THEME PARK

SOUND AND MUSIC

ANIMATION

RADIO

FILM

ADVERTISING

MEDIA

PRINT

DIGITAL

TELEVISION

GAMING

EVENT MANAGEMENT & EXHIBITION

CREATIVE ARTS AND LIVE PERFORMANCE

EXPLORE THE
WORLD OF M&E

MESC BROCHURE
2025

CONTENTS

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Skill India
कौशल भारत-कुशल भारत

MEDIA & ENTERTAINMENT
SKILLS COUNCIL

www.mescindia.org

सत्यमेव जयते

"In today's knowledge driven world, **right skill** set gives us both the merit as well as **national growth**"

Shri Jayant Chaudhary
Hon'ble Minister of State (Independent Charge), Ministry of Skill Development & Entrepreneurship & Minister of State, Ministry of Education, Govt of India

CHAIRMAN'S MESSAGE

I am truly honored to take on the role of Chairman at the Media & Entertainment Skills Council. The media and entertainment sector is evolving rapidly, and skill development is more important now than ever. Our industry thrives on creativity, innovation, and passion, but to unlock the full potential of our talent, we must equip them with the right skills and knowledge. At MESC, we are committed to empowering the next generation of artists, technicians, and creators by providing world-class training and opportunities. Together, we can build a vibrant ecosystem where our talent can shine on the global stage and contribute to India's growing creative economy. I look forward to working with all of you on this exciting journey.

Padma Shri Dr. Shankar Mahadevan
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 a 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.

Dr. Mohit Soni
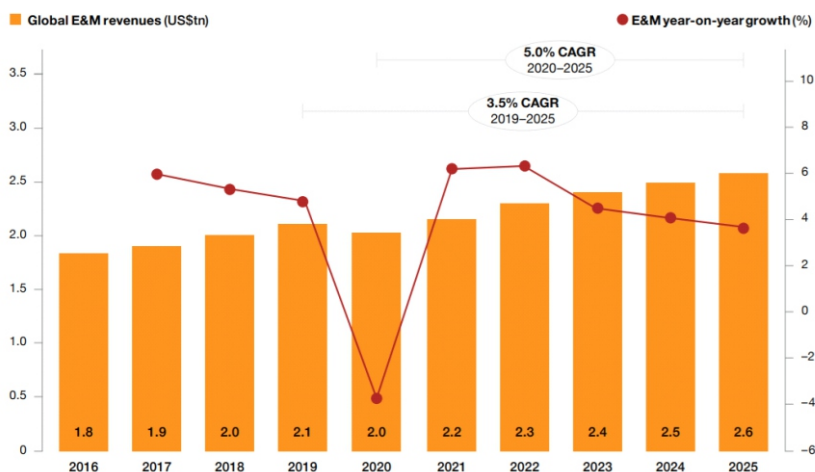CEO (MESC)
Media & Entertainment Skills Council

GLOBAL M&E INDUSTRY
SIZE AND MARKET SCOPE

+ The growing popularity of video games, e-sports and the rapid adoption of smartphones drive the growth of the entertainment & media market.

+ Emerging small and medium enterprises offering both regional and local content to the global audiences also promote the industry's growth.

+ Artificial Intelligence is expected to influence the gaming sector, with consumers demanding an enhanced gaming experience that will present an opportunity for key players to invest.

+ Virtual reality (VR) is the fastest-growing E&M segment, albeit from a small base. Its revenues surged by 31.7% in 2020 to US$1.8bn and are projected to sustain a CAGR of 30%+ over the next five years to reach US$6.9bn business in 2025.

A rapid return to growth
Industry revenues are projected to bounce back strongly.

■ Global E&M revenues (US$tn)   ● E&M year-on-year growth (%)

5.0% CAGR
2020–2025

3.5% CAGR
2019–2025

2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
1.8	1.9	2.0	2.1	2.0	2.2	2.3	2.4	2.5	2.6

Note: 2020 is the latest available data. 2021–2025 values are forecasts.
Source: PwC's *Global Entertainment & Media Outlook 2021–2025*, Omdia

Entertainment and Media Market to Expand at 8.9% CAGR to Reach USD 2.6 Trillion by 2025

INDIAN M&E INDUSTRY

SIZE OF INDIAN M&E INDUSTRY

The Media and Entertainment (M&E) sector in India is projected to exceed Rs. 4 lakh crore (US$ 53.64 billion) by 2025 and estimated to grow at a CAGR of 10.75% in the next four years (until 2025) and AVGC is a prime contributor to this sector.

In 2020 Indians had the highest online video consumption/week in the world. As of 2020, India registered 803 million online video viewers, including streaming services and videos on free platforms such as YouTube.

The number of connected smart televisions are expected to reach 40-50 million by 2025. 30% of the content viewed on these screens will be gaming, social media and short video

In 2020, Indians downloaded 9.2 billion game. The Indian gaming industry stood at US$ 930 million in 2020 and is expected to reach US$ 3.8 billion by 2024.

India OTT Revenue is expected to grow to USD 13-15 Bn. by 2030, growing at a CAGR of 22-25% over the next decade

The Animation & VFX segment is expected to grow to INR129 billion by 2023.   Indian VFX studios have worked on several critically-acclaimed international projects like Dune, No Time to Die, Joker, The Witcher etc.

INDIAN M&E INDUSTRY

INSIGHT TO M&E SUB-SECTORS

ADVERTISING & OOH

Advertising is facing the dawn of a new era: online ads are proliferating and attracting more and more of the advertising budget

In 2020, the Indian advertising industry was valued at over 564 billion Indian rupees, and it was projected to reach up to 700 billion rupees by 2022.

ANIMATION & VFx

The animation and VFX (Visual Effects has been one of the fastest growing sub-sectors in recent years, growing at 18% in 2018 and 20% in 2019.

In 2024, the human resource supply- demand gap will be highest because of excess training volume especially in vocational courses.

