

Media Talk Back

WORLD SKILLS

BRINGING A SKILL

Storm



www.mescindia.org

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MEDIA TALKBACK

LAUNCHED IN 2017 BY THE MEDIA & ENTERTAINMENT SKILLS COUNCIL (MESC), MEDIA TALKBACK IS A PIONEERING PLATFORM DEDICATED TO AMPLIFYING INDUSTRY EXPERTISE, UNVEILING OPPORTUNITIES, AND SHARING TRANSFORMATIVE REAL-LIFE STORIES. THIS DYNAMIC INITIATIVE SERVES AS A BEACON FOR BOTH ASPIRING TALENTS AND SEASONED PROFESSIONALS, OFFERING A WEALTH OF INSIGHTS, ADVICE, AND MOTIVATIONAL NARRATIVES FROM THE LEADING FIGURES IN THE MEDIA & ENTERTAINMENT (M&E) INDUSTRY.

AMPLIFYING VOICES, SHAPING FUTURES IN MEDIA & ENTERTAINMENT

More than just spotlighting the triumphs and innovations of industry stalwarts, Media TalkBack actively fosters the discovery of new horizons within the M&E landscape. Its core mission is to empower future aspirants to pursue paths of extraordinary achievement by providing them with essential knowledge, inspiration, and clarity for their journey in this ever-evolving sector.

Having released 30 editions to date, Media TalkBack has established itself as an influential voice in the industry, achieving a remarkable digital distribution footprint. Reaching an audience of over 200,000 readers worldwide, the magazine is a trusted source for cutting-edge information, emerging trends, and promising opportunities. It is not merely a publication but a movement, continuously shaping the dialogue around creativity, skills, and innovation within the M&E ecosystem.

Looking ahead, Media TalkBack is poised to expand its reach and influence by introducing more interactive elements, incorporating international contributions, and featuring exclusive content. These enhancements will further solidify its value as an indispensable guide for those aspiring to redefine the future of media and entertainment.





MESSAGE FROM THE

CHAIRMAN

As Chairman of the Media and Entertainment Skills Council (MESC), I am very proud to announce this WorldSkills Magazine. WorldSkills Lyon 2024 was a resounding success for Team India, as we secured numerous medals and medallions. I firmly believe in the limitless potential that lies in skilling our youth, especially as we build a globally competitive workforce. India has always been a nation rich in talent and creativity, and it is our duty to empower our young people with the tools, guidance, and platforms necessary to express their abilities on both national and international stages.

Through initiatives like WorldSkills, we witness a celebration of human potential and the transformative power of skills in shaping lives, careers, and industries. By enhancing the capabilities of our youth through rigorous training, certification, and adherence to world-class standards, we are not only enriching their lives but also elevating India's standing on the global stage. I believe that magazines like this will raise awareness among India's youth about such competitions, encouraging more and more young minds to participate. Let us continue to encourage, uplift, and support our young talent to excel in their chosen fields, ensuring that India's voice resonates with power and pride worldwide.

**PADMA SHRI
DR. SHANKAR MAHADEVAN**

Chairman,
Media and Entertainment Skills Council





MESSAGE FROM THE

CHIEF EXECUTIVE OFFICER

I am thankful to all those who have supported and aided in the production of the 30th Edition of Media Talkback Magazine, "WorldSkills - Bringing the Skillstorm." At MESC, our mission extends beyond training individuals; we are building a nation of skilled professionals equipped to shape the future of the media and entertainment industry. The need for specialized skills in this sector has never been more critical, especially as India strives to make its mark in the global arena. WorldSkills provides an invaluable platform for our youth to showcase their expertise, and each time they step onto this international stage, they carry the legacy of India's commitment to excellence in skill development.

Together, we are fostering a generation that is not only industry-ready but also equipped to adapt to evolving global demands. As we celebrate our youth's accomplishments at WorldSkills, let us reaffirm our commitment to skilling, reskilling, and upskilling, ensuring that India's workforce remains a dynamic and respected force on the world stage.

**DR.
MOHIT SONI**

*Chief Executive Officer,
Media and Entertainment Skills Council*



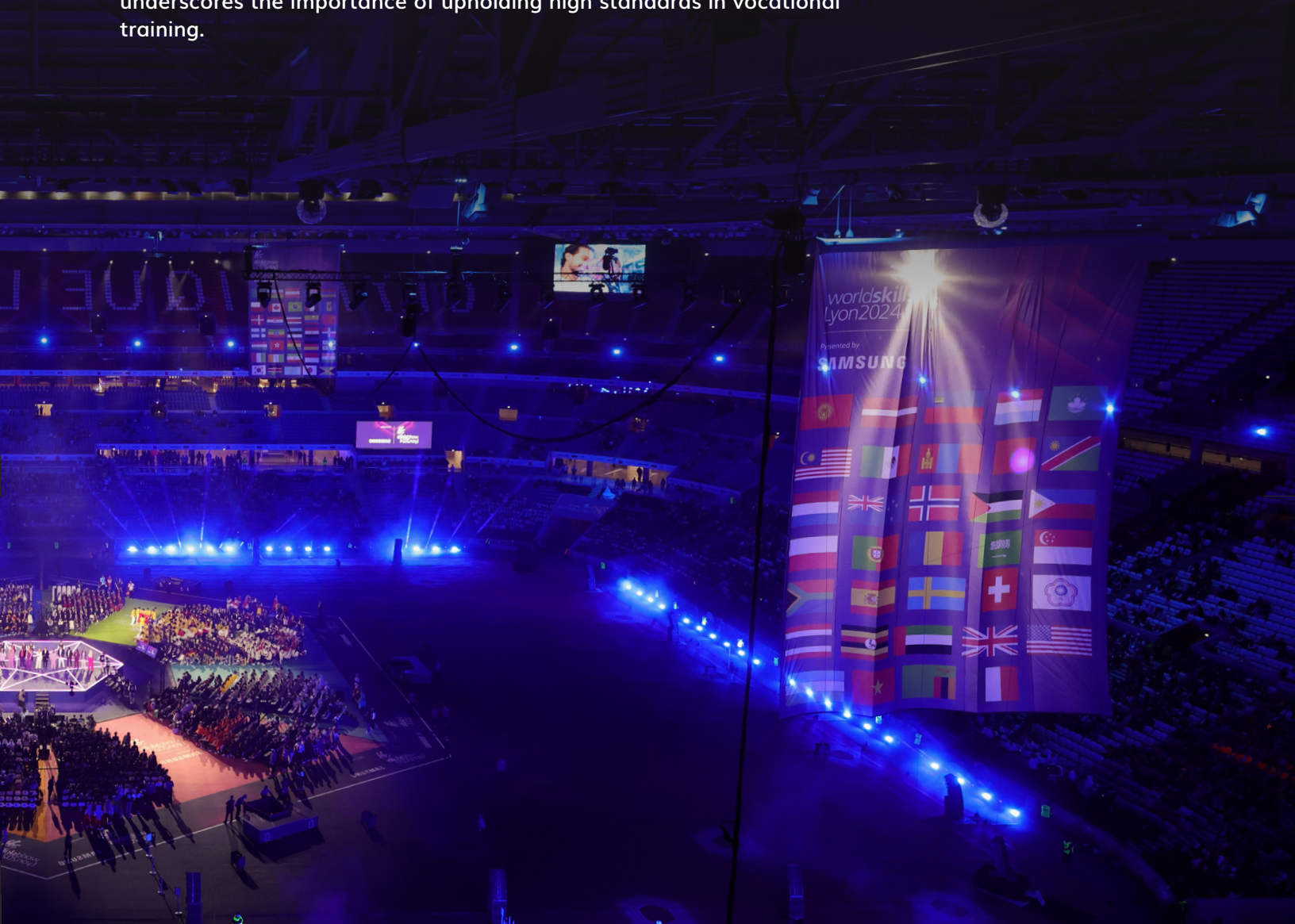
INDIA AT THE GLOBAL SKILLS ARENA



INTRODUCING

WORLD SKILLS INDIA

WorldSkills is an international non-profit movement dedicated to promoting the power of vocational skills. It organizes biennial competitions where young professionals from across the globe compete in a wide array of skill categories to showcase their technical abilities and expertise. Beyond celebrating skill proficiency, WorldSkills underscores the importance of upholding high standards in vocational training.



CELEBRATING SKILLED TALENT

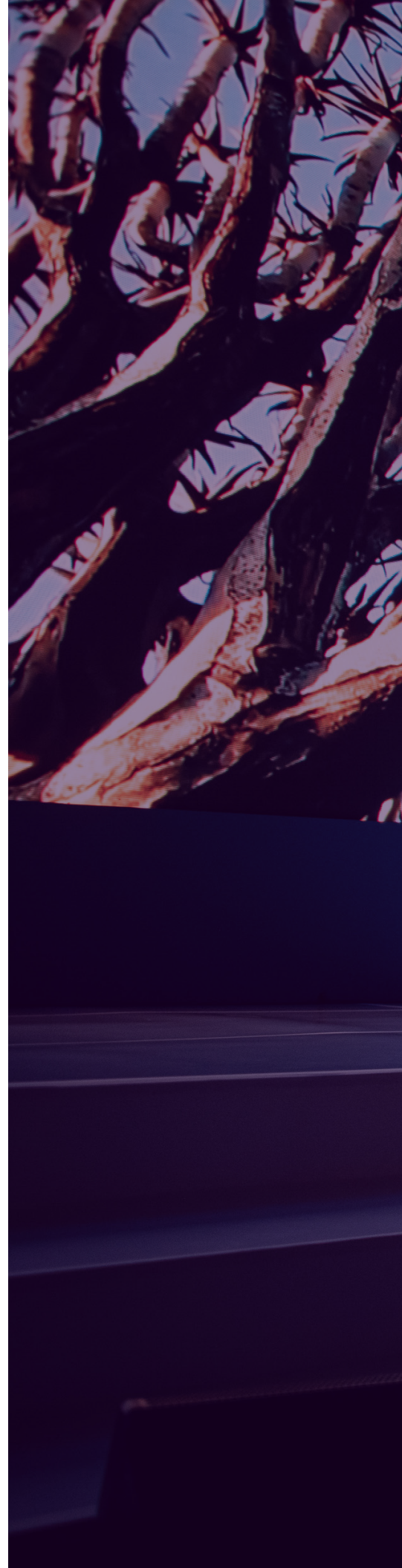
Every two years, WorldSkills hosts a global competition where participants demonstrate their mastery in diverse skills, ranging from traditional trades like carpentry and welding to modern disciplines such as digital media, cybersecurity, and AI-based automation. These competitions provide a unique platform for young talent to benchmark their abilities against international standards, fostering excellence and innovation in various industries.

THE IMPORTANCE OF WORLDSKILLS COMPETITIONS

WorldSkills competitions are designed to elevate the profile of vocational skills and inspire young individuals to excel in their chosen trades. These events cultivate a spirit of competition, innovation, and creativity while establishing global benchmarks across various industries. Participants gain invaluable exposure to the latest industry trends and practices, enhancing their employability and fostering career advancement.

GLOBAL REACH AND PARTICIPATING COUNTRIES

With a membership exceeding 85 countries and regions, WorldSkills boasts a truly global reach. Each participating member organizes national and regional competitions to select their most talented candidates for the prestigious WorldSkills event. The competition features a diverse spectrum of skills, ranging from traditional trades like carpentry and masonry to cutting-edge fields such as cloud computing and 3D digital game art.





