



EXPLORE THE

WORLD OF M&E

MESC BROCHURE 2020

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CHAIRMAN'S MESSAGE



" MESC is a new revolution & evolution to the whole education system of India with full emphasis on skill-based education rather than memory based education. It's one of the finest initiatives by the Govt. of India and I am proud to be associated with MESC with a serious responsibility to develop a new generation of skilled man in every field. It is especially important in our sector of Media & Entertainment, to explore & think beyond obvious. I'm humbled & thankful to everyone who has entrusted me with this great responsibility of taking the council in the right direction for the next generation and I am sure that we have a good team to achieve our targets at the earliest."

A handwritten signature in black ink, reading "Subhash Ghai".

Mr. Subhash Ghai

Chairman (MESC)

Media & Entertainment Skills Council

CEO MESSAGE

Media & Entertainment Skills Council takes immense pleasure in taking forward the Government's initiative towards skill India Mission across the country. Media and Entertainment Skills Council helps in creating a robust and vibrant eco-system for quality education from school level to post graduation level and skill development in Media & Entertainment Space. We proudly train the aspirants for M&E industry to keep them ready for the field they desire thus leading them to a secure future being an independent professional. MESC aims to serve as a single source of information on M&E sector with specific reference to Skill and Human Resource Development in India.

With various initiatives like Special Projects, Vidyadaan, AWSITC and events like Sankalp, Manthan-Impeccable Academia; MESC has reached most of the leading schools and universities. As a CEO at MESC; we wish to raise the bar of education in M&E sector and have our students glow on the top of the world in various international skills.



Mr. Mohit Soni

CEO (MESC)

Media & Entertainment Skills Council

RECOGNIZING MESC

Media and Entertainment Skills Council is a not for 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.

The Prime Purpose of MESC

- To conduct skill gap study and develop occupational standards.
- To initiate skill cataloguing for Media and Entertainment Industry.
- To determine skills/competency standards and qualifications and getting them noted as per NSQF .
- To create skill 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 certified trainers and assessors across the Country.
- MESC aspires to upskill and train approximately 11.74 Lac people and make them employable by 2022.
- 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.

2,00,00+
Trainings

64
Qualification Pack

12
Sub - Sectors

970
Schools Offering
MESC Courses

760
Training Institutions

150000+
Certified under RPL



Become MESC Training Provider

Media and Entertainment Skills Council Invites all the institution, academies & studios to come on board as our Training Provider.

To Become a Training Provider, you can visit the TP registration page on Smart Portal <http://smart.nsdcindia.org> and submit the form to get your center accredited.

Benefits of Affiliation and Accreditation on Smart with MESC

- TP registration will be valid for 3 years from the date of getting DR status
- Strong Industry Connects
- Govt. Recognition
- Students level Progression (as per International Standard)
- Industry acknowledgment/recognition
- Industry vetted job roles
- Opportunities to participate in govt. funded schemes through smart
- Placement assistant
- IT enabled paper less system for accreditation and affiliation of Training Centres
- Transparent and Time bound delivery of accreditation & affiliation services
- MESC guided standardized lab specifications
- MESC guided trainer qualification and experience



RPL

RECOGNITION OF PRIOR LEARNING

CERTIFY YOUR SKILLSETS

Recognition of Prior Learning (RPL) describes an assessment process used to evaluate a person's existing skillset, knowledge and experience gained either by formal, non-formal or informal mode of learning. It aims to appreciate the learning, not paying attention to the medium of achieving it.

RPL under PMKVY has three primary objectives:

- It aims to align the competencies of the unregulated workforce of the country to standardized National Skills Qualification Framework (NSQF).
- To enhance the employability opportunities of an individual as well as provide alternative routes for higher education.
- To reduce inequalities based on privileges for certain modes of education over others.