ART & CULTURE

India has immense history of art and cultures, one of the largest collections of cultural heritage which includes songs, music, dance, theatre, paintings, performing arts, etc.

The visual art industry which encompasses paintings, sculptures, photography etc. was estimated at 1,703 Crore in 2019.
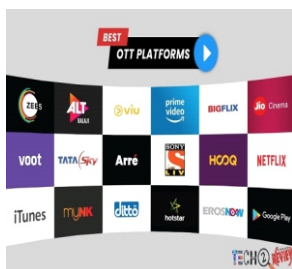
DIGITAL MEDIA & OTT

The adoption of digital technology into our day-to-day life, from work to entertainment, education to social events, every activity has been shifted to online medium as the offline alternatives were not available or were severely curtailed.

The size of India's digital media industry in 2019 was INR 20,162 Crore and by 2020 it reached INR 26,614 Crore.

RADIO

The radio industry in India has seen low to negative growth rate in the past couple of years. The revenue has decreased from INR 2,922 Crore to INR 2,814 Crore during the last two years. Prior to 2019, the industry had seen a CAGR of 7% during 2015-2019, but the slowdown in the past 2 years has pegged the industry back.


FILMS

Indian film industry is the largest producer of films in the world and the number of movies produced has grown significantly in the last decade, increasing from 1,200+ movies in 2009 to 2,400+ in 2019. With films produced in 20+ languages, one can gauge the diverse nature of the industry in the country.

INDIAN M&E INDUSTRY

INSIGHT TO M&E SUB-SECTORS

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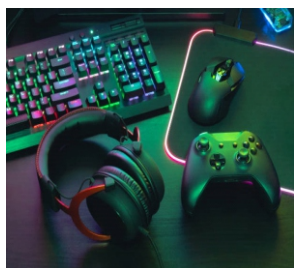
GAMING

The online gaming sub-sector is growing at a rapid rate for the past few years, witnessing a growth of ￼40%. The growth trends were sustained during Pandemic, with the revenue share increasing to ￼INR 8,977 Crore in 2020. The major platforms for online games are personal computer (PC), mobile and console.

PRINT

Print Media, one of the oldest medium of public communication in India, primarily comprises of newspaper and periodicals publishing, with revenue generated through advertising and circulation. In 2018, there were 1.1 Lakh publications with Registrar of Newspapers for India which included 17,573 Newspapers and approximately 1 lakh periodicals across the country.

EVENTS & LIVE PERFORMANCE

In 2019, the Live-Events market in India was valued at INR 8,300 Crore. According to the EEMA report, the events and activations sub-sector in India was expected to cross INR 10,000 Crore by 2020-2021 but due to COVID, the industry saw a fall.

On the adverse side, people started adopting to Digital events.

SOUND & MUSIC

Indian Sound & Music sub-sector has been growing steadily over the last few years and has reached annual revenue of INR 1,596 Crore in 2019, with a growth rate of 12.4 percent from FY 2018 surpassing the previous year's growth of 11.5 percent.

TELEVISION

Television is the largest sub-sector in India's M&E landscape and one of the dominant mode of media consumption. The size of Indian television sub-sector reached ￼ INR 75,800 crore in 2019 CAGR of ￼9.8% for the period 2016-19. The revenue for television industry is largely generated from two major streams - broadcasting/ subscription and advertisement.
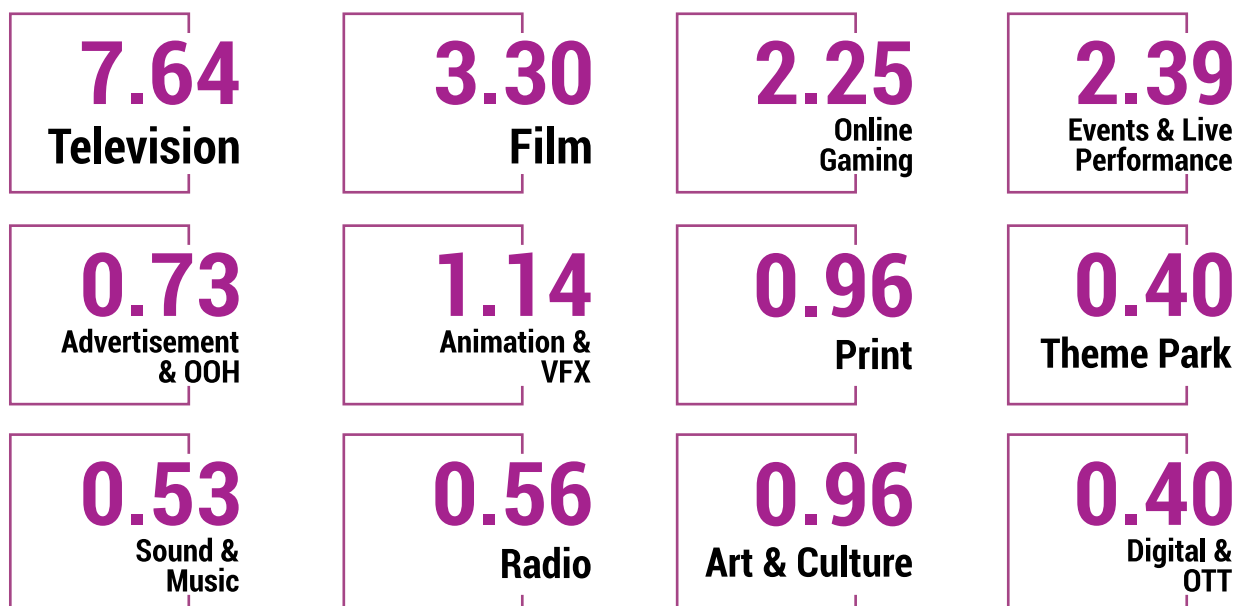
THEME & AMUSEMENT PARKS

The Indian theme park and amusement park sub-sector is still in its nascent stage though it started in the 1980's and is at INR 11,475 Crore in FY 2019. Currently, there are more than 150 theme and amusement parks spread all over India across major cities including tier-2 and tier-3 cities.