THE ORIGINS AND GROWTH OF WORLD SKILLS

WorldSkills was established in 1950 in Spain by Francisco Albert Vidal, with the aim of encouraging young people to pursue skilled professions. What began as a national competition between Spain and Portugal has since expanded into an international platform, now encompassing over 80 member countries and regions. Today, it stands as the world's largest vocational education and skills excellence competition.



THE CORE VALUES OF WORLDSKILLS

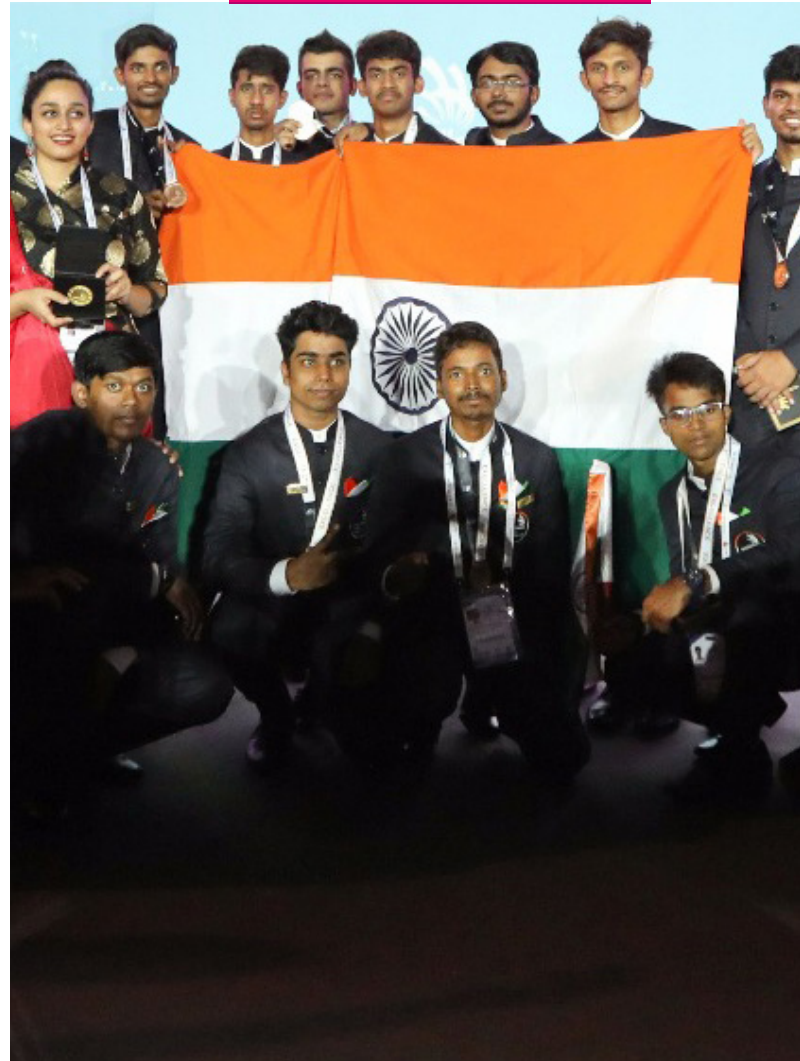
WorldSkills emphasizes innovation, excellence, and inclusivity. Its core values center on providing equal opportunities for all, fostering collaboration across industries, and continuously adapting to the evolving skills demanded by the global economy. The ultimate aim is to cultivate a future workforce that is adaptable, highly skilled, and globally competitive.




WORLDSKILLS FLAGSHIP EVENT

– THE WORLDSKILLS COMPETITION

The WorldSkills Competition is the organization's premier event, bringing together talented young professionals aged 17 to 25. Hosted biennially in a different member country or region, participants are evaluated against rigorous international standards. The competition encompasses a wide range of fields, including technology, construction, health, creative arts, and many more.



A photograph of three men celebrating, with one man in the foreground holding a flag. The image is overlaid with a dark purple gradient. The text 'THE BACKBONE OF WORLDSKILLS EXCELLENCE' is centered in white, bold, sans-serif capital letters.

THE BACKBONE OF WORLDSKILLS EXCELLENCE



JANE STOKIE

Director of Skills Competitions

WorldSkills International

"WorldSkills Competitions serve as a vital platform for Competitors to demonstrate their comprehensive skill sets, encompassing both essential transversal competencies and specialized technical proficiencies, all brought to life through the execution of their Test Projects. Simultaneously, our experienced Experts leverage their deep industry knowledge to rigorously assess these Test Projects against the globally recognized WorldSkills Occupational Standards. These standards embody the benchmark for excellence within respective technical domains worldwide.

Through the active engagement of Indian Competitors and Experts in this international arena, the National Skill Development Council gains invaluable insights. This participation enables a direct and meaningful benchmarking and evaluation of India's Technical and Vocational Education and Training (TVET) system and its inherent standards. This comparative analysis is crucial for fostering continual growth and ensuring seamless adaptation to evolving global TVET systems, ultimately driving India's pursuit of world-class excellence in vocational training."





SAN QUEI LIN

Board Member
WorldSkills International

In a world driven by rapid technological advancements, what initiatives is WorldSkills exploring to keep pace with these developments?

WorldSkills International is proactively adapting to rapid technological advancements through several key initiatives. We are integrating emerging technologies like AI, robotics, VR, and 3D printing directly into competitions, reflecting real-world trends. Strategic partnerships with major tech companies ensure our skills align with future industry needs. We're also emphasizing digital skills development in areas like cyber security and digital marketing, and mapping global skills gaps to prepare participants for future job markets. Innovative training methods, including simulations and online platforms, enhance accessibility. Finally, a focus on sustainability and green skills addresses critical global challenges. WorldSkills is committed to staying at the forefront of global skills development.

What aspects do you think could strengthen India's position in the WorldSkills competition?

Strengthening India's position involves strategic investments in high-quality vocational education, training infrastructure, and stronger industry collaborations to align skills with workforce needs. Fostering a culture that celebrates technical and vocational education and training (TVET) excellence





at all societal levels is crucial, alongside organizing robust regional and state-level competitions, including youth and junior categories, to identify grassroots talent. Additionally, emphasizing soft skills like teamwork and communication will enhance India's competitive edge.

How can countries like India, with their large workforce, maximize the potential of their skilled talent?

Countries like India can maximize their vast skilled talent pool by broadening access to vocational education and training across all regions through public-private partnerships that address skill gaps. Focusing on emerging sectors like renewable energy and AI with specialized training programs is vital. Promoting skill certification aligned with international standards enhances employability. Encouraging entrepreneurship among skilled individuals and leveraging digital platforms for online learning can further unlock the potential of India's workforce.





COL RAVINDRA NATH KHARBANDA

Honorary Member – WorldSkills

Senior Advisor - Media & Entertainment Skills Council

What lessons can be learned from India's experience at WorldSkills Lyon 2024, and how can they be applied to future competitions?

Lyon 2024 highlighted the critical need for early talent identification and sustained, comprehensive training. Future strategies will focus on broader inclusivity, reaching untapped talent, especially in rural areas, and equipping competitors with the latest resources for global success.

What are some significant milestones achieved by India in the WorldSkills competition so far?

India's milestones include the historic first gold in Water Technology in 2019, along with silver and bronze medals across various skills. Consistent Medallions of Excellence demonstrate our growing expertise. India's rising global ranking reflects the impact of initiatives like IndiaSkills. Our participation inspires youth to pursue vocational skills, fostering empowerment and innovation, solidifying India's position as a hub for skilled talent.

How do you see the relevance of Media and Entertainment Skills Council? How do they help in WorldSkills and in general Skill Development?

MESC is crucial in aligning workforce skills with industry needs, particularly in emerging fields like 3D Digital Game Art. For WorldSkills, they provide specialized training and expert mentorship. Beyond the competition, MESC enhances India's skill development by empowering youth, upskilling professionals, and promoting innovation, significantly boosting our capabilities in the creative economy and preparing a future-ready workforce.





MEDIA TALKBACK

THE GLOBAL STAGE FOR SKILLS

WORLD SKILLS MOVEMENT



THE ORIGINS OF A WORLDWIDE PHENOMENON

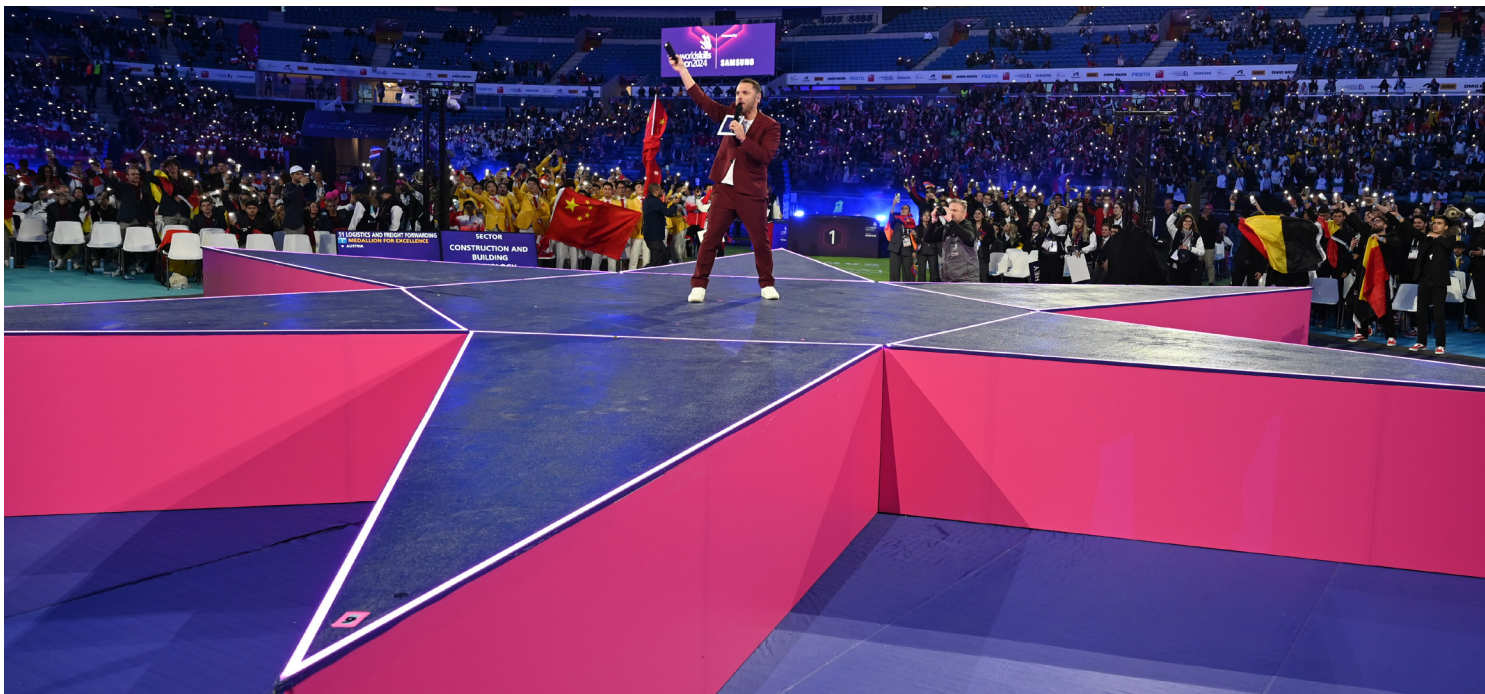
The WorldSkills Movement began in 1950, with the first international competition held in Madrid, Spain. At the time, Europe was recovering from the aftermath of World War II, and there was an urgent need to rebuild economies and provide young people with employable skills. The initial idea was simple yet powerful: to showcase the value of skilled professions and encourage youth to pursue vocational training.