When it comes to employability, India has a huge unorganized workforce sector. Most of the force is either unskilled or semi-skilled, or even if they have skills - certain parameters defines their skills and this leads to increase in un-employability. There are certain people who tend to pick up skills and knowledge in an informal set up where their teacher was observance or working under someone's guidance or a journey of self-learning. As a result, even though they manage to get a job and earn a decent wage or salary, they may not be able to improve their skills. This also affects their productivity and quality of output. They need access to training programs and support from their employers to skill and upskill themselves. This is where Recognition of Prior Learning (RPL) can help them get assessed and certified on their current competencies as per NSQF levels. RPL also shows them a path to bridge their current knowledge and skill levels to reach a competency level or go for higher skills for professional growth.



Why RPL?

- + No fee is charged from the candidates for participating in the RPL program.
- + RPL recognizes the value of learning acquired outside a formal setting and provides a government certificate for an individual's skills.
- + Every successfully certified candidate receives INR 500.
- + Candidate receive exposure to concepts of digital and financial literacy.
- + Candidate receive an accidental insurance coverage for three years at free of cost.

RPL is a very simple and straightforward process of assessing someone's skills or knowledge, regardless of where and how these were learned. Unlike other forms of assessments it doesn't judge someone's evidence of competence solely by the credentials or qualifications they have achieved, although this can form part of their claim. Nor does it consider where a person worked, their age, gender or physical attributes.

Benefit for an Employer

- + Recognizing the demand of skilled Manpower.
- + Access to the trained resources under MESC through its affiliated network of training institutes.
- + Maintaining healthy and competitive environment within your own enterprise by linking certifications with inbound assessment.
- + Departmental Head/Supervisors/Workshop Managers will be recognized as "Employer Assessor"
- + Co- Branding on the Certification carrying the logo of MESC-NSDC-MSDE-Employer.

What RPL does is allow people to demonstrate that they are capable of undertaking specific tasks or working in certain industries based on evidence of skills and knowledge gained throughout their life.

CREATIVE WARRIORS

FOR THOSE WHO
DREAM BIG



skills@pathshala



Media & Entertainment Skills Council introduces "Creative Warriors Programs" to focus on #Skills@pathshala. These are several programs created by MESC in order to facilitate Industry-academia collaboration. Creative Warriors programs; by MESC has been bringing across various course modules from Animation, VFX, Gaming, Designing to photography, Dance, Creative Arts and Performing Arts etc. to enhance the creative side of the students of today and make them the leaders for tomorrow.

MESC launched Creative Warrior programs to generate higher employability options and quality professionals who can be ideal for industries to employ.

In addition to promote entrepreneurship in Media & Entertainment space as 85% of M&E professionals are free lancers or entrepreneurs.

Creative Warriors gives the opportunity to collaborate with industry and offer industry-led training programs for aspirants.

Our Mission

Creative Warriors programs aims to offer high wage-based employability, entrepreneurship or self-employability to the students in the rising industry of M&E.

Our Believe

Everyone is genius!

Programs Offered:

- WorldSkills Curriculum
- National & International Competitions
- Workshop By Experts & Celebrities
- Interschool/College Competitions
- Opportunity To Represent In India Skills & World Skills
- Counseling Sessions On Future Trends
- Industry/Field Visits
- Interactive Online Content
- Monetary Awards & Recognition
- Experts And Celebrity Talk
- Certification By MESC





MESC envisages the creative warrior programs across the secondary & higher education from schools, colleges, university to vocational programs. These programs offer certification, diploma, graduation, post-graduation and Vocational degree hence; can be incorporated in the academic institutions. Based on the demand and local market scenarios; MESC may customize the programs to meet the specific requirement of the institution.

Creative Warriors @ Schools:

The creative warrior gives an opportunity to opt for multiple programs or award levels at various stages of their academics. We offer foundation & intermediate programs offering Certification and Diploma; along with multiple entry & exist options starting from 9th to 12th standard for:

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 & VFX
Print Technology
Modelling

Creative Warriors @College\University

Creative Warriors present career oriented courses with internship of 6 months and assured placement opportunity with best in class employers post the completion of B.Voc Degree programs. We offer flexibility and option for multiple entry and exit with the choice of certification, diploma and advanced diploma courses.