INDIA'S CONTRIBUTION TO GLOBAL M&E INDUSTRY

+ India has a remarkable talent pool possessing talents in M&E Industry and receives a huge chunk of investment from all around the globe, such as from big companies like Facebook and Google who invests a lot in the Indian gaming industry, digital media and advertisement.

+ The Indian animation and visual effects industry, which commands around 10% of the global market share, has the potential to reach 20-25% by 2025. India's animation, VFX sector can grab up to 25% of global market share by 2025 & Global 3D Animation Market Size Estimated to Reach $39.96 Billion By 2028.

+ The animation services market in 2019-2021 continued to be dominated by outsourced projects from television and film sectors, which accounted for around 85 per cent of the total animation services turnover in India.

+ In the Gaming sector, markets like Korea, Israel, Australia, New Zealand have opened for India to service and deliver projects across. There is a continuous supply of talents from India to these countries towards development services.

INDIAN M&E INDUSTRY EMPLOYMENT PROJECTION

+ By 2025, the number of connected smart televisions are expected to reach ⬜40-50 million. 30% of the content viewed on these screens will be gaming, social media, short video and content items produced exclusively for this audience by television, print and radio brands.

+ OTT video services market (video-on-demand and live) in India is likely to post a CAGR of 29.52% to reach US$ 5.12 billion by FY26, driven by rapid developments in online platforms and increased demand for quality content among users.

7.64 Television	**3.30** Film	**2.25** Online Gaming	**2.39** Events & Live Performance
0.73 Advertisement & OOH	**1.14** Animation & VFX	**0.96** Print	**0.40** Theme Park
0.53 Sound & Music	**0.56** Radio	**0.96** Art & Culture	**0.40** Digital & OTT

Employment Projection in Media & Entertainment Sector in FY 2025 (In Lakhs)

RECOGNIZING
MESC

MESC

The Media & Entertainment Skills Council (MESC), established in 2012, is a Not-for-Profit Organization under the Ministry of Skill Development & Entrepreneurship, dedicated to enhancing skill development in the Media & Entertainment sector. Initially funded by the National Skill Development Corporation (NSDC) and incubated at the Federation of Indian Chambers of Commerce & Industry (FICCI), MESC operates as an awarding body with the National Council for Vocational & Education Trainings (NCVET). MESC boasts a strong governing council board comprised of top industry leaders and professionals representing the 12 sub-sectors within the Media & Entertainment industry. The council, with its wealth of expertise and experience, guides MESC in its mission to align training standards with industry needs and foster innovation across all sectors. Under their stewardship, MESC has been able to adapt swiftly to the evolving demands of the industry, ensuring that its initiatives remain relevant and impactful.

7,00,000+ Trainings	**100** Qualification Pack
12 Sub - Sectors	**970+** Schools Offering MESC Courses
1200+ Training Institutions	**500000+** Certified under RPL
5000+ Total Certified Trainers	**12** Empanelled Assessment Agencies

The Prime Purpose of MESC

- To conduct skill gap study and develop occupational standards.
- To initiate skills cataloguing for Media and Entertainment Industry.
- To determine skills/competency standards and qualifications and getting them noted as per NSQF.
- To create skills development plan with industry stakeholders, government agencies and NSDC to setup Labour Market Information System (LMIS).
- To ensure the standardization of affiliation, accreditation and assessment process aligned with NSQF guidelines as determined by NSQC.
- To identify and create of certified trainers and assessors across the Country.
- To promote Academies of Excellence.
- To look into the specific skilling needs of ST/SC, differently abled and other minorities.
- To plan and facilitate the execution of Training of Trainers Program along with NSDC and states.
- MESC also makes certain that the people getting training and skilling in accordance with the norms laid down are assured of employment at decent wages.

For more information, scan the QR code

Skill India
कौशल भारत-कुशल भारत

MEDIA & ENTERTAINMENT SKILLS COUNCIL

www.mescindia.org

GOVERNING COUNCIL MEMBERS

MR. SANDEEP MARWAH
Vice Chairman of MESC,
Founder-President,
Asian Academy of Film
& Television

MR. ASHISH KULKARNI
Chairman International business
development committee- MESC,
Assistant Secretary
General, FICCI

**PADMA SHRI
DR RESUL POOKUTTY**
Treasurer of MESC,
Indian sound designer

MR. MANVENDRA SHUKUL
Chairman, Industry Alliances
and Apprenticeship committee- MESC,
CEO, Lakshaya Digital

DR. AMIT BEHL
Secretary- MESC, General Secretary,
Cine and TV Artist
Association (CINTAA)

MS. LEENA JAISANI
FICCI- Assistant
Secretary
General

DR. BISWAJIT SAHA
CBSE Director
(Training & Skill Education)

DR. TERENCE LEWIS
Indian Dancer, Singer
& Choreographer

MR. SANJAY KHIMESARA
Asifa India, President

MS. TEHZEEB KHURANA
Creative Director,
Climb Media (I) Pvt. Ltd

DR. (HON) ANUSHA IYER
Internationally
Acclaimed Filmmaker

MR. ROBIN BHATT
Founder - President,
Asian Academy of Film &
Television

MR. SABBAS JOSEPH
Founder & Director,
Wizcraft India

MR. MUNJAL SHROFF
Director & COO, Graphiti
Multimedia Pvt Lt &
Chairperson for FICCI's Animation,
VFX & Gaming Forum

MR. MUKESH CHABBARA
Indian Casting Director
and Filmmaker

MS. PREETI VYAS
CEO
Amar Chitra Katha

GOVERNING COUNCIL MEMBERS

MR. SUDEEP CHATTARJEE
Indian cinematographer

MS. KETKI PANDIT
Film Producer, The Production
Head Quarter &
Youth Music Label

MR. JAN HORN
Education Leader,
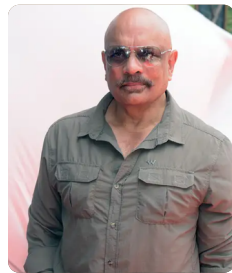Managing Director at
SAE UAE

MS. SHRESHTHA GUPTA
Media Head - NSDC,
NSDC - Nominee Director

MR. HRISHIKESH KANNAN
National Brand Head,
Radio Network,
Radio & Podcast Host,
Producer, Voice Artist & MC

MR. BHARAT DABHOLKAR
Indian Actor and Director

MS. SUSHMA GAIKWAD
Co-founder Ice Global,
Wizcraft MIME &
Sukhoon, Wizcraft

MS. NIVEDITA BASU
Indian Television
Producer and Director,
VP at DANGAL

MR. ALOK SANWAL
Vice President,
Jagran Prakashan Ltd.