What started with just a few countries has now expanded into a global movement with over 85 member nations and regions. The organization

behind the movement, WorldSkills International, coordinates these efforts with the vision of improving the world through the power of skills.

EVOLUTION AND EXPANSION

Through the decades, the WorldSkills Movement has grown in scope and impact. Each competition sets new benchmarks for skill standards and industry relevance. The inclusion of emerging technologies and new skills reflects the dynamic nature of the modern workforce. From Europe to Asia, Africa to the Americas, WorldSkills has become a symbol of excellence in vocational education and training worldwide.



BEYOND COMPETITION: A CATALYST FOR CHANGE

WorldSkills is more than just a contest—it's a catalyst for educational and industrial reform. By fostering international cooperation and knowledge exchange, it promotes innovation and aligns skills training with real-world demands. The WorldSkills standards often influence national curricula

and shape industry practices, making a tangible difference in how skills are perceived and taught globally.

The movement continues to inspire young professionals, educators, policymakers, and employers to champion skills development as a cornerstone of progress. WorldSkills is not just a stage; it's a springboard for a skilled, empowered, and future-ready global workforce.

EXPLORING WORLDSKILLS COMPETITIONS

DEEP DIVE INTO DIVERSE TALENTS

A Showcase of the World's Finest Skills

WorldSkills competitions are a vibrant display of global talent, innovation, and technical mastery. Spanning over 60 skill areas, the competitions test the precision, speed, creativity, and problem-solving abilities of young professionals from around the world. These events not only honour excellence in individual disciplines but also reflect the breadth of skilled careers that power economies.

From the buzzing arena of Graphic Design Technology to the intricate detail required in Jewellery, and from high-pressure roles in Health and Social Care to hands-on precision in CNC Turning, WorldSkills is a true celebration of diversity in skills. Participants are challenged to complete rigorous tasks under time constraints, simulating real-world industry scenarios that demand accuracy, efficiency, and critical thinking.

DISCIPLINES THAT SPAN THE SPECTRUM

WorldSkills is divided into six major categories:

CONSTRUCTION AND BUILDING TECHNOLOGY

– Including trades such as Plumbing, Bricklaying, and Electrical Installations. est, sam, quis dolorem aut laborior sin et parum etur.



CREATIVE ARTS AND FASHION

– Encompassing skills like Fashion Technology, Graphic Design, and Visual Merchandising.



INFORMATION AND COMMUNICATION TECHNOLOGY

– Featuring IT Network Systems Administration, Web Technologies, and Cybersecurity.



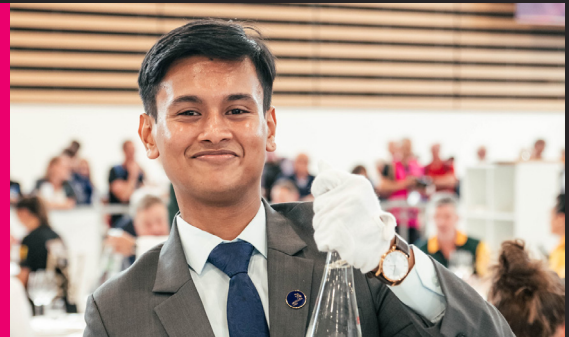
MANUFACTURING AND ENGINEERING TECHNOLOGY

– Highlighting Mechatronics, Industrial Control, and Welding.



SOCIAL AND PERSONAL SERVICES

– Covering Baking, Hairdressing, and Hotel Reception.



TRANSPORTATION AND LOGISTICS

– Including Automobile Technology and Aircraft Maintenance.



Each competition is judged by international experts who ensure fairness and consistency. Scores are based on technical precision, innovation, teamwork, and the ability to meet stringent quality standards.

PREPARING FOR THE BIG STAGE



Behind every WorldSkills participant is a story of discipline, training, and determination. Competitors often go through national and regional contests, undergoing intensive preparation supported by mentors and industry leaders. These journeys represent not only personal ambition but also national pride as each competitor aims to bring honor to their home country.

India's participation has been steadily rising in both scale and performance. With the support of the National Skill Development Corporation (NSDC) and Sector Skill Councils, India has created a strong ecosystem of training, mentorship, and industry alignment. Indian competitors are now seen as serious contenders in trades like Graphic Design, 3D Digital Game Art, and CNC Milling.



THE IMPACT BEYOND THE PODIUM

Success at WorldSkills has far-reaching implications. Many winners and participants go on to receive job offers, scholarships, and even opportunities to mentor the next generation of competitors. The competition fosters international friendships, cultural exchange, and the elevation of vocational careers in the public eye.

Through these competitions, WorldSkills does more than recognize talent—it builds a global community committed to advancing the power of skills. By witnessing excellence in such diverse forms, audiences around the world come to understand the value and potential of skill-based careers in shaping a sustainable and innovative future.

DRIVING SKILL STANDARDS

Role Of Sector Skill Councils (SSCs)

Understanding SSCs and Their Mission

Sector Skill Councils (SSCs) are national partnership organizations formed by the industry, for the industry. Under the National Skill Development Corporation (NSDC), these councils play a pivotal role in defining the standards, frameworks, and qualifications necessary to develop a competent workforce in specific sectors.



There are **over 30 SSCs** in India, each dedicated to a particular industry such as media and entertainment, healthcare, retail, automotive, and construction. These councils are responsible for:

- *Mapping the current and future skill needs of the industry.*
- *Designing and updating job roles and qualification packs.*
- *Developing occupational standards and training content.*
- *Accrediting training providers and certifying skilled professionals.*

The Media and Entertainment Skill Council (MESC), for instance, ensures that the talent pipeline in this fast-evolving sector meets industry demands through cutting-edge training and standardization.

SSCs also collaborate with international bodies to align Indian skill standards with global expectations—particularly relevant in platforms like WorldSkills. This enables Indian competitors to be on par with their international counterparts and boosts employability on a global scale.

SSCs AS ENABLERS OF GLOBAL COMPETENCE

The importance of SSCs goes beyond national skill development. They serve as a bridge between the education system and industry, ensuring that training outcomes match job market realities. Their efforts also extend to:

- *Promoting apprenticeships and on-the-job training programs.*
- *Driving innovation in training methodologies, including digital learning tools.*
- *Facilitating research and labour market analysis.*
- *Supporting trainers through capacity-building programs.*

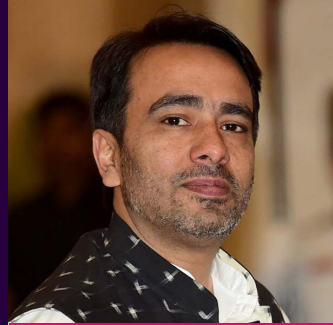
In the context of WorldSkills and IndiaSkills competitions, SSCs are deeply involved in mentoring and preparing candidates. They help identify talent, design training curricula, and provide expert trainers and infrastructure support.

SSCs play a critical role in raising the bar for skills in India. By bringing together academia, industry, and government bodies, they are shaping a future-ready workforce equipped with globally competitive skills.

As skill competitions gain momentum and the demand for specialized talent grows, the role of SSCs becomes increasingly indispensable in making India a global skills powerhouse.



THE PILLARS OF SKILL DEVELOPMENT



SHRI JAYANT CHAUDHARY

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

NSDC and the Ministry of Skill Development and Entrepreneurship's Vision

Shaping the Nation Through Skills

India's skill development strategy has seen remarkable progress through the visionary initiatives of the Ministry of Skill Development and Entrepreneurship (MSDE) and the National Skill Development Corporation (NSDC). Together, they form the central framework powering India's participation in global skill competitions such as WorldSkills.

Ministry of Skill Development & Entrepreneurship (MSDE)

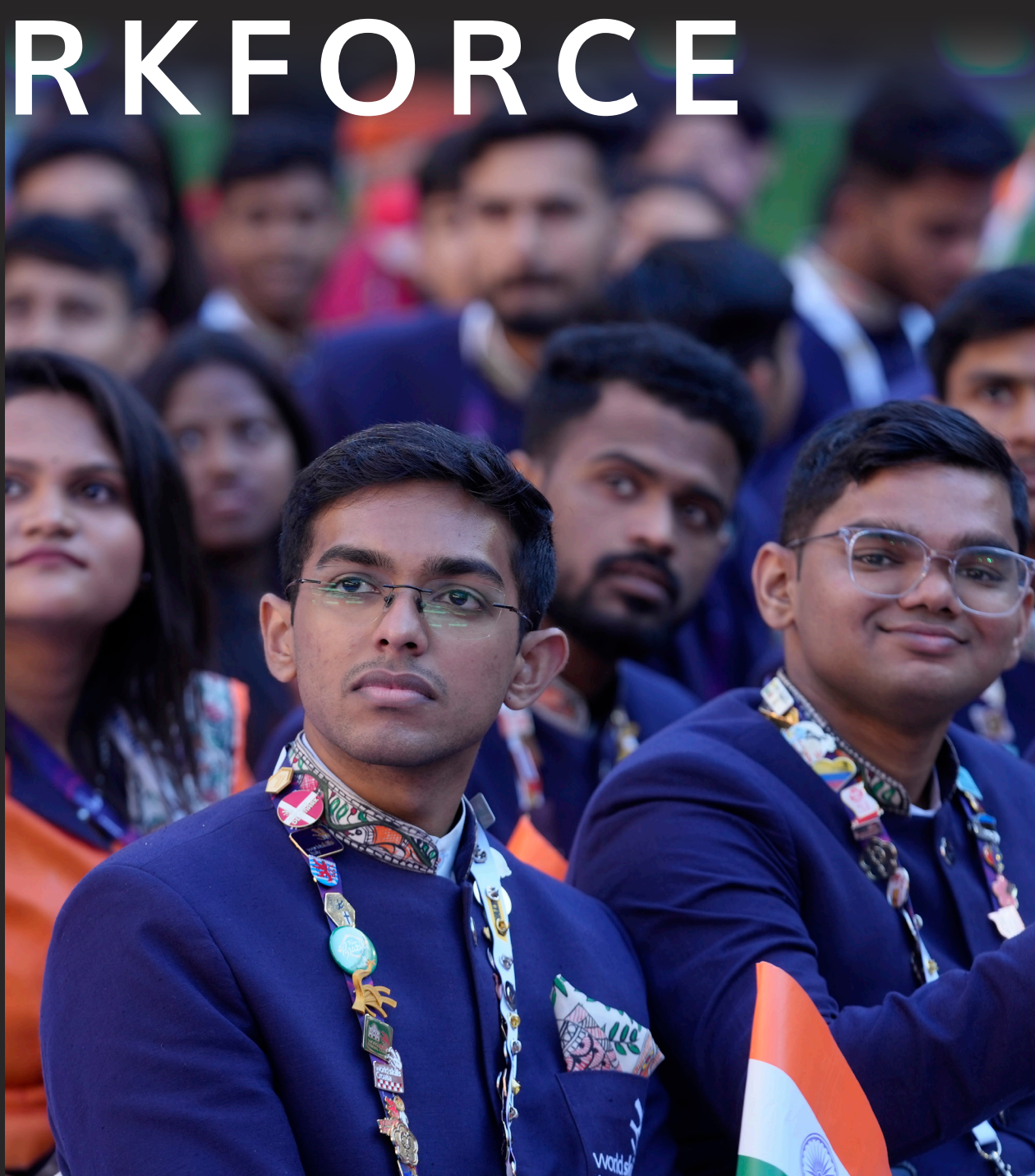
Established in 2014, MSDE is the government's dedicated body tasked with promoting skill development on a national level. With a mission to empower India's youth with market-relevant skills, MSDE envisions a future where vocational training holds equal status to traditional education. At the core of this vision lies a commitment to make India the skill capital of the world. In the context of WorldSkills, MSDE plays a pivotal role in policy formation, strategic planning, and international collaboration. Its support ensures that India is not only well-represented at WorldSkills but also increasingly competitive across skill categories.