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



Creative Warrior

@PMKVY & Private Partner institutions

Creative Warrior programs are skilling the youth under various projects of Pradhan Mantri Kaushal Vikas Yojna (PMKVY), Deen Dayal Upadhyay Gramin, Kaushal Kendras and top private institution focusing on skilled youth for better tomorrow of Media & Entertainment sector. These programs have a reach in all the states of the country and over 390 cities.

Current scenario of Creative Warrior Programs

970+

Schools Associated

300+

PMKVY Partners

150+

Private Partners Institutions

75+

Colleges & Universities

14+

AWSITC

*Approximate numbers are mentioned above

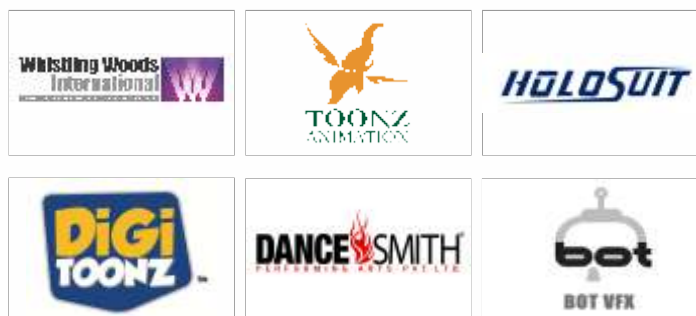


CREATIVE WARRIORS
— EVERYONE IS GENIUS —



Creative Warriors Industry Partners

The organizations listed below are not only our partners, but they are also our customers. These are the People of the Industry who recognized the need of Upskilling Talents associated with MESC. They have been with MESC to organize various events. We take these partnerships very seriously, and are thrilled to be working with many of the top meeting, event and hospitality related organizations in the world.



QUALIFICATION PACKS IN MESC

JOB ROLE	LEVEL	QP ID.
ACCOUNT DIRECTOR (ADVERTISING AGENCY)	6	MES/Q0207
ACCOUNT EXECUTIVE (ADVERTISING AGENCY)	5	MES/Q0208
ACTOR	4	MES/Q0105
ADVERTISING OPERATIONS COORDINATOR (DIGITAL)	4	MES/Q0206
ANIMATION DIRECTOR	6	MES/Q1302
ANIMATOR	4	MES/Q0701
ART DIRECTOR (ANIMATION AND GAMING)	5	MES/Q0501
ART DIRECTOR	6	MES/Q3102
ASSISTANT CAMERAMAN	4	MES/Q0903
CAMERA OPERATOR	5	MES/Q0902
CHARACTER DESIGNER	4	MES/Q0502
CLEAN UP ARTIST	4	MES/Q0506
COLOUR KEY ARTIST	3	MES Q0505
COLOURIST	4	MES/Q3502
COMPOSITOR	4	MES/Q3505
DANCER	3	MES/Q1201
DIRECTOR OF PHOTOGRAPHY	7	MES/Q0901
EDITOR	4	MES/Q1401
EXECUTIVE PRODUCER	7	MES/Q2801
GRAPHIC DESIGNER	4	MES/Q0601
HAIRDRESSER	4	MES/Q1802
LAYOUT DESIGNER	4	MES/Q0503
LIGHTING ARTIST	4	MES/Q0504
LINE PRODUCER	6	MES/Q2802
LIVE ACTION DIRECTOR	7	MES/Q1301
LOCATION MANAGER	6	MES/Q2804
MAKE-UP ARTIST	4	MES/Q1801
MODELLER	3	MES Q2501
PRODUCTION ASSISTANT	5	MES/Q3108
PROPS MASTER	5	MES/Q3108
PROSTHETIC ARTIST	4	MES/Q1803
RENDERING ARTIST	6	MES/Q3503

