST NUMBER IN NEWSPAPER CIRCULATION MORE THAN 70,000 NEWSPAPERS & OVER 100 MILLION COPIES SOLD EVERYDAY
58	ANIMATION & VFX	ONE OF THE FASTEST GROWING SECTOR IN INDIA GROWING AT CAGR OF 16.1% OVERTAKING GLOBAL INDUSTRY GROWTH RATE
31	GAMING	YOUNGEST SECTOR WITH HIGHEST POTENTIAL GROWING AT CAGR OF 13.8% MATCHING GLOBAL STANDARDS

OCCUPATION MAPPING - OPPORTUNITIES IN M&E SECTOR

S.NO.	MEDIA & ENTERTAINMENT SKILLS COUNCIL Occupation Mapping Within Subsectors	FILM	TELEVISION	PRINT	ANIMATION	GAMING	RADIO	DIGITAL	OOH MEDIA	ADVERTISING
1.	Acting / Voice-overs	*	*							*
2.	Ad Sales / Account Management/ Scheduling / Traffic		*	*			*	*	*	*
3.	Art & Design - Print, Advertising & OOH			*					*	*
4.	Art & Design - Animation & OOH				*	*				
5.	Set Crafts - Film, TV & Advertising	*	*							*
6.	Broadcast Operations		*				*			
7.	Camera	*	*							*
8.	Animator				*	*				
9.	Direction	*	*		*					*
10.	Journalism		*	*			*	*		*
11.	Hair & Make-up	*	*							*
12.	Lighting	*	*							*
13.	Production	*	*		*	*	*			*
14.	Asset Creation				*	*				
15.	Screen/Script Writing	*	*		*					*
16.	Sound	*	*		*		*			*
17.	Editing	*	*		*					*
18.	VFX	*	*		*					*

Training Programs for upgrading Trainers & Assessors



Training of Trainers (TOT) is a high-level professional learning process for qualified trainers who will be providing training and capacity-building assistance for contributing in "Skill India Mission". The TOT engages participants in a comprehensive, multi-day distributive learning process that builds the knowledge and skills required to effectively train educators to deliver training programs for as per the National Occupational Standards.

This rigorous 10-day workshop includes advanced training on domain and platform skills. MESCC presently has 200+ Certified Trainers and 50+ Certified Assessors along with a network of 30+ Master Trainers who are seasoned industry professionals.



Cinematic Tourism Event

30 June 2017 Mumbai

Under the Dynamic Leadership of Hon'ble Prime Minister of India, Act East Policy, Ministry of Commerce & Industry, Govt. of India and the ICSI- International Chamber for Service Industry with Services Export Promotion Council (SEPC) organized an International Conference on Media & Entertainment Industry (M&E) for Cinematic Tourism on 30th June 2017 at Mumbai, where for the first time in post independent India the entire Northeastern region of India and ASEAN countries got together, to deliberate on how to bring in more activities of Media Ent. Industry to NER(I) and at the same to promote services exports to ASEAN Countries. M&E Industry demands and suggestions were very pragmatic

for the film segment, Television, Music and Animation Industry coming to Northeast region of India. The main outcome was to have one Media-Entertainment Zone for entire NER(I) and ASEAN, one single window for the entire region, one integration web portal and Tourism promotion literature for the entire NER(I), to organize yearly awards and honours for the entire NER(I), to list out and display the infrastructure facilities and cinematic Tourism Policy, Skills Development etc. for youth and equipment's which are available for the Media Entertainment Industry. ICSI made detailed presentation on Cinematic Tourism concept followed by theme presentation by Joint Secretary Department of Commerce, Ministry of Commerce & Industry Govt. of India followed by technical interactive actions and finally summing up.

The conference created a platform for the entire Media Ent. Industry including Film Production Houses, Film Makers, Radio, and TV- Ad Film Animation Industry, Events companies to interact and explore the business opportunities with Heads for NER(I) States with their PR and Tourism Depts., NER(I) production houses, artistic, ASEAN representations. Jahnu Barua (Film Director), Kalpna Lajmi (Director, Producer and screenwriter), Lin Laishram (Model & Actor) from Manipur, Rani Hazarika (Singer), Sunita Bhuyan(Violinist), Mr. Dave Thoudadam (Film Maker,Manipur), Mrs Maya Kholie (Eminent Producer), Jyoti Kalash (Principal Resident Commissioner, Nagaland), Chitanya Padukone (Sr. journalist) were also present.



The overall benefits(Long term) of the Int. Conference on regions are as follows :

- Tourism industry boost, bringing out unexplored destinations
- Boost to local film productions and artists
- Cultural/Technology exchanges
- Services Exports
- Economic multiplier both for NER-India and ASEAN leading to Socio-economic development.