National Skill Development Corporation (NSDC)

A key implementation arm under MSDE, NSDC is responsible for executing the ministry's vision on the ground. Through public-private partnerships, NSDC bridges the gap between academia and industry. It develops high-quality training programs, sets standards, and builds infrastructure to prepare candidates for national and international skill competitions. The NSDC also spearheads the IndiaSkills competition—a stepping stone to WorldSkills—which identifies, trains, and mentors the most talented youth from across the country.

BUILDING A WORLD-CLASS WORKFORCE

VISION 2025
AND BEYOND



FROM NATIONAL PRIDE TO GLOBAL GLORY

India's journey in WorldSkills has gained momentum in recent years thanks to the robust ecosystem created by MSDE and NSDC. By nurturing talent at the grassroots level and aligning training to international benchmarks, they've transformed the skill development narrative.

India's growing medal tally at WorldSkills is not just a symbol of excellence but also an indicator of the country's emergence as a global skills powerhouse. These achievements would not be possible without the government's unwavering focus on structured skill development programs.

Vision 2025 and Beyond

Looking ahead, both MSDE and NSDC are working toward expanding the reach and relevance of vocational education. Key focus areas include:

- *Integrating emerging technologies and future skills.*
- *Enhancing inclusivity by reaching underserved regions and communities.*
- *Collaborating with international skill bodies to raise quality benchmarks.*

Their forward-looking strategies aim to equip India's youth with the tools needed to thrive in a global economy.

Together, MSDE and NSDC are not just building careers—they are shaping the future of India, one skilled professional at a time.



INDIA SKILLS THE NATIONAL SHOWCASE OF EXCELLENCE

Celebrating India's Skill Champions

IndiaSkills is the nation's largest skill competition, designed to identify, nurture, and celebrate the most talented youth in vocational and technical skills. Organized by the National Skill Development Corporation (NSDC) under the guidance of the Ministry of Skill Development and Entrepreneurship (MSDE), this biennial event serves as a gateway for candidates to participate in WorldSkills competitions on the global stage.

What is IndiaSkills?

IndiaSkills mirrors the structure and spirit of WorldSkills, engaging youth in over 50 skill categories that span across industries such as technology, creative arts, construction, hospitality, and manufacturing. It is a platform where skill meets passion, and excellence is rewarded.



IMPRESSIVE REACH AND IMPACT

(IndiaSkills 2021)

1000+
YOUTH ACROSS

61
SKILLS

30
STATES AND UTS INVOLVED

400
TRAINING PARTNERS &
INSTITUTES ENGAGED

INDUSTRY COLLABORATORS

400+ SECTOR LEADERS

including Tata, Adobe, Infosys ,Toyota Kirloskar, Autodesk, JK Cement, Maruti Suzuki, Lincoln Electric, NAMTECH, Vega, Loral, Schneider Electric, Festo India, Artemis, Medanta, Cygnia Healthcare ect.





INDIA'S ROAD TO THE WORLDSKILLS PODIUM

INDIA'S PERFORMANCE ON THE GLOBAL STAGE

India's recent achievements at WorldSkills speak volumes about the country's growing prowess:

WORLDSKILLS KAZAN 2019

India won 19 medals and medallions (1 Gold, 1 Silver, 2 Bronze, 15 Medallions of Excellence), ranking 13th globally out of 63 countries.

WORLDSKILLS 2021

(Postponed to 2022 in different countries due to COVID-19)

Indian participants received accolades in skill categories like 3D Digital Game Art, Graphic Designing, and Mechatronics.

BEYOND MEDALS: A NATIONAL MOVEMENT

IndiaSkills plays a transformative role by:

- *Elevating the status of vocational training across the country.*
- *Encouraging youth to take pride in skilled professions.*
- *Strengthening the collaboration between government, industry, and academia.*

As India continues to evolve into a knowledge and skill-based economy, IndiaSkills will remain a cornerstone in nurturing and celebrating talent. It is not just a pathway to international competitions—it is the bedrock of India's skill development vision.

The journey of these young champions is an inspiration, a powerful narrative of determination, mentorship, and national pride. They are not just competitors—they are ambassadors of India's skill potential.

PREPARING FOR THE GLOBAL CHALLENGE

Post the national competition, selected candidates undergo rigorous training and mentoring programs led by industry experts, international coaches, and alumni of previous WorldSkills events. This comprehensive preparation ensures that Indian participants meet and exceed global standards.

SKILLS IN THE SPOTLIGHT AT COMPETITIONS

WorldSkills competitions bring a diverse spectrum of skillsets into the limelight, showcasing the wide array of expertise necessary to drive today's and tomorrow's economies. These competitions

go beyond traditional vocations, encompassing emerging technologies and highly specialized trades. Here's a glimpse at the skill categories that make up the WorldSkills landscape:



SOCIAL AND PERSONAL SERVICES

*Hairdressing
Beauty Therapy
Health and Social Care*



INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)

*Cyber Security
Cloud Computing
IT Network Systems Administration
Web Technologies*



CREATIVE ARTS AND FASHION

*3D Digital Game Art
Graphic Design Technology
Fashion Technology
Floristry*

SKILL CATEGORIES

THAT DEFINE THE FUTURE



CONSTRUCTION AND BUILDING TECHNOLOGY

*Bricklaying
Plumbing and Heating
Electrical Installations
Painting and Decorating*



MANUFACTURING AND ENGINEERING TECHNOLOGY

*CNC Turning and Milling
Mechatronics
Industrial Control
Prototype Modelling*



TRANSPORTATION AND LOGISTICS

*Automobile Technology
Aircraft Maintenance
Mobile Robotics*

INDIA'S STRENGTHS AND EMERGING SKILLS

INDIA'S COMPETITIVE EDGE

India has shown exceptional performance in sectors like:

MECHATRONICS

Team-based competition integrating electronics, mechanics, and programming.

CYBER SECURITY

A future-defining skill in the digital age.

3D GAME ART AND GRAPHIC DESIGN

Representing India's creative innovation.

FASHION TECHNOLOGY

Reflecting India's growing footprint in global design.

SPOTLIGHT ON FUTURE SKILLS

As industry demands evolve, WorldSkills continually updates its roster to include new-age technologies. India is gearing up to compete in emerging categories like:

ADDITIVE MANUFACTURING

DIGITAL CONSTRUCTION

INDUSTRY 4.0

AR/VR-BASED SKILLS



THE BIGGER PICTURE

Each skill is more than just a competition—it is a benchmark, a career path, and a reflection of economic trends. By participating and excelling in these categories, Indian youth gain more than recognition—they secure a future in high-demand sectors.

These skill competitions not only promote excellence but also bridge the gap between academic education and real-world industry requirements. WorldSkills, through its extensive skill showcase, prepares the world for what's next—and ensures that no talent goes unnoticed.

THE STAGES INCLUDE

Regional competitions consolidate winners from states within the same geographical zone. The country is divided into regions such as North, South, East, and West, with each region hosting its own competition.

STATE-LEVEL COMPETITIONS

REGIONAL- LEVEL COMPETITIONS

Each state organizes competitions across various skills, inviting participation from local educational institutions, training centers, and individuals. Winners from the state level progress to the regional level.

NATIONAL- LEVEL COMPETITIONS

Winners from the regional competitions converge at the national level, where they compete for the title of India's best in their respective skills. The event is a grand celebration of talent, attracting industry experts, policymakers, and media.

INTERNATIONAL TRAINING AND SELECTION

National winners undergo rigorous training to prepare for the WorldSkills Competition. They receive mentorship from experts, access to advanced tools, and exposure to global best practices. Training is tailored to the specific demands of the global competition.

FOCUS AREAS

THE SEVEN SKILLS

MESC IS DEVELOPING

Championing Creativity: MESC's Key Skills at WorldSkills

The Media & Entertainment Skills Council (MESC) has strategically identified seven cutting-edge skills in the media and entertainment space that reflect the industry's evolving landscape. These skills are not only being actively promoted at

WorldSkills, but are also shaping the next generation of creative professionals from India. Here's a closer look at the dynamic skill areas MESC is championing on the global stage:

GRAPHIC DESIGN TECHNOLOGY

- Where creativity meets precision. Participants are trained in visual storytelling, layout design, typography, and advanced digital tools to craft impactful communication.



INDUSTRIAL DESIGN TECHNOLOGY

- Designing the future. This skill hones the ability to create products that blend aesthetics with functionality, focusing on human-centered and practical innovation.



3D DIGITAL GAME ART

– For the world-builders. Trainees dive into the art of game design—mastering character modeling, environmental creation, and the visual dynamics of immersive gameplay.



PROSTHETICS & MAKEUP

– Magic behind the scenes. This skill involves mastering special effects makeup, prosthetics application, and transformation techniques for film, theatre, and television.



DRONE FILMMAKING

– A new perspective in storytelling. Participants learn to capture cinematic aerial footage using drones—a technique rapidly transforming modern media production.



COSTUME DESIGN

– Stitching stories into style. From historical garments to contemporary fashion, this discipline blends creativity and craftsmanship to bring characters to life on stage and screen.



AR/VR (AUGMENTED & VIRTUAL REALITY)

– Immersive innovation. This future-forward skill trains participants to design engaging virtual environments and augmented experiences that redefine audience interaction.



PROSTHETICS & MAKEUP

AT INDIASKILLS 2024

The Prosthetics & Makeup skill at IndiaSkills 2024 showcased the incredible artistry involved in transforming performers for film, television, and theater. Competitors demonstrated mastery in sculpting, molding, and applying realistic prosthetic pieces alongside professional makeup techniques. This demanding skill is vital for the entertainment industry, particularly in productions requiring compelling special effects and character transformations.

SCOPE

- Prosthetics and makeup artists work in the entertainment industry, particularly in high-budget productions that require special effects and character transformations.

The competition highlighted the exceptional talent within India's growing makeup and special effects sector. The top honors were claimed by:



GAMBHIR
SINGH



ALPEE
THAKUR



SUGANDANI
DAKUA

Their skill and creativity underscore the potential and rising expertise within India's prosthetics and makeup artist community, ready to contribute to high-budget productions both domestically and internationally.





SAMANTHA KOCHHAR

MANAGING DIRECTOR, BLOSSOM KOCHHAR AROMA MAGIC
SKILL MANAGER - PROSTHETICS & MAKEUP |
INDIASKILLS 2024



Q. As a mentor for an introduced skill, what was your approach to building a strong training foundation in prosthetics and makeup?

My first step was creating a clear distinction between regular makeup and prosthetic makeup, because they're completely different skill sets. Prosthetics is technical, structured, and used mostly in the media and film world, though it's now making its way into fashion too. I focused on setting strong, globally aligned technical standards, ensuring students are trained with precision and international best practices. The idea was to build a curriculum that doesn't just teach the skill but prepares artists to be industry-ready and creatively confident.

Q: What was your experience like mentoring for a newly introduced skill, and how did you adapt your training strategy in the absence of a precedent or benchmark?