JOB ROLE	LEVEL	QP ID.
RIGGING ARTIST	4	MES/Q2502
ROTO ARTIST	4	MES/Q3504
SALES COORDINATOR (MEDIA ORGANIZATION)	4	MES/Q0204
SALES DIRECTOR (MEDIA ORGANIZATION)	7	MES/Q0201
SALES EXECUTIVE (MEDIA ORG)	4	MES/Q0203
SALES MANAGER (MEDIA ORG)	6	MES/Q0202
SCRIPT EDITOR	7	MES/Q3001
SCRIPT WRITER	6	MES/Q3002
SET CARPENTER	3	MES/Q3103
SET DECORATOR	5	MES/Q3109
SET PAINTER	3	MES/Q3104
SET PLASTERER	3	MES/Q3106
SOUND ASSISTANT	3	MES/Q3403
SOUND DESIGNER	5	MES/Q3401
SOUND EDITOR	4	MES Q3404
SOUND ENGINEER	4	MES/Q3402
STORYBOARD ARTIST	3	MES/Q0507
TEXTURING ARTIST	4	MES/Q2503
TRAFFIC COORDINATOR (MEDIA ORG.)	4	MES/Q0205
UNIT PRODUCTION MANAGER	6	MES/Q2803
VFX EDITOR	4	MES/Q3501
VOICE-OVER ARTIST	4	MES/Q0101
SCRIPT RESEARCHER	5	MES/Q3003
COMMUNITY JOURNALIST	4	MES/Q1904
MUSIC COMPOSER / DIRECTOR	7	MES/Q1501
MUSIC PRODUCER	6	MES/Q1502
MUSIC PROGRAMMER	5	MES/Q1503
SOCIAL MEDIA EXECUTIVE	4	MES/Q0702
SOCIAL MEDIA MANAGER	6	MES/Q0703
SEARCH ENGINE OPTIMIZATION EXECUTIVE	5	MES/Q0704
SEARCH ENGINE MARKETING EXECUTIVE	5	MES/Q0705
DIGITAL MARKETING MANAGER	7	MES/Q0706



CSR CORPORATE SOCIAL RESPONSIBILITY

People, Planet & Profit

Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives ("Triple Bottom-Line-Approach"), while at the same time addressing the expectations of shareholders and stakeholders. In this sense, it is important to draw a distinction between CSR which can be a strategic business management concept and charity, sponsorships or philanthropy. Even though the latter can also make a valuable contribution to poverty reduction, will directly enhance the reputation of a company and strengthen its brand, the concept of CSR clearly goes beyond that. A properly implemented CSR concept can bring along a variety of competitive advantages such as enhanced access to capital and markets, increased sales and profits, operational cost savings, improved productivity and quality, efficient human resource base, improved brand image and reputation, enhanced customer loyalty, better decision making and risk management processes.

KEY CSR ISSUES:

- + Environmental management
- + Eco-efficiency
- + Responsible sourcing
- + Stakeholder engagement
- + Labor standards and working conditions
- + Employee and community relations
- + Social equity
- + Gender balance
- + Human rights
- + Good governance
- + Anti-corruption measures





MEDIA & ENTERTAINMENT SKILLS COUNCIL

AWSITC

WELCOMES YOU TO LAUNCH OF WORLD SKILLS INDIA TRAINING CENTRE

AUTHORIZED WORLDSKILLS INDIA TRAINING CENTER

**LEADING THE WAY FOR NEXT
WORLDSKILLS CHAMPIONS"**

Authorized WorldSkills India Training centres are designed to train and groom the future WorldSkills Competition winners. AWSITC will prepare candidates to win the Gold by showcasing their skills at National and International stage. AWSITC will engage the Industry to support/participate in training by facilitating Experts/ Infrastructure and Live Projects. AWSITC ensures that the candidate is set to hit the stage with global standards and as per the evolving demand from the Industry. AWSITC will work as a think tank and provide inputs on improvising the Programs and Curriculum for World Skills Competition.

The new institutes are being set up for advanced skill training of candidates in the Media and Entertainment sector, not just to compete in the WorldSkills and IndiaSkills competitions but also to develop the further skilling eco-system for training candidates for the International market.

The state of the art AWSITCs, set up in partnership with the MESC (Media & Entertainment Skill Council), will help the candidates to enhance their skill as per the global standards and the training programs will be designed as per the NSFQ level, which will be industry linked. All candidates will get hands-on training on live projects.