MR. RATISH TAGDE
Vice President,
Jagran Prakashan Ltd.

MR. SHIBASISH SARKAR
Group CEO - Reliance Studios;
Chairman IMAC; President -
Producers Guild of India

QUALIFICATION PACKS IN MESC

S. No.	JOB ROLE	NSQF LEVEL	NQR CODE	LEARNING HOURS
01	Account Director	6	2022/ME/MESC/05433	840
02	Account Executive	4	2022/ME/MESC/05190	450
03	Actor	4	2022/ME/MESC/05451	540
04	Advertising Operations Coordinator	4	2022/ME/MESC/05191	450
05	Animation Director	6	2022/ME/MESC/05193	840
06	Animator	4	2022/ME/MESC/05192	450
07	AR/VR Developer	6	2021/ME/MESC/04873	1230
08	Art Director	6	2022/ME/MESC/05195	840
09	Art Director (Set Designing)	6	2022/ME/MESC/05194	840
10	Assistant Cameraman	3	2022/ME/MESC/05196	390
11	Assistant Costume Designer	3	2021/ME/MESC/04864	600
12	Camera Operator	4	2022/ME/MESC/05197	450
13	Character designer	4	2022/ME/MESC/05198	390
14	Cinematographer/Videographer	5	2021/ME/MESC/04868	600
15	Clean-up Artist	3	2022/ME/MESC/05199	300
16	Community Journalist	4	2022/ME/MESC/05441	450
17	Compositor	4	2022/ME/MESC/05200	400
18	Costume Designer	4	2021/ME/MESC/04865	630
19	Dancer	3	2022/ME/MESC/05450	450
20	Digital Marketing Manager	6	2022/ME/MESC/05446	840
21	Director of Photography	6	2022/ME/MESC/05201	840
22	Editor	4	2022/ME/MESC/05202	390
23	Event Planner/Event Manager	5	2021/ME/MESC/04870	600
24	Executive Producer	7	2022/ME/MESC/05434	840
25	Game Artist	5	2021/ME/MESC/04871	1050
26	Graphic Designer	4	2022/ME/MESC/05452	540
27	Hairdresser	4	2022/ME/MESC/05203	390
28	Layout designer	4	2022/ME/MESC/05204	390
29	Lighting artist	4	2022/ME/MESC/05205	450
30	Line Producer	6	2022/ME/MESC/05206	540
31	Live Action Director	6	2022/ME/MESC/05207	840
32	Location Manager	5	2022/ME/MESC/05208	480
33	Make-up Artist	4	2022/ME/MESC/05209	390
34	Modeller	4	2022/ME/MESC/05210	450
35	Music Composer	7	2022/ME/MESC/05449	840
36	Music Producer	6	2022/ME/MESC/05448	840
37	Music Programmer	5	2022/ME/MESC/05447	540
38	Offset Print Operator	4	2021/ME/MESC/04866	450
39	Production Assistant	4	2022/ME/MESC/05211	450
40	Project Manager (OOH) Media	5	2021/ME/MESC/04869	540
41	Props Master	5	2022/ME/MESC/05212	480
42	Prosthetics Artist	5	2022/ME/MESC/05435	540
43	Rendering Artist	4	2022/ME/MESC/05436	510
44	Rigging Artist	4	2022/ME/MESC/05213	450
45	Roto Artist	4	2022/ME/MESC/05214	390
46	Sales Director	6	2022/ME/MESC/05437	840
47	Sales Executive	4	2022/ME/MESC/05215	450
48	Sales Manager	5	2022/ME/MESC/05438	540
49	Script Editor	6	2022/ME/MESC/05439	840
50	Script Researcher	4	2022/ME/MESC/05216	450
51	Script Writer	5	2022/ME/MESC/05217	540
52	Search Engine Marketing Executive	4	2022/ME/MESC/05443	540
53	Search Engine Optimization Executive	4	2022/ME/MESC/05442	540
54	Set Carpenter	3	2022/ME/MESC/05218	300
55	Set Decorator	4	2022/ME/MESC/05219	540