As the Skill Competition Manager for WorldSkills International, mentoring a newly introduced skill like prosthetics was both exciting and challenging. Coming from a creative background and having worked closely with cinema from a young age, I was already exposed to global standards. With no set benchmark, I focused on building the skill from scratch — not as a regular institute module, but as a globally competitive craft. I adapted by drawing from my international experience in makeup and hair, setting structured training goals, and ensuring we matched the quality and discipline seen on world platforms.



Q: With the growing use of prosthetics and SFX makeup in film, TV, and live entertainment, how do you see this skill evolving within the industry in the coming years?

The evolution is tremendous. With new tools, products, and techniques constantly entering the market, prosthetics and SFX makeup are becoming more advanced and in-demand. Whether you're an expert, a trainer, or a trainee, it's crucial to stay updated and invest time in learning. The industry is moving fast globally, and to stay relevant, we must evolve with it — embracing innovation, mastering new materials, and refining our craft to match international standards.

Q: Were there any standout moments in your competitor's journey, whether in terms of creativity, resilience, or skill development, that you found especially memorable?

Honestly, every moment has been memorable, but what stands out the most is witnessing the incredible creativity and passion for learning in the younger generation. It amazes me to see individuals regardless of age, come in with such raw talent, open-mindedness, and dedication. That eagerness to grow and push boundaries truly inspires me as a mentor.

Q: Based on your experience, how can future competitors best prepare themselves for the demands of prosthetics and makeup in a high-pressure setting like a skills competition?

It's important to understand that prosthetics and SFX makeup require not just creativity, but also precision, patience, and discipline. Competitors must stay updated with global trends, new products, and techniques. Regular practice, time management, and consistency are key. They should focus on strengthening their basics, be open to feedback, and most importantly, have the passion to keep learning and evolving. In a high-pressure competition, your calm mindset and technical clarity make all the difference.



MOHAMED SAARJUN

KRYLON SPONSOR/ JURY – PROSTHETIC & MAKEUP |
INDIASKILLS 2024

As a mentor for the groundbreaking prosthetics and makeup skill, my initial approach was all about building a rock-solid foundation. Intensive research, translating complex techniques into clear building blocks, and meticulous documentation were key. Forging this path without precedent was fascinating. My own self-taught journey became the blueprint, emphasizing core principles, safe experimentation, and constant adaptation based on student feedback. It was a dynamic, two-way learning experience.

The future of this skill is undeniably intertwined with technology. While foundational artistry remains vital, 3D scanning, digital sculpting, and printing are revolutionizing efficiency and creative possibilities. I envision a future where bespoke silicone prosthetics are directly 3D printed, offering unparalleled realism and creative freedom.

Witnessing competitors' breakthroughs under pressure has been incredibly memorable. That "aha!" moment where resilience and skill visibly click, leading to unexpected finesse, is truly inspiring.

For future competitors, my advice is holistic: master fundamentals while pushing creative limits, cultivate a learning community, meticulously document your process, stay relentlessly current with industry trends, and crucially, practice under timed conditions to simulate the competition environment.



DR. ATASI MISRA

FOUNDER & DIRECTOR, KALA KALP TRUST
JURY – PROSTHETICS & MAKEUP | INDIASKILLS 2024



Growing up in a small tribal village in Odisha ignited a belief: nothing is impossible with determination. Today, as founder of Kala Kalp, I channel that belief into nurturing skills in art, beauty, wellness, and performing arts.

With 26 years in creative skilling, from leading India at WorldSkills London in beauty to shaping standards for prosthetic makeup, I've witnessed the power of dedicated training. Prosthetic makeup, in particular, demands artistic vision, deep knowledge, and unwavering patience – qualities honed through rigorous practice. Mentoring in this field is like shaping raw potential, a rewarding yet challenging journey.

The future of prosthetic makeup blends technology with artistry, demanding mastery of both digital tools and traditional techniques. I've seen firsthand how dedication can lead to extraordinary results, transforming a skilled technician into a true artist.

My journey from a small village to international stages proves that even the most ambitious dreams can be realized. I'm honored to empower the next generation of creative talents.



GAMBHIR SINGH

GOLD MEDALLIST - PROSTHETICS & MAKEUP
INDIASKILLS 2024



Honestly, 2024 will forever be etched in my memory. Winning that gold in the very first Prosthetics and Makeup competition at IndiaSkills feels surreal. A huge thank you to MESC and IndiaSkills for making this groundbreaking addition possible. Fingers crossed we see this skill represented at WorldSkills soon!

The entire IndiaSkills journey was an absolute rollercoaster, creating memories I'll cherish forever. Interestingly, I was the only male makeup artist in the competition. Thinking about it, it's quite something, considering I'm the only one in my family pursuing this path too. Being a male makeup artist still raises eyebrows in our society, but my family's unwavering support has been my rock. This medal, in a way, is my response to anyone who believes men can't excel in makeup artistry.

IndiaSkills has gifted me immense confidence. Today, I proudly own a makeup studio in Farrukhabad. Now, my focus is on breaking into the industry. I'm eager to showcase the true artistry of prosthetics and makeup – it's so much more than just lipstick and eyeliner, you know? It's about transformation, storytelling, and bringing characters to life.

GRAPHIC DESIGN TECHNOLOGY

AT INDIASKILLS 2024

Graphic Design Technology is the art and science of crafting compelling visual content through the strategic use of typography, imagery, and layout. In this dynamic skill area, competitors are challenged to develop inventive designs for a wide range of applications, from impactful branding and persuasive advertising to engaging digital media.

SCOPE

- *The field of graphic design offers a vast landscape of opportunities across numerous sectors. Skilled professionals are highly sought after in advertising and marketing agencies, publishing houses, and the ever-evolving digital media industry. Graphic designers can thrive in both freelance roles, offering their expertise to diverse clients, and within corporate environments, contributing to the visual identity and communication strategies of organizations.*

India proudly showcased its talent in this visually driven skill at IndiaSkills 2024, with the following exceptional individuals taking the top honors:



SUBHAGYA
GUPTA



JAAHNVI



FAHEEM
JAVID

The competition rigorously assesses a blend of crucial skills, including raw creativity, mastery of industry-standard **softwares**, and the critical **ability to communicate messages effectively and aesthetically through visual means.**





SUBHAGYA GUPTA

GOLD MEDALLIST - GRAPHIC DESIGN TECHNOLOGY
INDIA SKILLS 2024



It's all about strong creative instincts, even beyond the software wizardry! When I look at designs, I need to instantly see what works, what doesn't, and how to fix it without losing the core message. Speed with design software is key in competitions, but a solid understanding of design and composition is equally crucial. I always visualize the final outcome or do a quick sketch before diving in – it makes things so much faster. And storytelling? That's everything. How you present your work shapes how people see it. Keep it simple and focus on what truly matters.

For IndiaSkills, having used Adobe for years gave me a head start on the technical side. My real training was learning to think on my feet and simplify designs under pressure. I studied past winners to grasp the competition mindset. That moment when the clock starts and the adrenaline kicks in? That's when you find out if your preparation paid off!

I truly believe IndiaSkills is giving Graphic Design the recognition it deserves here. People are starting to see it as more than just photoshopped images. It's about branding, storytelling, and the amazing things you can create with basic shapes.

Looking ahead, I hope India's design talent gets the global appreciation it deserves. While AI is becoming a big topic, I really hope people continue to value human creativity and artistry in design. It's everywhere around us, shaping our world – from our homes to the magazines we read.

INDUSTRIAL DESIGN TECHNOLOGY

AT **INDIA SKILLS 2024**

Industrial Design Technology: where innovation meets practicality. This dynamic field involves the art and science of crafting products that are not only visually appealing but also seamlessly functional and efficient to manufacture. Designers in this realm delve into the very essence of everyday objects, meticulously considering ergonomics and environmental impact to create solutions that enhance user experience.

SCOPE

- *The influence of industrial designers permeates a vast array of industries, from the sleek curves of automotive design and the intuitive interfaces of consumer electronics to the comfort and style of modern furniture. Their core mission? To drive innovation and place the user firmly at the center of every design.*

India's prowess in this critical field was emphatically demonstrated by the talented winners of the recent competition:



**ABHIN
MITTAL**



**SATYAJIT
SAHU**



**KOMAL
PANDA**

These bright minds represent the future of Indian industrial design, showcasing a potent blend of creativity, technical skill, and a deep understanding of user needs. Their achievements underscore India's growing capabilities in shaping the products of tomorrow.





RAUNAQ DUA

FOUNDER, CURIOSITY 3D
MENTOR – INDUSTRIAL DESIGN TECHNOLOGY | INDIASKILLS 2024

What truly sets WorldSkills apart is its global scale. It propels young designers to transcend local boundaries and innovate for the world. From zonal to international stages, they compete using future-forward skills like Autodesk Fusion and 3D Printing.

This competition mirrors the real world, presenting tangible problems with deadlines and expected outcomes, a stark contrast to often restrictive traditional design scenarios. The integration of technologies like 3D Printing further pushes them beyond conventional design thinking.

At Curiosity 3D, our approach (Empathize - Define - Ideate - 3D Print - Test) embodies how Industrial Design Technology connects innovation with real-world impact. Every product we see is a testament to this process. In today's interconnected world, international collaboration is paramount. Companies are built to serve a global audience. WorldSkills provides invaluable experience in this regard. Our students at Curiosity 3D, while using tools like Autodesk Fusion, often collaborate on projects designed for a worldwide impact.

Participating in an international arena like WorldSkills elevates a competitor's understanding of industrial design on a global scale. It exposes them to diverse methodologies, technologies, and benchmarks, fostering essential cross-cultural adaptability. This global perspective, gained early on, is an invaluable asset for any aspiring designer. That's why we wholeheartedly encourage our students at Curiosity 3D to be a part of WorldSkills!



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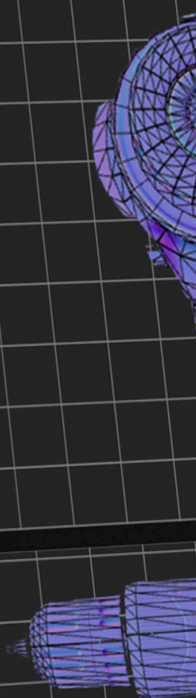
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Front

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ABHIN MITTAL

GOLD MEDALLIST - INDUSTRIAL DESIGN TECHNOLOGY
INDIASKILLS 2024



The hum of the machines, the focused energy in the air – that's what drew me into the world of WorldSkills. My journey began with a simple introduction from my mentor, Dr. Ravindra Singh, to the Industrial Design Technology competition. From that moment on, my world narrowed to the singular pursuit of honing that skill. For three intense months, practice became my constant companion.

You might wonder, why Industrial Design Technology? It started way back in school with a curious fascination for the precise lines and standards of technical drawings. That initial spark grew into a deeper understanding of good design during my B.Des. at Delhi Technological University. It was this growing passion that ultimately led me to the competitive arena of WorldSkills.

I learned a crucial lesson: consistent, realistic practice is the bedrock of success. The habits you forge in training become the pillars of your performance when it truly counts.

Looking ahead, the confidence and the finely tuned skills I've gained will be my driving force. I'm eager to dive into a diverse range of design projects – industrial, product, graphic, and even experience design. My goal is to work independently, collaborating with various organizations, and also to contribute my expertise to my family business.

AR/VR (AUGMENTED REALITY/ VIRTUAL REALITY) AT INDIASKILLS 2024

Augmented Reality/Virtual Reality (AR/VR) at WorldSkills Lyon 2024 showcased the cutting edge of digital immersion. This skill area challenges competitors to craft interactive digital experiences that seamlessly merge the physical and virtual realms. The applications of these skills are vast and rapidly expanding, finding relevance in dynamic sectors like gaming, transformative education, and engaging retail experiences.