After the remarkable performance at WorldSkills Kazan, 2019, MESC is geared up to mark its best performance at WorldSkills Shanghai 2021 with the help of 14 AWSITC with the purpose to train and groom the future WorldSkills Competition champions with the help of industry engagement and participation in live projects. AWSITC will also be the stage for Faculty and Student Exchange Programs ensuring global standards and cater to the evolving manpower demand from the Industry. The certification courses of 9 months to 36 months duration on Graphic Design Technology, 3D Digital Game and Print Media technology will be offered at the centres. Striving to achieve Hon'ble Prime Minister's vision of Skill India across the nation, AWSITC shall also function as a platform for all states to leverage and be benefited in terms of training the candidates who will be identified at state/regional or different levels of progression.

**Creative Warrior Programs Offered
for Worldskills**



Graphic Design Technology



3D Digital Game Art



Print Media Technology

LOCATIONS

Chandigarh	Hyderabad	Mumbai
Chennai	Indore	Pune
Delhi	Kerala	

**worldskills
India**

**Authorized
Training
Center**

WORLD SKILLS

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 take place for 50+ skills and the participants are under the age of 23.

The competitors represent the best of their peers and are selected through skill competitions at District, State, Regional & National level (IndiaSkills) in WorldSkills Member Countries.

Team India Gearing up for Next World Championship WorldSkills Shanghai 2021

MESC SHINES AT WORLD SKILLS KAZAN 2019



Shweta Ratanpura becomes the First Indian Woman Candidate to win Bronze Medal for India in Graphic Design Technology



Why Participate in WorldSkills ?

- Chance to represent India at the World's biggest skill competition - WorldSkills
- Showcase your Skills at National and International level
- Never ending career opportunities
- International Exposure
- Get trained from World's best trainers
- Be a Leader in your Skill



MESC Candidate Nidhin Prem won the Medallion of Excellence in 3D Digital Game Art



APPRENTICESHIP



APPRENTICESHIP

Upbringing Skilled Workforce

What is Apprenticeship:

Apprenticeship Training consists of Basic Training and On-the-Job Training/Practical Training at workplace in the industry. The basic training is an essential component of apprenticeship training for those fresher candidates who have not undergone any institutional training/skill training before taking up on-the-job-training/practical training.

The Apprentices Act, 1961 was enacted with the objective of regulating the program of training of apprentices in the industry by utilizing the facilities available therein for imparting on-the-job training. Ministry of Skill Development and Entrepreneurship is the administrative ministry responsible for implementation of this Act.

National Apprenticeship Promotion Scheme:

Sharing of 25% of prescribed stipend subject to a maximum of INR 1500/- per month per apprentice to all apprentices with the employers.

Sharing the cost of basic training with Basic Training Providers (BTP) up to a maximum of INR 7500 per trainee for a maximum of 500 hours calculated @ INR 15 per hour.

It is one of the most important modes of training in terms of quality of training, practical learning and enhanced employability of candidates. It is the most promising skills delivery vehicle in the Industrial/training ecosystem of the country as it provides for structured and rigorous training in a real working environment which helps apprentices to acquire skills and adapt to the workplace. It gives apprentices a real chance to put acquired skills into practice and helps them to gain confidence in a working environment.

Employers and Students register themselves on-

<https://apprenticeshipindia.org/>

PMKVY

PRADHAN MANTRI KAUSHAL VIKAS YOJANA

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is a skill development initiative scheme of the Government of India for recognition and standardization of skills.

The aim of the PMKVY scheme is to encourage aptitude towards employable skills and to increase working efficiency of probable and existing daily wage earners, by giving monetary awards and rewards and by providing quality training to them.

Average award amount per person has been kept as ₹8,000 (US\$110). Those wage earners already possessing a standard level of skill will be given recognition as per scheme and average award amount for them is ₹2000 to ₹2500. In the initial year, a target to distribute ₹15 billion (US\$210 million) has been laid down for the scheme. Training programmes have been worked out on the basis of National Occupational Standards (NOS) and qualification packs specifically developed in various sectors of skills. For this qualification plans and quality plans have been developed by various Sector Skill Councils (SSC) created with participation of Industries. National Skill Development Corporation (NSDC) has been made coordinating and driving agency for the same.