56	Set Painter	3	2022/ME/MESC/05220	300
57	Set Plasterer	3	2022/ME/MESC/05221	300
58	Social Media Executive	4	2022/ME/MESC/05444	540
59	Social Media Manager	5	2022/ME/MESC/05445	540
60	Sound Assistant	3	2022/ME/MESC/05222	390
61	Sound Designer	5	2022/ME/MESC/05223	540
62	Sound Editor	4	2022/ME/MESC/05224	450
63	Sound Engineer	4	2022/ME/MESC/05225	450
64	Still Photographer	4	2021/ME/MESC/04867	450
65	Storyboard Artist	3	2022/ME/MESC/05226	300
66	Technical Artist – AR/VR	5	2021/ME/MESC/04872	1020
67	Texturing Artist	4	2022/ME/MESC/05227	450
68	Traffic Coordinator (Media Organisations)	4	2022/ME/MESC/05440	540
69	Unit Production Manager	5	2022/ME/MESC/05228	550
70	VFX Editor	4	2022/ME/MESC/05229	450
71	Voice-over Artist	4	2022/ME/MESC/05230	450
72	Correspondent	4	2022/ME/MESC/05686	510
73	Sr. Correspondent	5	2022/ME/MESC/05687	840
74	Anchor	6	2022/ME/MESC/05688	900
75	Desk Editor	5	2022/ME/MESC/05689	840
76	Radio Jockey	5	2022/ME/MESC/05690	840
77	Stuntman	4	2022/ME/MESC/05691	540
78	Radio Broadcast Technician	4	2022/ME/MESC/05692	510
79	Multiplex Operation Manager	5	2022/ME/MESC/05693	840
80	Content Strategist	5	2022/ME/MESC/05694	840
81	Broadcasting Operation Manager	5	2022/ME/MESC/05695	840
82	Media IP Merchandising Director	6	2022/ME/MESC/05696	900
83	3D Printing Operator	4	2022/ME/MESC/05697	510
84	Jr. Digital Film Restoration Artist	3	2022/ME/MESC/05698	450
85	Gaffer Man	5	2022/ME/MESC/05699	510
86	Music Therapist	5	2022/ME/MESC/05700	840
87	Social Media Influencer	4	2022/ME/MESC/05701	510
88	Celebrity PR Manager	5	2022/ME/MESC/05702	840
89	Spot Boy	3	2022/ME/MESC/05703	360
90	Cinematic Tourism Manager	5	2022/ME/MESC/05704	540
91	Editor-in-Chief (Print Media)	6	2022/ME/MESC/06029	900
92	Studio Manager	5	2022/ME/MESC/06030	840
93	Live Performer -Folk Art (Dancer/Singer)	3	2022/ME/MESC/06031	390
94	Sculpt Artist	3	2022/ME/MESC/06032	510
95	Drawing & Painting Artist	3	2022/ME/MESC/06033	360
96	Fine-Arts Teacher	6	2022/ME/MESC/06035	900
97	Dance Teacher	6	2022/ME/MESC/06034	900
98	Music Teacher	6	2022/ME/MESC/06036	900
99	Video Blogger	4	2022/ME/MESC/06037	510
100	AR/VR Producer	7	2022/ME/MESC/06038	840

For more information scan the QR code

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RPL
RECOGNITION OF PRIOR LEARNING

MEDIA & ENTERTAINMENT SKILLS COUNCIL

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 defies 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.

UPGRADE SKILLS SETS AND INCREASE YOUR WORK OPPORTUNITIES

Up-Skilling

Through Up-skilling, we teach new skills to the existing workforce that will help them in thriving in their jobs or businesses and help them in becoming more efficient. You can Upskill your employees, members, students or even yourself on various soft skills, Technical skills, Using software tools & equipment, Platform training, Marketing & communications, sales techniques and many more. Enquire now to join the program.

Reskilling

Through Reskilling, we focus on teaching aspirants the new and upcoming skills to do a different or more advanced job. With the technology advancements and changing market demands, reskilling is the key to the growth of an individual or a business. Reskill yourself, your employees, members or students to equip them for doing advance level tasks, more work opportunities, increase business and productivity.

Benefits of Upskilling & Reskilling

➢ Increases Productivity
➢ Future-proof your business
➢ Retain top talent and reduce hiring cost
➢ Cross function teams
➢ Boost employee motivation
➢ Strengthen the relationship between employees and employers

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.

For more information, scan the QR code

Best in Class Employer (BICE)

➢ **For Large Enterprises**

➢ The Employees on the payroll as permanent or contractual (Freelancers on project basis) of the eligible employer
➢ Minimum work experience of at least 6 months
➢ Possessing a valid aadhar card
➢ Not certified already under NSQF

➢ **For Medium Enterprises**

➢ The Employees on the payroll as permanent or contractual (Freelancers on project basis) of the eligible employer
➢ Minimum work experience of at least 6 months
➢ Possessing a valid aadhar card
➢ Not certified already under NSQF

➢ **For Small Enterprises**

➢ The Employees on the payroll as permanent or contractual (Freelancers on project basis) of the eligible employer
➢ Minimum work experience of at least 6 months
➢ Possessing a valid aadhar card
➢ Not certified already under NSQF

5 LAC+ RPL Certified Professionals

APPRENTICESHIP

Upbringing Skilled Workforce

What is Apprenticeship:

Apprenticeship Training consists of Basic Training and On-the-JobTraining/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/

For more information,
scan the QR code

SKILL DEVELOPMENT TRAINING PROGRAM:

Govt. Reward Money Program

PMKVY (GOVT REWARD MONEY)

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE). The objective of this Skill Certification Scheme is to enable a large number of Indian youth to take up industry-relevant skill training that will help them in securing a better livelihood. Individuals with prior learning experience or skills will also be assessed and certified under Recognition of Prior Learning (RPL). Under this Scheme, Training and Assessment fees are completely paid by the Government.

DDUGKY

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) is the skilling and placement initiative of the Ministry of Rural Development (MoRD), Government of India. The scheme focuses on catering to the occupational aspirations of rural youth and enhancing their skills for wage employment.

Implementation of DDU-GKY involves State Governments, Technical Support Agencies like the National Institute of Rural Development and Panchayati Raj (NIRD & PR), and Project Implementing Agencies (PIAs).

NULM

To reduce poverty and vulnerability of the urban poor households by enabling them to access gainful self-employment and skilled wage employment opportunities, resulting in an appreciable improvement in their livelihoods on a sustainable basis, through building strong grassroots level institutions of the poor. The mission would aim at providing shelters equipped with essential services to the urban homeless in a phased manner

SPECIAL PROJECTS

It is in this backdrop that the Special Projects developed by Media & Entertainment Skills Council gains significance. MESC has been working for socio-economic upliftment of vulnerable and marginalised groups of society through non-PMKVY Special Projects with NSKFDC, NBCFDC and NSFDC, which aim at skill development and training for the people from these sections to make them self-reliant and to improve their living standards.