SCOPE

- *The demand for AR/VR expertise is on a steep ascent, fueled by its increasing adoption in critical areas such as advanced training simulations, innovative real estate visualizations, and captivating entertainment platforms.*



PAUL IWIN
ROBERT



KARTHIK S
MORAJIKAR



KISHOREKARTHI
E





AJAY KUMAR SRINIVASAN

CERTIFIED MASTER TRAINER – AR/VR PRODUCER (NSQF
LEVEL 7)

PROGRAM DIRECTOR | XR EDUCATOR | ECOSYSTEM ENABLER
MENTOR – INDIA SKILLS & DIGITAL LEARNING

As an AR/VR expert, guiding competitors through this complex field in a competitive setting has been about bridging technical know-how with real-world application. It's not just about building prototypes; it's about learning to tackle industry-level challenges, balancing creativity with user needs and technical execution. This mentorship builds lasting career value.

I guide learners in transforming raw ideas into technically sound and creatively rich XR experiences. We start by dissecting the requirements, understanding the user, and defining the expected outcome. Competitors learn to apply design thinking, analyze user behavior and XR trends (like AI avatars and WebXR), and develop proof-of-concept builds using tools like Unity and Unreal Engine.

My focus is on fostering a problem-solving mindset. It's not just about completing a project; it's about crafting purposeful immersive experiences under time and performance constraints. The impact? Competitors emerge not just competition-ready but truly job-ready, with a deep understanding of XR tools, human-centered design, and technical storytelling.





PAUL IWIN ROBERT

GOLD MEDALLIST – AR/VR (AUGMENTED REALITY /
VIRTUAL REALITY)
INDIA SKILLS 2024



It's still hard to believe, but competing in IndiaSkills was truly a life-changing experience! This national platform is an incredible celebration of student innovation, and being a part of it was an exhilarating and demanding journey.

I remember the initial hurdles, especially grappling with advanced software. There were moments of doubt, but the unwavering guidance of my mentors and the constant encouragement from a dear friend kept my spirits high and my focus sharp.

Navigating the rigorous selection stages was a challenge in itself, but it prepared me for the final showdown. Standing against the country's most talented AR/VR minds was both nerve-wracking and incredibly motivating. And then, the unbelievable happened – I won the gold medal!

The wave of joy that followed was immense. The recognition from the state's Youth Minister, my university, and my peers was truly humbling. But the most unforgettable part was seeing the sheer pride radiating from my parents. That moment made all the hard work and dedication worthwhile.

This entire journey has only solidified my commitment to pioneering immersive technologies with the power of AR and VR. IndiaSkills wasn't just a competition; it was a powerful affirmation of my passion and a launchpad for the future I envision.

COSTUME DESIGN

AT **INDIA SKILLS 2024**

Costume Design is the art of crafting garments that speak volumes, aligning seamlessly with a specific story, character's essence, or cultural backdrop. It demands a keen eye for detail, where competitors master the nuances of fabric selection, the precision of stitching, and the transformative power of embellishments.

SCOPE

- *The influence of costume designers threads through the very fabric of the film, theater, and fashion industries. They are pivotal storytellers, using attire to breathe life into characters and enrich narratives.*

India's talent shone brightly in this intricate skill, with the following individuals making their mark:



HARSHITHA
NUKASANI



NEERU
JANGRA



P. ROSHINI
PRIYADHARSHINI





GURPREET KAUR

FASHION TECHNOLOGY | EXPERT IN DRESS MAKING &
TAILORING FOR ABILITYMPICS
CHIEF EXPERT – COSTUME DESIGN | INDIASKILLS 2024

Our journey begins by dissecting the very essence of a character. Who are they? Where do they come from? What are their joys and their burdens? We delve deep, understanding that every thread, every color, every silhouette must be a deliberate choice, reflecting the character's inner world.

Thorough research becomes our compass. Whether the narrative calls for historical accuracy, fantastical imagination, or contemporary realism, we immerse ourselves in understanding the context. Mood boards bloom with inspiration, and sketches evolve, each line carefully considered to align with the story's vision.

But vision without execution is a whisper unheard. We hone technical skills with unwavering dedication – the precise art of pattern drafting, the tactile understanding of fabric selection, the meticulous techniques of garment construction, and the finesse of finishing touches. To prepare for the demanding timelines of WorldSkills, we simulate the pressure of competition, transforming time constraints into a familiar rhythm. Training exercises challenge them to think ingeniously within set parameters, mirroring the problem-solving they'll face in the competition.

Ultimately, costume design is about more than just creating beautiful garments. It's about weaving meaning into every seam, crafting a visual language that resonates with the audience. In the high-stakes environment of WorldSkills, it's about designing with intention, precision, and a profound understanding that the clothes truly make the character – long before they speak.



TUSHAR BHARTIYA

MENTOR – COSTUME DESIGN
INDIASKILLS 2024



Costume is often the first thing the audience sees, so it's paramount in shaping a character. To train for this, we don't just focus on clothes. We introduce our competitors to acting, direction, lighting, set design, and storytelling. This gives them a holistic vision, so when they design a costume, it truly embodies and reinforces the character's identity, making them feel real.

My advice to young creatives eyeing costume design? Realize its immense potential, especially in India's massive film and theatre industries where great costumes are still surprisingly rare. But understand, costume design isn't just fashion. It's about weaving into a larger narrative, connected to the story, direction, lighting, acting – everything. Immerse yourselves in films, theatre, visual media. Train your eye to see beyond isolated garments. Forget the typical muse or market; you'll be collaborating with directors, actors, and other creatives. Remember, often the costume speaks volumes even before the character does.

The costume design process begins incredibly early, often as the story itself is being conceived. We work closely with directors to understand their vision, inspirations, and desired expressions. The characters they envision are then brought to life through thoughtful costumes. A costume designer needs to grasp the basics of all the related arts that contribute to visual storytelling. We make our students interact and collaborate with masters from these different fields to understand the connections and build a strong foundation.



HARSHITHA NUKASANI

GOLD MEDALLIST – COSTUME DESIGN
INDIASKILLS 2024



For me, costumes are so much more than just clothes. They're like a character's second skin, you know? They have this incredible power to reveal so much about who a character is, their background, their inner world. A truly great costume design can absolutely make or break a character's portrayal. It's not just about aesthetics; it's about weaving a narrative through every thread, every texture, every carefully chosen color.

If I could offer any advice to aspiring costume designers out there, it would be this: just dive in and start creating! Don't be afraid to get your hands dirty and experiment with all sorts of different materials. Collaborate with other creatives – filmmakers, actors, other designers – because that's where so much magic happens. And definitely learn from your mistakes; they're invaluable lessons in disguise. Build a strong portfolio that showcases your unique vision, stay relentlessly curious about the world around you, and above all, keep that passion for storytelling through clothing alive. And please, don't be afraid to take risks – that's often where the most extraordinary and memorable designs are born.

Personally, I find the most joy in finding that sweet spot where creativity meets practicality. I absolutely love the initial brainstorming phase, letting my imagination run wild with the most out-there ideas. But then comes the exciting challenge of reeling those ideas in and figuring out how to make them work within the real-world constraints of a production. It can be a tricky balance, but that's precisely what makes costume design so incredibly rewarding for me – that beautiful moment when art seamlessly meets functionality.

3D DIGITAL GAME ART

AT INDIASKILLS 2024

3D Digital Game Art is the captivating process of designing and constructing immersive 3D environments, compelling characters, and intricate props that bring video games to life. Competitors in this demanding skill demonstrate mastery of industry-standard software such as Maya, Blender, and ZBrush, expertly crafting digital assets that adhere to the technical specifications of modern game engines.

SCOPE

- *This skill is not merely artistic; it's a cornerstone of the booming global gaming industry. Its applications extend far beyond entertainment, playing a vital role in the development of virtual reality experiences, realistic simulations for training and education, and even contributing to the visual richness of film productions.*

India showcased exceptional talent in this cutting-edge skill at WorldSkills Lyon 2024, with the following outstanding achievements:



**SPANDAN
GHOSH**

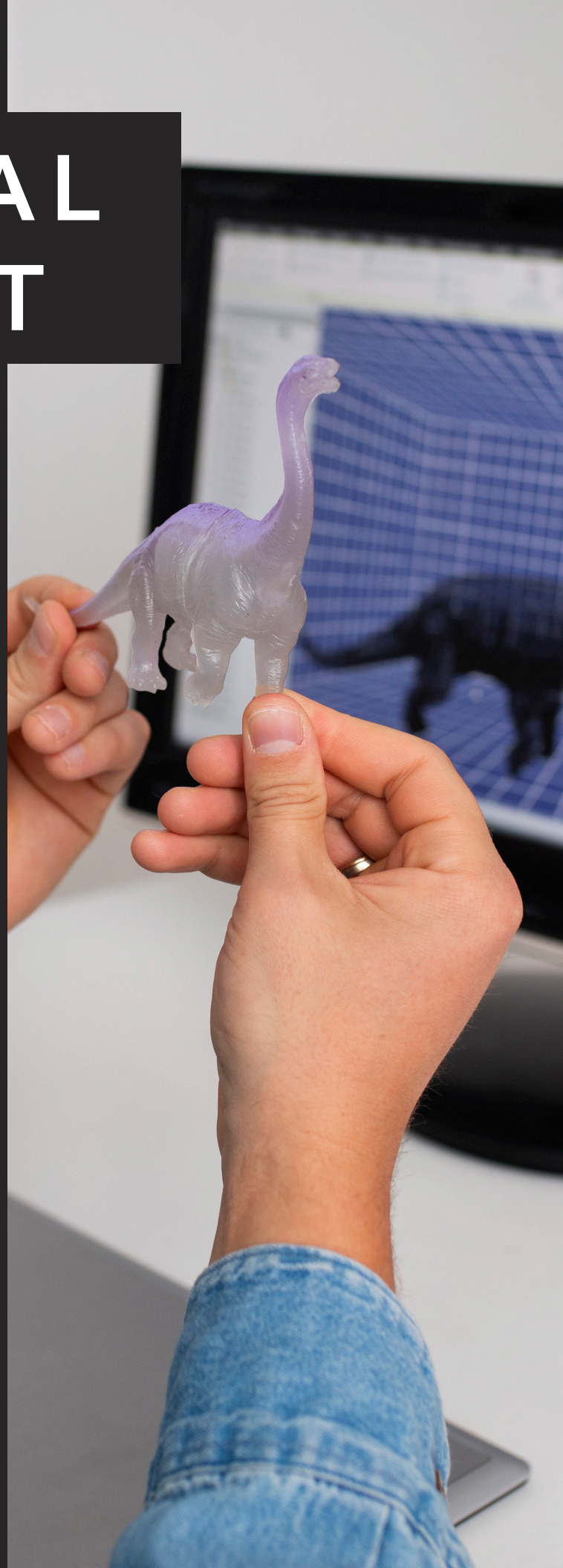


**SHUBHAM
PRAJAPAT,
OJAS SHARMA**



**AMAN
PANCHAL**

These wins highlight India's growing strength and creative prowess in the dynamic field of 3D Digital Game Art, positioning the nation as a rising force in the global gaming and digital entertainment sectors.





SPANDAN GHOSH

GOLD MEDALLIST – 3D DIGITAL GAME ART
INDIASKILLS 2024



Representing India at WorldSkills Lyon 2024 was an unparalleled honor, a truly exhilarating experience. Beyond the intense competition, the journey was filled with unforgettable moments – traveling with the incredible Team India, exploring the vibrant city of Lyon, and forging friendships with talented competitors from across the globe during shared lunches. This camaraderie and the sheer excitement of the international arena created memories I will forever cherish.