प्रधानमंत्री कौशल विकास योजना



Key Components of the Scheme:

- + Short-term training
- + Recognition of Prior Learning
- + Special Projects
- + Kaushal and Rozgar Mela
- + Placement Assistance
- + Continuous Monitoring
- + Standardized branding and communication

EK KADAM HUNAR KI AUR



Job Roles offered by MESC under PMKVY:

- + Editor
- + Animator
- + Character Designer
- + Modeller
- + Make-up Artist
- + Hairdresser
- + Sound editor
- + Roto-artist

VIDYADAAN

RECONNECTING GURU SHISHYA BEYOND FORMAL EDUCATION



What is Vidyadaan?

Inspired by the virtuous spirit of our Hon'ble Prime Minister of India Shri Narendra Modi Ji who always believes in "RIGHT KIND OF EDUCATION ALONG WITH A RIGHT TO EDUCATE". Vidyadaan is an initiative by the honourable Chairman of MESC Mr. Subhash Ghai an eminent Film Maker and renowned educationist. Media and Entertainment SSC has developed a concept of 'Vidyadaan' - a platform through which experts can impart their knowledge to students and learners. The platform emphasizes on providing the learners an opportunity to learn from the experts of their respective fields. For more information please visit www.vidyadaan.net

Why Vidyadaan?

Vidyadaan is a social movement to recreate the Guru Shishya Culture in the Indian society. Where we all have a responsibility to uplift and nurture the society with whatever we have to contribute. The idea is not just the academic education but sharing the life changing experiences, consultation, stress relieving sessions on mental or physical health, sessions on grooming and personality development for anyone in need at no cost. It's time to give back to the community and groom the younger generation to be a better human beings.

Benefits of Vidyadaan

- ☑ Chance to participate/conduct sessions with celebrities/Experts
- ☑ Help create experts for the future
- ☑ Advertisements with Vidyadaan
- ☑ Media courtesy for expert sessions
- ☑ Appreciation certificate signed by Mr. Ghai
- ☑ Placement opportunities

Be a part of Vidyadaan!

- ☑ **Shishya:** If you have a zeal to learn from the experience of others and gain the talent from experts in their field register as a Shishya.
- ☑ **Guru:** Experts and experienced people who have learned from their personal experience may join us as a Guru and share their wisdom with Shishya's to enhance compassion in the society.
- ☑ **Gurukuls:** Academic institutions may join as Gurukul and offer a part of their infrastructure for the Webinar or Seminar conducted by Vidyadaan.

BENEFITS TO:

Shishya

- Exposure to experts in their respective field'
- Skills beyond books
- Professional training
- 24x7 lectures available
- Placement opportunities
- Chance to join the job fairs by MESC
- Community/Industry support
- Probabilities for internship

Guru

- Happiness of being a helping hand
- Prayers and gratitude of Shishyas
- Chance to perform/conduct sessions with celebrities
- Share your passion
- Serve your Community

Gurukuls

- Workshops by experts
- Webinars by experts
- Visibility to Shishyas and Gurus
- Advertisements with Vidyadaan
- Media courtesy for expert sessions



www.vidyadaan.net



SPECIAL PROJECT

NSKFDC

Media & Entertainment Skills Council serves every individual the equivalent. We cater to all the citizens of the country. We have taken an initiative to train and educate the people of various parts of societies with the support of associations like NBCFDC, NSKFDC, NSCFDC etc.



National Safai Karamcharis Finance & Development Corporation(NSKFDC), A wholly owned Govt. of India Undertaking under the Ministry of Social Justice & Empowerment (M/o SJ&E) was set up on 24th January 1997 as a Company "Not for Profit" under Section 25 of the Companies Act, 1956. NSKFDC is in operation since October 1997, as an Apex Corporation for the all-round socio-economic upliftment of the Safai Karamcharis, Scavengers and their dependants throughout India through various loan and non-loan based schemes.

