MEDIA & ENTERTAINMENT SKILLS COUNCIL (MESC)

EXPRESSION OF INTEREST (EOI)

For Empanelment of Training Partners (TP/TC) to Conduct Skill Development Training in the Media & Entertainment Sector

Under "Pradhan Mantri Anusuchit Jaati Abhyuday Yojana" (PM-AJAY) – GIA Component, FY 2026–27, Government of West Bengal

EOI Reference No.: MESC/PM-AJAY/2026-27/01 **Date of Issue:** 21 November 2026

1. ABOUT MEDIA & ENTERTAINMENT SKILLS COUNCIL (MESC)

The Media & Entertainment Skills Council (MESC) is a not-for-profit organisation established in 2012 and registered under the Societies Registration Act, 1860. The Council has been promoted by the Federation of Indian Chambers of Commerce and Industry (FICCI), with financial support from the National Skill Development Corporation (NSDC).

MESC is an Awarding Body recognised by the National Council for Vocational Education and Training (NCVET) and works towards developing a skilled workforce for India's Media & Entertainment industry.

The Council aims to create a robust ecosystem for quality vocational education and skill development through industry-aligned training, development of occupational standards, assessment and certification. MESC works closely with industry partners and training institutions to bridge the gap between industry requirements and the availability of skilled professionals.

MESC operates across 12 sub-sectors of the Media & Entertainment industry and supports skill development through its network of affiliated Training Partners and Training Centres across India.

2. BACKGROUND AND OBJECTIVE

The Media & Entertainment Skills Council (MESC) invites Expressions of Interest from eligible and interested organisations, institutes, academies and training centres for empanelment as Training Partners (TPs) / Training Centres (TCs) for the implementation of Short-Term Training (STT) programmes under Pradhan Mantri Anusuchit Jaati Abhyuday Yojana (PM-AJAY) – GIA Component for FY 2026–27 in West Bengal.

The programme aims to provide industry-relevant skill training to eligible Scheduled Caste (SC) youth and enhance their employability through structured training in the Media & Entertainment sector.

The empanelment process is intended to identify capable organisations with suitable infrastructure, qualified trainers and relevant experience for effective implementation of the proposed training programme.

3. PROPOSED TRAINING DETAILS

S. No.	Particulars	Details
1	**Scheme**	PM-AJAY – GIA Component
2	**Financial Year**	2026–27
3	**State**	West Bengal
4	**Training Type**	Short-Term Training (STT)
5	**Sector**	Media & Entertainment
6	**Job Role**	Graphic Designer
7	**QP Code**	MES/Q0601
8	**Maximum Number of Batches**	9
9	**Maximum Training Intake**	270 Candidates
10	**District Coverage**	As per Skill Gap Report

Note: The above represents the maximum training allocation communicated to MESC by the concerned Corporation. Actual allocation to empanelled Training Partners will be subject to evaluation, project requirements and approval of the competent authority.

Particulars	Details
Training Cost	As per approved project cost norms
Administrative Cost	10% of the total approved project cost
Total Project Cost	Training Cost + Administrative Cost (10%)

Note: Administrative cost shall cover project coordination, monitoring, documentation, reporting and overall project management by MESC.

4. SCOPE OF WORK

The selected Training Partners / Training Centres may be required to undertake the following activities, in coordination with MESC:

1. **Candidate Mobilisation:** Identification and mobilisation of eligible candidates in accordance with the applicable PM-AJAY guidelines and project requirements.
2. **Training Delivery:** Conducting Short-Term Training as per the approved Qualification Pack (QP), National Occupational Standards (NOS) and applicable training norms.
3. **Training Infrastructure:** Providing suitable classrooms, computer laboratories, equipment, software and other necessary infrastructure relevant to the Graphic Designer job role.
4. **Trainer Deployment:** Deployment of qualified trainers with relevant domain knowledge and industry experience.

5. **Attendance and Documentation:** Maintaining candidate enrolment records, attendance, batch-wise documentation and other records as prescribed by MESC.
6. **Assessment and Certification:** Coordinating with MESC for the prescribed assessment and certification process.
7. **Employment Facilitation:** Supporting industry engagement, placement linkages and employment facilitation for successful trainees in coordination with MESC.
8. **Monitoring and Reporting:** Providing regular progress updates, training records and supporting documents as required by MESC.

5. ELIGIBILITY CRITERIA

Interested organisations / Training Partners should fulfil the following requirements:

1. Organisations, institutes, academies and studios engaged in education or training in the Media & Entertainment sector may apply.
2. Applicants should be affiliated with MESC or be willing to complete the applicable MESC affiliation and accreditation process, subject to approval by the Council.
3. Applicants should possess or fulfil the applicable requirements for Training Partner (TP) and Training Centre (TC) registration on the Skill India Digital Hub (SIDH) portal.
4. Applicants should have suitable training infrastructure, including classrooms, computer laboratories and relevant equipment required for the proposed job role.
5. Applicants should have access to qualified trainers with relevant educational qualifications, technical expertise and industry experience.
6. Preference may be given to organisations having previous experience in conducting Short-Term Training programmes under NSQF norms through PBSSD, NSDC or other Government initiatives.
7. Applicants should have relevant industry linkages and employment facilitation capabilities.
8. Applicants should not be blacklisted or debarred by any Government department, agency or skill development authority.