The entire WorldSkills journey, especially the rigorous three-month training at Lakshya Digital, fueled immense personal and professional growth. I not only honed my 3D Digital Game Art skills but also built a valuable international network within the game industry. Achieving this milestone has instilled a profound confidence in my abilities, undoubtedly setting a powerful trajectory for my future career. The unwavering support of the Media & Entertainment Skills Council (MESC) was also instrumental, handling all logistics seamlessly and allowing me to focus entirely on maximizing my preparation within a limited timeframe.

My passion for 3D Digital Game Art ignited during the 2020 lockdown, evolving from casual photo editing to an all-consuming drive to create immersive virtual worlds. The therapeutic nature of this art form, coupled with the inspiring reactions to game creation, solidified my career path. For the competition's futuristic racing food truck challenge, I drew inspiration from beloved racing games and the aesthetics of Cyberpunk and Horizon Zero Dawn, aiming for a design that was both dynamic and visually captivating. WorldSkills Lyon was more than a competition; it was a transformative adventure of learning, connection, and immense national pride.

DRONE FILMMAKING

AT **INDIASKILLS 2024**

Drone Filmmaking represents the exciting intersection of cinematography and cutting-edge technology, enabling the capture of breathtaking aerial footage for a variety of applications, from cinematic masterpieces to compelling advertisements and insightful documentaries.

SCOPE

- *The application of drone filmmaking is rapidly expanding across diverse industries. Filmmakers leverage drones for sweeping cinematic shots, journalists utilize them for unique vantage points in news coverage, and the real estate sector employs them to showcase properties from captivating aerial perspectives. This skill offers dynamic and unique viewpoints previously unattainable.*



**ROHAN
KOTIAN**



**ANTHONY
LALCHHANHIMA**



**UMER
AKBAR**





CAPT. GAURAV NATH

FOUNDER & CEO, CLEARSKIES LEARNING &
RESEARCH PVT LTD
MENTOR | INDIASKILLS 2024



It's incredible to witness the drone revolution shaping media and entertainment. From breathtaking cinematic shots that once demanded helicopters to dynamic tracking sequences, drones are handing storytellers an entirely new visual language. We're seeing this impact everywhere – movies, sports, concerts, even personal vlogs – it's a fundamental shift in how we capture and share our world.

For those just starting out in this exciting field, my biggest piece of advice is to become a true hybrid. Don't just master piloting or storytelling in isolation. Immerse yourself in the entire ecosystem: the tech, the regulations, the art of narrative, and pure creative vision. That holistic understanding is what will truly make you stand out and lead this industry forward.

One crucial thing newcomers need to understand is that owning a drone doesn't equal instant access to the skies. There are clear rules about where you can and can't fly. Many overlook the need for Remote Pilot Certificates, understanding airspace zones (green, yellow, red), and altitude limits. At Clearskies, we emphasize that it's not just about flying; it's about flying legally and responsibly. Think "plan-and-perform," not just "plug-and-play."

Exciting times are ahead, and I can't wait to see the stories you'll tell!



KSHITIJ SHEETAK

FOUNDER, SHOOT GURU
CHIEF MENTOR | INDIASKILLS 2024



At Shoot Guru, we see drone filmmaking as a revolution in Indian visual storytelling, democratizing cinematic perspectives for everything from Bollywood to online content. It's becoming a core skill, essential for capturing India's vibrant narratives with immersive, scalable "wow" factor.

Aspiring drone filmmakers should prioritize mastering manual flight and understanding composition for impactful storytelling. Strict adherence to India's DGCA rules is crucial. Building a diverse portfolio and learning drone-specific editing are key to standing out. Safety must always be the top priority.

Newcomers should know that drone filmmaking demands creativity, planning, and editing – the drone isn't a magic bullet. Pre-flight preparation is vital, and different projects require different drones. Always secure necessary permissions in India. Be ready to educate clients on drone capabilities. This field offers huge potential for those with skill and a responsible approach to elevate India's visual narratives.



ROHAN KOTIAN

GOLD MEDALLIST – DRONE FILMMAKING
INDIA SKILLS 2024



From childhood tech explorations to the thrill of capturing stories from above, my journey into drone filmmaking has been an exhilarating ride. What began as a hobby, fueled by my dad's tech enthusiasm and peer learning, blossomed into a profession thanks to my media studies.

The true reward lies in unveiling unique perspectives. Aerial views possess an almost magical ability to convey scale, emotion, and sheer beauty in ways traditional ground shots simply can't. It's like having a bird's-eye view of the world, a sense of freedom that fuels my creativity.

During the IndiaSkills competition, my meticulous planning and focus on purposeful storytelling were key. Each drone shot wasn't just visually appealing; it served the narrative. Technically, smooth transitions, deliberate camera movements, and precise timing aimed for a cinematic feel. It's this blend of creative vision and technical proficiency, a deep understanding of both the drone and composition, that I believe made my work resonate.

Looking ahead, I'm most excited about the potential of AI-powered drones with enhanced obstacle avoidance. Imagine drones that can intelligently track subjects even in the most challenging environments! Coupled with advancements in image quality, like superior low-light performance and 360-degree capture, these innovations promise to transform how we create content. For me, it's all about pushing creative boundaries, and as technology evolves, so too will the possibilities for bringing new stories to life from the sky.

MESC's CONTRIBUTION TO WORLDSKILLS

SPECTRUM OF EXPERTISE IN THE SPOTLIGHT AT COMPETITIONS

MESC's Global Footprint at WorldSkills

The Media & Entertainment Skills Council (MESC) plays a pivotal role in placing India on the global map of creative excellence. As the official authority for media-related skills at WorldSkills, MESC identifies, mentors, and prepares the country's most promising talent for this prestigious international competition. Through world-class training programs, exposure to global best practices, and a strong industry connect, MESC ensures that India's representatives compete at par with the world's best. The goal? To establish India as a powerhouse of creative and media talent on the world stage.

Shaping the Future: MESC's Role in India's Skill Ecosystem

At the heart of India's booming media and entertainment industry lies a dynamic force driving skill development—MESC. As a Sector Skill Council under the National Skill Development Corporation (NSDC), MESC designs robust training frameworks, sets occupational standards, and certifies professionals across diverse creative disciplines—from animation and VFX to journalism and sound design. Beyond domestic initiatives, MESC also plays a crucial role in flagship platforms like IndiaSkills and WorldSkills, serving as a talent incubator for the country's creative aspirants. Its vision is clear: to empower a new generation of skilled professionals who are ready to lead India's creative economy forward.





GRAPHIC DESIGN TECHNOLOGY

Where Creativity Becomes Communication

In the fast-paced world of visual storytelling, Graphic Design Technology stands out as a dynamic and essential skill. At its core, it challenges participants to conceptualize, design, and deliver powerful visual messages—transforming ideas into impactful visuals that resonate with audiences across platforms. From branding and packaging to web design and digital media, this skill spans a wide creative spectrum. Competitors must demonstrate mastery of industry-standard tools like Adobe Illustrator and Photoshop, while also showcasing their ability to think outside the box, manage time effectively, and present professional-grade designs.



AS INDUSTRIES LIKE ADVERTISING, PUBLISHING, AND DIGITAL CONTENT CREATION EXPAND RAPIDLY, THE DEMAND FOR SKILLED GRAPHIC DESIGNERS CONTINUES TO SOAR. SUCCESS IN THIS FIELD REQUIRES MORE THAN JUST TECHNICAL KNOW-HOW—IT DEMANDS A SHARP EYE FOR DETAIL, AN UNDERSTANDING OF CONTEMPORARY DESIGN TRENDS, AND STRONG COMMUNICATION SKILLS TO INTERPRET AND EXECUTE CLIENT VISIONS WITH CLARITY AND FLAIR.

AT WORLDSKILLS, PARTICIPANTS IN GRAPHIC DESIGN TECHNOLOGY REPRESENT THE FUTURE OF VISUAL INNOVATION—CREATORS WHO DON'T JUST FOLLOW TRENDS BUT SET THEM.



IN CONVERSATION WITH **SATHISH NARAYANAN**

*Chief Expert – Graphic Design Technology, IndiaSkills
Founder & Director – Design Skills Academy*

As the guiding force behind India's Graphic Design Technology team at WorldSkills Lyon 2024, Sathish Narayanan has been instrumental in shaping future-ready designers. With over a decade of experience mentoring WorldSkills participants, he shares insights from this year's competition and his broader vision for creative skill development in India.

WorldSkills Lyon 2024: A New Challenge

"This year's competition was unlike anything we'd seen before," Sathish shares. "Test projects were revealed on the day of the competition itself—leaving no room for prior strategy." The sudden format shift, combined with increased project complexity, tested not only the competitors' skills but their ability to adapt under pressure. "Designing a 24-page editorial booklet packed with technical elements was extremely demanding. Out of 33 nations, only a couple completed it fully—Jaahnvi came very close."

Training in Overdrive

With only two and a half months to train, Sathish focused entirely on real-world test projects rather than basic design theory. "We knew the window was short, so our priority was time management, software mastery, and creative execution." His eye for spotting the right candidate was critical: "We chose Jaahnvi not just for her skills, but for her curiosity, humility, and willingness to learn."



What Makes a WorldSkills Candidate?

"We look for creativity, originality, and adaptability—far more than just software proficiency," Sathish explains. "A true design champion must think beyond tools and bring unique visual stories to life."

The Motivation to Mentor

"I became a WorldSkills Expert in 2011, not for monetary gain, but to serve the nation and grow alongside global experts," he says. "Each year is a learning curve—for both competitors and mentors."

The Future of Design Careers

"Graphic Design is everywhere—from branding to publishing, digital media to public communication. The career scope is vast—whether in agencies, corporates, or entrepreneurial ventures."

On AWSITC's Vision

Sathish sees the *AWSITC (Animation, Web & Skill Integration Training Centre)* evolving into a mini-Center of Excellence for creative arts. "From Graphic Design to Game Art and Print Media—and soon Photography, Fashion Communication, and more—we want to empower students to excel nationally and globally."

"STAY CURIOUS,
STAY COMMITTED.
AND WE MUST EXPAND
THIS ECOSYSTEM TO
REACH GRASSROOTS
INDIA. WITH MESC'S
CONTINUED SUPPORT AND
GOVERNMENT BACKING,
WE CAN TURN SKILL-
BASED EXCELLENCE INTO A
NATIONWIDE MOVEMENT.

”



JAAHNVI

A RISING STAR IN GRAPHIC DESIGN TECHNOLOGY

Medallion of Excellence – WorldSkills Lyon 2024
Silver Medallist – IndiaSkills 2024

At just the beginning of her design journey, Jaahnvi has already made India proud with her remarkable performance at both IndiaSkills and WorldSkills Lyon 2024. Here's a glimpse into her story of passion, perseverance, and purpose.

How did you first discover WorldSkills, and what motivated you to participate?

I learned about WorldSkills through my regional skill development authority in early 2024. The idea of representing India globally while pursuing something I love—graphic design—was incredibly motivating. It felt like a once-in-a-lifetime opportunity for growth and exposure.

How did you prepare for the competition?

I followed a structured training program under Mr. Sathish Narayanan, a WorldSkills Expert. We worked on real-world design challenges, time-bound projects, and improving technical proficiency. Daily yoga, team-building activities, and support from nutritionists and counselors helped me stay mentally and physically strong during my 3-month training in Bangalore.