MESC has been working with National Safai Karamchari Finance Development Corporation (NSKFDC) on the Skill development initiatives for the training & socio-economic upliftment of Safai Karamcharis/ Scavengers and their dependents to inculcate self-reliance among the children, other dependants in Safai Karamcharis' families and to improve their living standards.

Apart from operating various loan and non-loan based schemes for the upliftment of the target group, NSKFDC is playing a vital role in elimination of manual scavenging - the worst surviving symbol of untouchability. NSKFDC has been designated as the Nodal Agency for implementation of the Central Sector Self Employment Scheme for Rehabilitation of Manual Scavengers (SRMS) under the aegis of the Ministry of Social Justice & Empowerment.





NSFDC

MESC is currently in the process to train more than 1,500 candidates during the year 2018-2019 and will do anything that they can to help them become economically independent.

Vision

To be the leading catalyst in systematic reduction of poverty through socio-economic development of eligible Scheduled Castes, working in an efficient, responsive and collaborative manner with channelizing agencies and other development partners.

Mission

Promote prosperity among Scheduled Castes by improving flow of financial assistance and through skill development & other innovative initiatives.

The objectives of the NBCFDC scheme are as follows:

- To Promote economic & development activities for the benefit of Backward Classes.
- To assist, subject to such income and/or economic criteria as may be prescribed by government from time to time, individuals or groups of individuals belonging to Backward Classes by way of loans and advances for economically and financially viable schemes and projects.
- To provide for gainful employment and skill development to the target group.
- To grant concessional finance in selected cases for poor persons belonging to Backward Classes as per an annual income criteria defined from time to time (presently Rs. 3.00 lakh).
- To extend loans to the Backward Classes for pursuing general/professional/ vocational / technical education or training at graduate and higher level.
- To assist in the upgradation of technical and entrepreneurial skills of Backward Classes for proper and efficient management of production units.

NBCFDC

MESC has been working with National Backward Classes Finance & Development Corporation (NBCFDC) with an objective to promote economic and developmental activities for the benefit of Backward Classes and to assist the poorer section of these classes in skill development and self-employment ventures. The candidates are also eligible to receive loans through various bank for their business ventures by NBCFDC through some criteria.

MESC is collaborating with NBCFDC to provide concessional financial assistance to the eligible members of the Backward Classes for Self-employment ventures and Skill Development Training for job roles such as Makeup Artist, Hairdresser & Rotoartist. Till now the organization has trained and improved the life of more than 900 candidates from states like Uttar Pradesh, Madhya Pradesh, Karnataka and many more. More than 500 candidates have also been placed in top Media companies of the country.



Engagements@MESC

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 resource for the media and entertainment industry.



SANKALP

INDUSTRY PARTNERSHIP INITIATIVE

Media & Entertainment Skills Council introduces an Industry Round Table Summit "SANKALP" as an industry partnership initiative. It's an opportunity for all the professionals and institutions to join hands and interact with selective leaders in India focusing on various aspects of industry. SANKALP is to create a platform for the industry to synergize and grow.



Media & Entertainment Skills Council in collaboration organized "SANKALP" Industry Round Table Summit in various cities across the country.

MHRD & MESC WELCOMES YOU TO

MANTHAN

Programme to Integrate
Media & Entertainment
Skills into Degree



MEDIA TALK BACK

MESC Monthly Magazine

We initiated “Media Talk Back” in the month of August 2017 covering Special Edition to instigate specific emphasis on the Sector discussing the career opportunities and ideas for self-employability. The magazine today has more than 2 Lakh subscribers along with about 5000 print circulation covering the key and most influential stakeholders. It consists of interviews from top professionals giving tips and tricks to make it big in the industry. Also, it Features articles and insights from famous personalities

With Media Talk Back, you can grab an insight to the evolving growth of the industry.

The magazine circulates amongst not only keen influencers but also reach among schools, colleges and universities. We look forward for your extended support towards Skill India Mission by way of contributing as an advertiser/editor.