Engagement with Stakeholder By Team MESOC



In interaction with Padma Shree Award Winner
Mr. Ramesh Sippy



With Mr. Priyank M. Kharge Hon'ble ITBT Minister
Karnataka during GAFX Conference, Bengaluru



At ITFT College, New Chandigarh Campus



With Mr. Subhash Ghai for Launching
short duration foundation program on film making



In discussion with Prahlaad Kakkar
School of Branding & Entrepreneurship



With Mr. Siddharth Roy Kapur



With Mr. Anand Mohan Jha during the launching of
MESOC New Office

Marking Presence Across Regions

Mr Mohit Soni, Chief Operating officer, MESC, During Chandigarh: "Skill Summit 2017 – A Roundtable on Consolidation and Networking with Sector Skills Councils [SSCs] for Skilling India" was jointly organised by National Institute of Technical Teachers Training and Research [NITTTR] and Federation of Indian Chambers of Commerce and Industries [FICCI] at Chandigarh on 28th April 2017.



Signing of the MOU Between Media and Entertainment Sector skill council and National Backward Classes Finance and Development Corporation (NBCFDC) & National Safai Karamcharis Finance and Development Corporation (NSKFDC) at CSR Fair 2017, Pragati Maidan. MESC has entered into the agreement with NSKFDC AND NBCFDC aims to offer wide range of courses in media and entertainment sector leading to entrepreneurship or employability



On Tuesday, 27 June 2017 MESC and Assam University signed the Memorandum of Understanding (MOU) to associate for youth employability, towards media education and skill development. MESC will implement this collaboration within the framework to enhance the quality of the employable skills of the unemployment youths of North Eastern Region. MESC and AU aim to develop programmes of common interest to promote Industry and business relevant skills as AU is one of the major institutions in North-eastern belt.



Signing of MOU between Madhya Pradesh State Skill Development Mission and Media & Entertainment Skills Council at Global Skill and Employment Partnership Summit 2017, Bhopal, witnessed by Union Skill Development and Entrepreneurship Shri Rajiv Pratap Rudy as chief guest at the inaugural session of the summit and Chief Minister Shivraj Singh Chouhan. MESC has entered into the agreement with MPSSDM with the "Intention to Employ" and "Intention to Skill" MoUs with the Government of Madhya Pradesh





Knowing About World Skills Competition

World Skills Competition is the largest international 'Vocational Skills Competition' in the world. It takes place in a different country every two years and is open to competitors up to the age of 22. The competition brings together over 1,000 young people from around 65 countries to compete in more than 40 skills. The competitors pitch their skills against the best of the best and compete for 'Gold', 'Silver', 'Bronze' and 'Medallion of Excellence'. Team India for WorldSkills Abu Dhabi 2017 attended the celebration of World Youth Skills Day on 15th July 2017. They were felicitated by Shri. Rajiv Pratap Rudy, Union Minister of State Skill Development and Entrepreneurship, Government of India.

The 44th WorldSkills Competition will be held at the Abu Dhabi National Exhibition Centre, Abu Dhabi, United Arab Emirates in October 2017.



Anthony Lopez (Expert & Master Trainer from India), Simoul Alva (Candidate representing India) & Wolfgang Tochterle (International Trainer & 2 Times World Skills Winner)

What are your plans for World Skills 2017 and how are you preparing yourself?

Ever since I was introduced to the WorldSkills program, my approach towards the competition has been extremely focussed. I am fortunate to have a mentor that is a veteran in the field but above all an insightful and patient teacher. I intend to put all the experience I have had so far, whether it was my training at Lopez design, inputs from external experts like Mr. Wolfgang Tochterle, Ittu Chaudhari Design and Pragati Press and my education at the National Institute of Design, into the those final three days at the competition. Apart from learning about design and the technical aspects of my skill, my training is focussing on handling pressure and working in a certain amount of time. It then becomes a skill driven by a game of strategy between my strengths and weaknesses. As the competition is a three day long event, it becomes a lot about your frame of mind, endurance and will power more than your skill.

I am grateful for all the support everyone has shown me though the journey. It shows how people from various backgrounds come together for their country.



SIMOUL ALVA

Candidate Representing
India, World Skills
Competition 2017

With so much experience about World Skills Competition. What are the suggestions you will like to give to candidates participating now and for those preparing for future?



Wolfgang Tochterle CEO - MEDIAMACS

My experience in Worldskills International goes back until 2007 at the competition in Japan.(3 Gold, one 4th and one 6th place)

However at least since 2001 I was active as expert and manager of our skill in the national competitions in Italy. This year I do a step back and try to support the new expert Cristina Liturri in our training to the new competitor of 2017 - Deborah Psenner.

It was always my aim to learn and train with other countries. Right last year we was participating in Colombias selection for their competitor for Abu Dhabi.

This year I'm honoured to meet and train for only 5 days your Competitor for the finals in Abu Dhabi - Simoul. It's amazing to see how dedicated she is. I hope I can answer all her questions she's presenting me. She has definitely the skills to participate on the competition and she will do a good job. I just wish her all the luck she needs to win some precious Metall. Some last word to your

Country. That's my first stay in this colourful and pulsating country. I admit the start was - to say it straightforward - in both ways breathtaking. But from the first taxi driver to the people I met in Mr. Anthony Lopez Studio it was like love on the first sight. This knowledge on who was ever around me will last long time after my return to Italy.

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