6. DOCUMENTS / INFORMATION REQUIRED

Interested applicants are required to submit the following information along with their EOI:

1. Organisation profile, registration certificate and relevant statutory documents.
2. MESC affiliation certificate, if already affiliated, and details of TP registration.
3. Details of proposed Training Centres, including complete address and SIDH Training Centre ID.
4. Proof of ownership, lease, rent agreement or third-party MOU for the proposed Training Centre, as applicable.
5. Details of available training infrastructure, classrooms, computer laboratories, equipment and software.
6. Details of trainers, including educational qualifications, relevant experience and certifications.

7. Details of previous Short-Term Training experience under NSQF norms during the last three years, wherever applicable.
8. Copies of relevant Work Orders / Letters of Intent and proof of completion or final payment for previous training projects.
9. Details of industry partnerships, employer linkages and placement support arrangements.
10. Declaration confirming that the organisation has not been blacklisted or debarred by any Government authority.

Note: CSR projects shall not be considered as eligible previous experience for the purpose of the relevant project evaluation requirements.

7. SELECTION AND EMPANELMENT PROCESS

1. All applications received within the prescribed timeline will be reviewed by MESC.
2. Applications will be evaluated based on organisational experience, training infrastructure, trainer availability, relevant affiliation status, geographical coverage and implementation capacity.
3. MESC may seek additional information, supporting documents or clarification from applicants wherever required.
4. MESC may conduct physical or virtual verification of the proposed Training Centres, wherever considered necessary.
5. Empanelment will be subject to the satisfactory evaluation of the applicant and approval by the competent authority.
6. Empanelment shall not guarantee allocation of training targets. The allocation of batches and candidates will depend on project requirements, district coverage, available targets and approval of the concerned authority.
7. MESC reserves the right to accept or reject any application, wholly or partially, without assigning any reason.

8. IMPORTANT INSTRUCTIONS

1. Submission of an EOI does not guarantee empanelment or allocation of training targets.
2. Applicants must ensure that all information and supporting documents submitted are accurate, complete and valid.
3. Selected Training Partners shall comply with the applicable PM-AJAY guidelines, MESC requirements, NSQF norms and instructions issued by the concerned authorities.
4. Training Partners shall not undertake training in more than two different sectors under the project.
5. The selected Training Partners shall maintain proper records of training activities, candidate attendance, assessment and other project-related documentation.
6. Any false, misleading or incomplete information may lead to rejection of the application or cancellation of empanelment.
7. MESC reserves the right to modify, amend, withdraw or extend the EOI process, as considered necessary.

9. SUBMISSION OF EXPRESSION OF INTEREST

Interested organisations are requested to submit their completed Expression of Interest along with the required supporting documents within the prescribed timeline.

Submission Details:

Particulars	Details
Issuing Organisation	Media & Entertainment Skills Council (MESC)
Office Address	522–524, 5th Floor, DLF Tower-A, Jasola, New Delhi – 110025
Email ID	international@mescindia.org
Last Date of Submission	29 November 2026
Contact Person	Shivani Singh
Contact Number	8586908611

Subject Line: Expression of Interest – Empanelment of Training Partners for PM-AJAY West Bengal – FY 2026–27.

For any queries or further information regarding the EOI, interested applicants may contact MESC through the official communication channels mentioned above.

ANNEXURE I – TRAINING PARTNER APPLICATION FORM

A. Organisation Details

S. No.	Particulars	Details to be Filled by Applicant
1	Name of Organisation	
2	Type of Organisation	
3	Year of Establishment	
4	Registration Number	
5	Registered Office Address	
6	Name of Head / Authorised Signatory	
7	Name of SPOC	
8	Designation	
9	Contact Number	
10	Official Email ID	
11	Website	
12	MESC Affiliation Status	
13	MESC Training Partner ID, if applicable	
14	SIDH Training Partner ID	

B. Previous Training Experience

S. No.	Sector	Course / Job Role	QP Code	Government Department / Agency	Work Order No. & Date	No. of Batches	No. of Trainees Trained	No. of Trainees Certified	Project Period
1									
2									
3									

Supporting Work Orders and completion certificates / final payment proof must be attached wherever previous experience is claimed. CSR projects are not eligible as previous experience for the relevant project evaluation.

ANNEXURE II – TRAINING CENTRE DETAILS

S. No.	Particulars	Details to be Filled by Applicant
1	Name of Training Centre	
2	Complete Address	
3	District	
4	State	
5	SIDH Training Centre ID	
6	MESC Affiliation / Accreditation Status	
7	Mode of Engagement (Owned / Rented / Leased / Third-Party MOU)	
8	Number of Classrooms	
9	Computer Laboratory Details	
10	Number of Available Computers	
11	Relevant Software / Equipment Available	
12	Maximum Training Capacity	
13	Name of Centre Coordinator	
14	Contact Number	

Trainer Details

S. No.	Name of Trainer	Educational Qualification	Relevant Experience	Technical Skills / Specialisation	ToT / Other Certification Details
1					
2					
3					

Industry Linkage Details

S. No.	Name of Industry / Employer	Nature of Association	Relevant Job Roles / Opportunities	Contact Person	Supporting Document Attached
1					
2					
3					

ANNEXURE III – DECLARATION BY APPLICANT

I / We hereby declare that the information furnished in this Expression of Interest and the supporting documents submitted along with it are true and correct to the best of my / our knowledge and belief.

I / We understand that submission of this EOI does not guarantee empanelment or allocation of training targets by MESC.

I / We agree to comply with the applicable project guidelines, MESC requirements and directions issued by the concerned authorities, if selected.

I / We further confirm that the organisation has not been blacklisted or debarred by any Government department or authority.

Name of Organisation: _____

Name of Authorised Signatory: _____

Designation: _____

Signature: _____

Organisation Seal: _____

Date: _____

Place: _____

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