The monthly magazine has 16 successful editions and even has an open opportunity for you to advertise your business around the country.



E-magazines are also available on MESC website www.mescindia.org/magazines

Media Talk Back

MESC

JOBS

MESC JOBS is a pioneering initiative by Media & Entertainment Skills Council. It's a dedicated Job Portal available explicitly for job seekers, students and companies of the glooming Media & Entertainment Industry.

Unique feature of MESC-Jobs portal is the Technical Test and interviews of candidates from different locations will be conducted online with integrating aadhar based security and periodic screenshots and pictures of the candidate while taking test.

**PARTNER WITH US & HAVE
GREAT OPPORTUNITIES!**



FOR ASSOCIATION

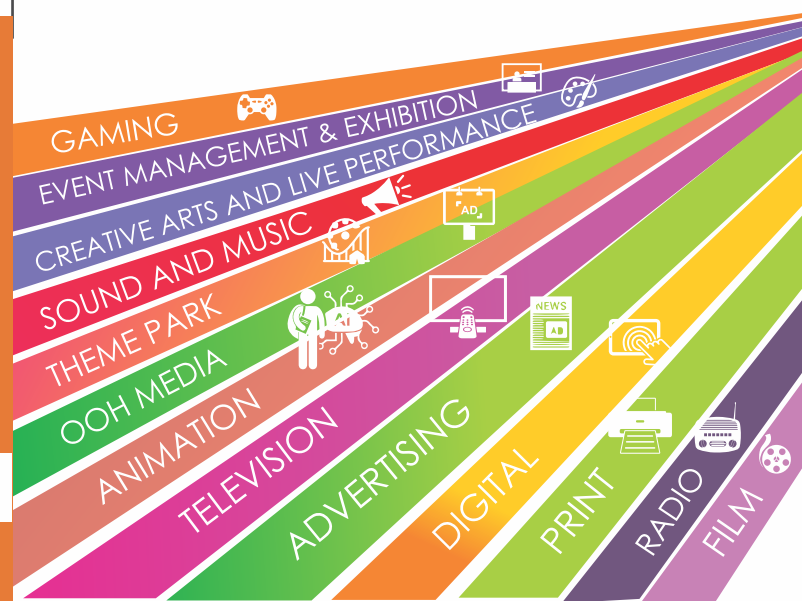
**PARTNERS, EMPLOYER &
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**MESC-JOBS WILL CATER
TO ALL THE 12 SUBSECTOR
OF THE INDUSTRY**





MR. SUBHASH GHAI

Chairman, MESC,
Renowned Indian Film Director,
Producer, Screenwriter & Educationist

MESC Governing

Council Members



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Secretary - MESC,
Director - Wizcraft Ent.
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Sr. Economic Advisor,
MHRD



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Sr. Head – Industry Partnership,
CSR, Media & Advocacy; National
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Indian Dancer &
Choreographer



MR. MANMOHAN SHETTY

Founder, Adlabs Films Ltd.



MR. RESUL POOKUTTY

Sound editor



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Co-Founder, Director
& COO Graphiti
Co-Chair FICCI AVGC Forum



MR. PRAFULL GADE

COO & MD at Deluxe
Entertainment Services
India Pvt Ltd



MR. SALIM ARIF

Production Designer & Actor



MR. SUSHIL SAKHUJA

Internationally
Acclaimed Sculptor



MR. BHUPENDRA KAINTHOLA

Director, Film & Television
Institute of India



MR. ANUJ KACKER

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MR. UJJAWAL TRIVEDI

Head of Entertainment
Partnership, UC Web, India



MR. SANTANU BOSE

Associate Professor, World Drama
& DEAN, Academic



MR. TANMOY BASU

Music Producer



SHRI. MOHIT SONI

Chief Executive Officer
(CEO - MESC)



Authorized
Training
Center



“SKILLING INDIA FOR A BETTER TOMORROW”



MEDIA & ENTERTAINMENT
SKILLS COUNCIL

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