STRENGTHENING THE
INDUSTRY - ACADEMIA
CONNECT

MANTHAN
THE IMPECCABLE ACADEMIA

MANTHAN is focused on a plethora of opportunities available in the Media and Entertainment Industry. It's highlighting the possibilities of Association between Media and Entertainment Skills Council (MESC) and participating esteemed Academic Institutions, colleges & universities. MESC in collaboration with ministry of Human Resource has conducted 3 Mega editions of Manthan: Impeccable Academia in Hyderabad, Mumbai & Delhi and touched over 1500 colleges and Universities. The Ministry of Human Resource & Development along with MESC has developed specialized employment oriented Bachelor Courses as BSc. Animation &VFX, BSc. Performing Arts and B.Sc. Film Making. About Media & Entertainment Skills Council: Media & Entertainment Skills Council (MESC) is an industry led sector skill council set up through Ministry of Skill Development and Entrepreneurship to create the skilled resources.

Manthan 2020 was conducted virtually in the month of November where moguls of Media & Entertainment Industry shed light on importance of "Skill oriented & Apprenticeship embedded Media & Entertainment Programs in Higher Education." During this 3 day virtual event Media & Entertainment Skills Council signed Mou's with prestigious colleges & Universities to empower skill-based education in the nation.

For more information, scan the QR code

Media & Entertainment Skills Council in association with Ministry of Human Resource and Development organized Manthan- Impeccable Academia at Ramoji Film City, Hyderabad on September 23rd, 2019. MESC proudly launched Creative Warriors B.Sc. Degree Programs that are industry linked Programs in Animation VFX, Performing Arts and Film Making during the event.

The event was a great success with a gathering of 340+ Academicians from various Colleges and Universities, and was watched live online on Vidyadaan live webinar by 15000+ students across India.

The 3rd Edition of Manthan at Pravasi Bhartiya Kendra, Delhi witnessed participation from over 350 Universities and Colleges. MESC has signed 52 MoU till date with esteemed Universities and Colleges and should be commencing the training from Academic Year 2020.

MESC also did a series of Virtual Manthan on 10th, 11th and 20th November 2020. The Manthan Summit was the Greatest Virtual Academic Summit of M&E Industry in Year 2020 focusing on the Importance of Integrating Skill Oriented and Apprenticeship Embedded M&E programs in higher education.

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.

For more information, scan the QR code

TRAINING ECOSYSTEM
AFFILIATION & ACCREDITATION
TRAINING PARTNERS

The term Affiliation is used to define a process of establishing competence of any institution desiring of delivering vocational training from NVEQF/NVQF/NSQF level 1 to 10 which is based on National Occupational Standards (NOS) created by MESC constituted by NSDC.

Any Education Body/ Vocational Training provider (TP) can seek affiliation from Media and Entertainment Skills Council in delivering the requisite elements of a NOS based vocational training. The affiliation process conducted by MESC will carry out evaluation of competence and availability of the desired infrastructure/ capability of creating the desired infrastructure matching the needs/ requirements of delivering NOS based training.

The alignment of MESC and a TP/ Education Body through the process of Affiliation will focus on learning and development of the learners so that they are easily employable in the sector. The process is also expected to encourage TP/Education Body to pursue continual excellence so that they are always in tune with the requirements of the sector. Thus the purpose of Affiliation is to maintain high standards of quality in delivering NOS based vocational training.

SALIENT OBJECTIVES OF AFFILIATION

- To assess TP institutions/ Education bodies and their programs that meet defined quality standards
- .To foster excellence in TP institutions building effectiveness in delivering NOS or competency based training.
- To establish a framework for continuous improvement and provide an opportunity to benchmark with other institutions in India and abroad.
- To facilitate developing the professional competency of the learners in tune with the requirements of the sector

MECAT

MEDIA AND ENTERTAINMENT CREATIVE APTITUDE TEST

MECAT
(Class 11th onwards)

MECAT is all about you and your journey in the creative world. It looks at your unique creative and problem-solving abilities, as well as your personality traits, so you can make informed career choices from 10th grade onwards.

MECAT Jr.
(Class 6th-10th onwards)

You the young children are ready to explore the world of possibilities. With MECAT Jr. you can uncover your potential and discover new interests and have fun while doing it!

INDICATIVE
CAREER FITMENT

75% Art & Design

90% Film Making

70% Animation & Gaming

85% Journalism & Mass Comm.
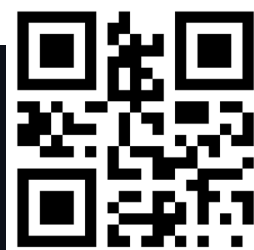
www.mecat.in

Self-Awareness and Growth

MECAT provides students with a deeper understanding of their own strengths, interests, and aptitudes, allowing them to take informed decisions about their educational and career paths.

The assessment covers a range of aptitude areas, including creative thinking, problem-solving, communication, teamwork, adaptability, and other skills relevant to the media and entertainment sector.

It serves as a standardized platform for assessing candidates' suitability for various sub-sectors and programs within the industry.

Career Direction & Pathways

MECAT helps students gain clarity about their interests, strengths and potential by assessing their creative aptitude, allowing them to make well-informed decisions about their future.

Access to Learning Resources

MECAT grants students access to a wealth of learning resources including videos, magazines, and other materials to enhance knowledge, skills and understanding.

EXPLORE YOUR
CREATIVITY
FIND YOUR PATH!

MECAT empowers creative mavericks with personalized guidance, industry recognition, and diverse career pathways, enabling individuals to explore strengths, make informed decisions, and excel in the media and entertainment industry.

Talent Identification & Development

MECAT by assessing candidates' creative aptitude and potential, it helps in recognizing individuals who possess the skills and passion needed for success in various sub-sectors of the industry.

Enhanced Skill Matching

MECAT ensures that individuals are placed in positions where they can thrive and make valuable contributions, leading to improved productivity and overall growth of the ecosystem.

Industry Growth and Innovation

MECAT helps create a skilled workforce that can meet the industry's evolving demands, thereby fostering the development of new technologies, creative content, and business opportunities.

Collaboration and Networking

MECAT provides a platform for collaboration and networking between educational institutions, industry professionals, and aspiring talents to build a stronger and more interconnected ecosystem.

CREATIVE WARRIORS

FOR THOSE WHO
DREAM BIG

CREATIVE WARRIORS
skills@pathshala

skills@pathshala

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 Belief
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

Creative Warriors

"Creative Warriors (CW) Programs" is one of the initiatives by Media & Entertainment Skills Council to bring our nation one step closer to the "Skill India Mission". These programs focus on the pursuit of advancement & enhancement of Media and Entertainment Courses in coordination with Industry Leaders. Creative Warriors programs aim to provide a platform leading to high wage based employability and exciting careers for entrepreneurship in media & Entertainment sector. These are industry led training programs supported by live projects and apprenticeship opportunities. The Creative Warriors programs have been designed keeping in mind the entry and exit possibility of a student from the 9th - 12th standard. For higher education, CW Programs offer Diploma, Degree and Post-Graduate, B.Sc. & B.Voc. in Animation, Graphics, Gaming, VFX, Filmmaking, Performing Arts etc.

Creativity is a priority for education and is central to the discourse on 21st century learning. It is a proven fact that everyday creativity in schools changes the dynamics of teaching and learning. Creative Warriors aims to provide a strong foundation in not only building a successful career but also character and overall growth of the students.

Creative Warrior Institution will lead in providing skills-based educational programming that integrates theory with application, preparing students for global careers in Art foundation, Digital and Technical fields. Dedicated facilities at Creative Warrior Institutions will have the capacity to serve close to 1000+ students annually at its state-of-the-art campus.

MESC Introduces Creative Warriors
to Enhance Skills Through Creativity!

CREATIVE WARRIORS
skills@pathshala

MESC brings creative warriors to schools, colleges & universities that could be of a prodigious value proposition and support to upsurge revenue generation. In future, this can get into a developed academia of international standards with futuristic approach. Educationists play the important role in developing the nation by imbedding and nurturing creativity of students. Creative Warriors encourage schools to nurture the creative bud of the students from the tender teenage giving them the direction in life. Colleges/Universities may have the young minds bringing pride to the nation.

Enormous advantages of creative warriors to schools/ colleges/ universities:

- Classified as leaders
- National & International exposure
- International exchange programs (students and faculty)
- Adoption to trans national standards
- Branding & promotion
- Recognition & joint certification
- Goverment Recognized certificate for students/ teachers
- Mega workshops & seminars
- Rewards and recognitions

- Participation in events national/international
- Participation in skill competitions (national / international)
- Workshops by experts and celebrities
- Customized programs for various segments
- Field trips to studios, industry, etc.
- Futuristic approach
- Alignment as per NSQF curriculum
- Industry alliances
- Curriculum & content delivery

For more information, scan the QR code

https://mescindia.org/creative-warriors/

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
12+ AWSITC	

*Approximate numbers are mentioned above

CREATIVE WARRIORS
skills@pathshala

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.

Whistling Woods International

TOONZ ANIMATION

HoLoSuit

DiGi TOONZ

DANCE SMITH PERFORMING ARTS PVT. LTD.

bot BOT VFX

For more information, scan the QR code

www.mescindia.org

HOME   ABOUT US   PROGRAMS   PARTNER   EVENTS   CONTACT

Skill Specialized Programs

Register now and begin your search for a rewarding Career!

| Category ▾ | Search keyword | **Search Now** |

100,000 Worldwide Students   **500+** Available Courses   **300+** Mentors

Creative Warriors

Learning Management System

LMS

Creative Warriors Learning Management System is a platform by Media & Entertainment Skills Council; where learning is beyond the traditional ways of classrooms and blackboards. With varying learning programs, nowadays students need to be made more familiar with the modern ways of education. They can explore a wide-range of features and available resources.

Creative Warriors LMS platform aims to accelerate the transformation of the education system by making it accessible to every student, teacher, professionals, institutions etc. It offers creative & career oriented programs classified into three levels Beginners, Experts & Professionals. Learning is a never-ending process which is why along with the beginners there is a level for the professionals as well. So everyone gets an equal opportunity to grow in their career with the skills of future trends.

This provides you with an opportunity to learn with various National and International Academicians & Institutions in the convenience of your home.

Employers and Students register themselves on-

www.creativewarriors.co.in

MEDIA & ENTERTAINMENT SKILLS COUNCIL

CREATIVE WARRIORS skills@pathshala

For more information, scan the QR code

VIDYADAAN

RECONNECTING
GURU SHISHYA
BEYOND FORMAL EDUCATION

VIDYADAAN (sidebar)

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 Ex-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
☑ 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 Maha Guru
- 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

For more information, scan the QR code
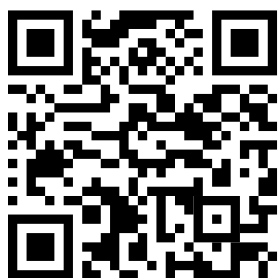
Media Talk Back

MESC Monthly Magazine

MESC formulated Media Talk Back (Monthly Magazine) in August 2017 and have covered various sub-sectors of the Media & Entertainment Industry. Media Talk Back is the Showcase of Industry's Expertise, Opportunities, Possibilities and Real Life Stories. Its goal is not only to capture the influential insights/advices from Industry experts/their achievements or success stories of exceptional talents but also to break new ground in the M & E Industry to help future aspirants who are looking forward to do something extraordinary.

Media talk back has 26 Editions covering industry insights on "Visual Effects", "Gaming", "Hair, Make-up and Prosthetic Artistry" "Rotoscope, Color Keying, Matte-Painting and 3D conversion", "Re-skilling the training Eco-System", "Honour her : Women Shaping the Next Era of Media & Entertainment Industry", "Graphic Design Illustrating The Future", "Are you RPL certified?", "Music changing lives across the World", The Art of Acting, "Memoirs of MESC's RPL Journey", "Dance-A Never-ending Spirit", "Digital Media Trending" and more.

Media TalkBack not only offers valuable views and insights of the prominent influential leaders of the industry, it also offers options for Advertising and Promotion in the magazine allowing Start-ups, Associations, Federations, Universities, Schools, Institutions and other Organizations/Businesses to make their mark and boost their brand.

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

Scan the QR Code
To Read The
Latest Editions of
Media Talkback
Magazine

For more information E-Mail Us at:
mediatalkback@mescindia.org
www.mescindia.org

and many more..

WORLDSKILLS

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 Lyon 2024

MESC SHINES AT WORLDSKILLS 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

worldskills India

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

Steven Harris R. - Graphic Design Technology
WorldSkills Special Edition 2022
at Aarau Switzerland

Abhinav Verma - 3D Digital Game Art
WorldSkills Special Edition 2022
at Ilsan, Korea

Jaahnvi - Graphic Design Technology
WorldSkills 2024 at Lyon, France

AWSITC

AUTHORIZED WORLDSKILLS INDIA TRAINING CENTER

LEADING THE WAY FOR NEXT WORLDSKILLS CHAMPIONS"

AWSITC

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 thefurther skilling eco-system for training candidates for the International market.

Creative Warrior Programs Offered for Worldskills

Graphic Design Technology

3D Digital Game Art

Print Media Technology

Industrial Design Technology

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.

LOCATIONS

Chandigarh   Hyderabad

Chennai   Indore

Delhi   Kerala

Mumbai   Pune

worldskills India | Authorized Training Center

For more information, scan the QR code

CSR CORPORATE SOCIAL RESPONSIBILITY

People, Planet & Profit

Why to choose Media & Entertainment sector to execute skill development projects under CSR?

+ Media & Entertainment is considered as a sunrise Industry with ever-growing employment opportunities not just across our country but in the global arena too. Diverse sub-sectors exist in the industry making it aspirational and career oriented for the aspirants.

+ Media & Entertainment is one such Industry which is booming with tremendous potential for growth not only in urban regions but semi-urban and rural regions as well.

Skilling development/skilling is an important component of CSR activities under which Organizations makes a social impact and an empowered society by imparting vocational education, creating respectable and sustainable livelihoods for the underprivileged candidates.

Media & Entertainment Skills Council undertakes various CSR projects and work with the organizations to execute skilling initiatives under their respective CSR provisions and create a positive impact in the society by making vocational education accessible to all who are in need of a respectable and sustainable livelihood and social inclusion.

+ By 2025, the number of connected smart televisions are expected to reach 40-50 million. 30% of the content viewed on these screens will be gaming, social media, short video and content items produced exclusively for this audience by television, print and radio brands.

+ OTT video services market (video-on-demand and live) in India is likely to post a CAGR of 29.52% to reach US$ 5.12 billion by FY26, driven by rapid developments in online platforms and increased demand for quality content among users.

+ Media and Entertainment market to expand at 8.9% CAGR to Reach USD 2.6 Trillion by 2025

+ Career prospects include not just wage employment but other opportunities as well such as freelancing, entrepreneurship and association with platform aggregators, thus escalating the gig economy.

MESC

Job Fair/ Job Mela

500+ Employers
25,000+ Placements
100+ Locations

The sole purpose of arranging the job fair is to bridge the gap between students and Industry so that we can ensure and provide more opportunities to students and great placement options for future talents.

MESC also conducted various sessions for the candidates for their growth in communication skills, writing resume, tips and tricks for interview.

HR session were also organized from Amazon, Byju's, Native puppets, Tata Elxsi, Digitoonz, Green Gold, Technicolor, Toonz Animation and more.
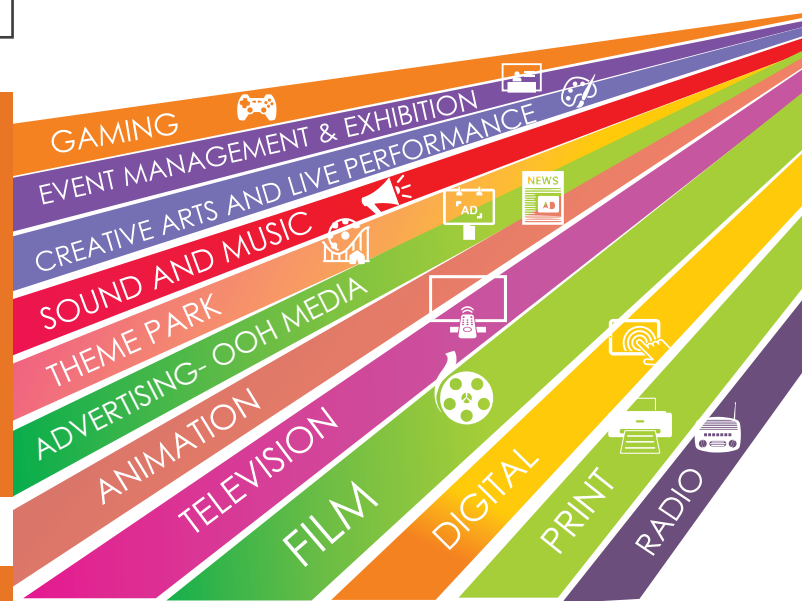
PARTNER WITH US & HAVE
GREAT OPPORTUNITIES!

MESC-JOBS WILL CATER TO ALL THE 12 SUBSECTOR OF THE INDUSTRY

For more information, scan the QR code below

www.mescjobs.in

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CREATIVE ARTS AND LIVE PERFORMANCE
SOUND AND MUSIC
THEME PARK
ADVERTISING- OOH MEDIA
ANIMATION
TELEVISION
FILM
DIGITAL
PRINT
RADIO

INDUSTRY & ACADEMIC PARTNERS

"SKILLING INDIA FOR A BETTER TOMORROW"

MEDIA & ENTERTAINMENT SKILLS COUNCIL

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