What was the most challenging part of competing internationally?

Staying calm under pressure. Working within tight deadlines, surrounded by top global talent, was intense. But I leaned on my training and the support of my team to stay focused.





How did it feel to receive the Medallion of Excellence?

It was surreal. All the hard work and sacrifices felt worth it. It wasn't just about the award—it was about validating my skills and the pride of representing India on a global platform.

How did you balance creativity with technical execution?

Through consistent practice and feedback. I learned to push creative limits while ensuring precision and software proficiency—blending imagination with execution.

What role did MESC play in your journey?

MESC was instrumental. They provided complete support—accommodation, travel, nutrition, and emotional well-being. Even small gestures, like sending me a birthday cake while I was away from home, made a big difference. Their constant encouragement helped me stay focused.

"STAY CURIOUS,
STAY COMMITTED.
WORLDSKILLS IS MORE
THAN A COMPETITION—
IT'S A JOURNEY OF SELF-
GROWTH. EMBRACE
EVERY CHALLENGE, LEARN
FROM FEEDBACK, AND
PUSH YOUR CREATIVE
BOUNDARIES. AND MOST
IMPORTANTLY, ENJOY THE
RIDE.



SIMOUL ALVA

Winner – Mini Skills Russia

Medallion of Excellence – WorldSkills 2017

Skill – Graphic Design Technology

How did your interest in graphic design begin?

I've been drawing since I was three, thanks to my mother who encouraged me wholeheartedly—even waiting outside my art class for hours. As I grew older, I knew I wanted to pursue art professionally. That led me to the National Institute of Design, which introduced me to design thinking and eventually to graphic design.

Do you see graphic design as a storytelling tool?

Absolutely. Design allows businesses, individuals, and institutions to express who they are and what they stand for—often beyond the capacity of words alone. It's a powerful medium for visual storytelling.

What was your experience like at WorldSkills? Did MESC support your journey?

WorldSkills was a transformative experience. It challenged me to push my limits and sharpen my technical skills. I'm incredibly grateful to MESC, NSDC, and my expert, Mr. Anthony Lopez, for their unwavering support and belief in my abilities. Their training and guidance made all the difference.

Is there a difference between designing for Indian vs. global audiences?

Yes—mainly in cultural context. The core design process might remain similar, but the insights, inspirations, and user expectations vary greatly across regions. Even within India, each sector requires a unique design approach.





SRIRAM GOVINDASAMY

Medallion of Excellence – WorldSkills 2015
(Ranked 10th Globally)
Skill – Graphic Design Technology

How has life changed after WorldSkills 2015?

Life has been quite different since Brazil. The experience humbled me—both personally and professionally. Competing on a global stage shifted my perspective and changed how I approach my everyday work as a designer.

What's your future goal?

To be proud of the work I do. My goal is simple—be better at what I do every single day.

What's the key to handling the pressure of competition?

Take it one day at a time. Don't let the result of one task affect the next. Stay focused, stay present.

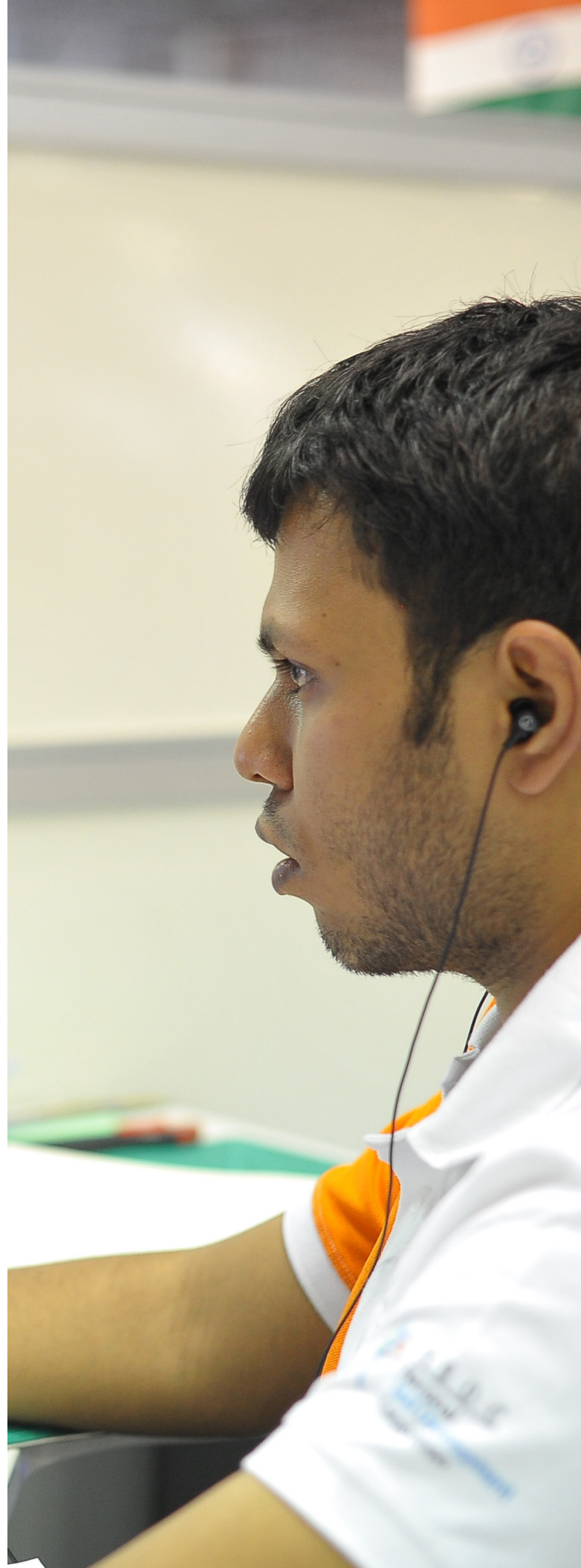
If you could change anything about your past performance, what would it be?

I'd follow the exact advice I just shared. It would've made things much simpler and helped me stay in the moment.

How important is rigorous practice?

It's everything. Mental and physical preparation is crucial. Train hard and then trust your training when it counts.

THE STAGE ONLY GETS
BIGGER. THE GAME
GETS TOUGHER. ONLY
THOSE WHO DARE TO
PUSH BOUNDARIES
WILL WIN.





ARUN RAJ BALASUBRAMANI

Medallion of Excellence & Best of Nation – WorldSkills 2013

Skill – Graphic Design Technology

How was your preparation for WorldSkills 2013?

I was the first to represent India in Graphic Design at WorldSkills, so everything was new. My expert, Mr. Sathish Narayanan, trained me from the ground up—even without a formal design background. From user research at malls to real-world branding projects and learning Adobe and printing tech, the preparation was intense but incredible. It laid a solid foundation.

What was the experience like at the competition?

I aimed for Gold but received the Medallion of Excellence and Best of Nation. Standing 7th globally was a proud moment. It was a great journey for both me and my expert, and it set the tone for future wins.

How has life changed post-competition?

It transformed my mindset and confidence. I worked at ZOHO, co-founded Zarget (which raised \$7.5M), and later got acquired by Freshworks. Today, I lead design at Freshchat. The journey continues—and it's been amazing.

Where do you see yourself in 5 years?

I want to help grow Freshchat into a billion-dollar company. I stay hungry for growth and committed to creating meaningful impact through design.



START SOMEWHERE
AND GIVE IT YOUR
ALL. BE OPEN TO
CRITIQUE, NEVER
CLING TO YOUR
DESIGNS, AND
ALWAYS PRIORITIZE
USERS. YOU HAVE
A CHANCE TO MAKE
INDIA PROUD—GO
FOR GOLD. JAI HIND!

INDUSTRIAL DESIGN TECHNOLOGY

Where Creativity Meets Engineering

Industrial Design Technology is all about bringing ideas to life—designing products that are not only functional and efficient but also visually appealing and intuitive to use. This dynamic field sits at the intersection of art and engineering, demanding both creative flair and technical precision.

At WorldSkills, participants are challenged to develop innovative product designs that respond to real-world needs. From concept sketches to full-scale 3D prototypes, they must think through every detail—cost, materials, ergonomics, and environmental impact.

USING PROFESSIONAL TOOLS LIKE AUTODESK INVENTOR OR SOLIDWORKS, COMPETITORS TRANSFORM THEIR CONCEPTS INTO FULLY REALIZED DIGITAL MODELS. THEIR WORK IS JUDGED ON CREATIVITY, PROBLEM-SOLVING, TECHNICAL EXECUTION, AND THE POTENTIAL FOR REAL-WORLD PRODUCTION.

IT'S NOT JUST ABOUT DESIGNING—IT'S ABOUT DESIGNING WITH PURPOSE.



IN CONVERSATION WITH **VINEET RAJ KAPOOR**

*Game Designer | Mentor – SXILL | Dean – Chitkara
University
CEO – VirtualSoft
Industrial Design Technology Expert – IndiaSkills*

What inspired you to become an IndiaSkills Expert?

I've always been a mentor at heart. From the first Smart India Hackathon in 2018 to various national and international events, mentoring and guiding students has been my passion. Joining IndiaSkills through MESC and Future Skills in 2021 was a natural step in this journey.

Tell us about your skill and its career scope.

My WorldSkills expertise is in Industrial Design Technology. With a mechanical engineering background and years of experience in design and management, I understand both the technical and market side of product design. Careers in UX, product and digital design are booming, especially with IoT integration, offering high-paying roles even for freshers.

How do you prepare for training and bootcamps?

I conducted seminars and organized a 50-hour international workshop with global experts to prepare IndiaSkills participants. I also helped co-develop test projects, involving all jurors to reflect WorldSkills standards.



How do you keep participants motivated?

I engage them with real-world examples and sustainable design challenges, while offering open communication and mentorship. My focus is always on fostering creativity and collaboration.

Your thoughts on AWSITC?

AWSITC is a great initiative with huge potential. It needs a long-term vision to grow sustainably, and I'd be happy to contribute towards shaping that future.

What motivates you to keep training IndiaSkills candidates?

Seeing students grow into leaders and innovators is incredibly fulfilling. Mentoring is my way of building the next generation of world-class designers.

A memorable IndiaSkills moment?

Leading the jury team to deliver results within 90 minutes post-competition and receiving appreciation for a seamless, collaborative effort was truly special. It set a new benchmark for efficiency and team spirit.

BE ETHICAL.
REPRESENT
INDIA WITH
PRIDE. NEVER
CUT CORNERS—
INTEGRITY
BUILDS
TRUST AND
OPENS DOORS
GLOBALLY.





ABHIN MITTAL

Participant – WorldSkills Lyon 2024

Gold Medallist – IndiaSkills 2024

Industrial Design Technology

What motivated you to participate in WorldSkills?

My mentor, Dr. Ravindra Singh, first introduced me to the WorldSkills competition in Industrial Design Technology. From that moment, my focus shifted entirely to practicing the skill—dedicating three straight months to preparation.

Why Industrial Design Technology?

It all began in school with a fascination for technical drawing standards. Later, while pursuing my B.Des. at Delhi Technological University, I developed a deeper understanding of good design, which ultimately led me to this competition.

What did you gain from this experience?

Beyond technical skills, I gained discipline and a structured approach to problem-solving. I learned that consistent practice—mirroring real competition conditions—is key. Habits built during training can make or break performance at the final stage.

How do you plan to use these skills going forward?

The confidence and skills I've acquired will drive me to take on industrial, product, graphic, and experience design projects. I aim to work independently with various organizations, including contributing to my family business.

What can be done to raise awareness about WorldSkills in India?

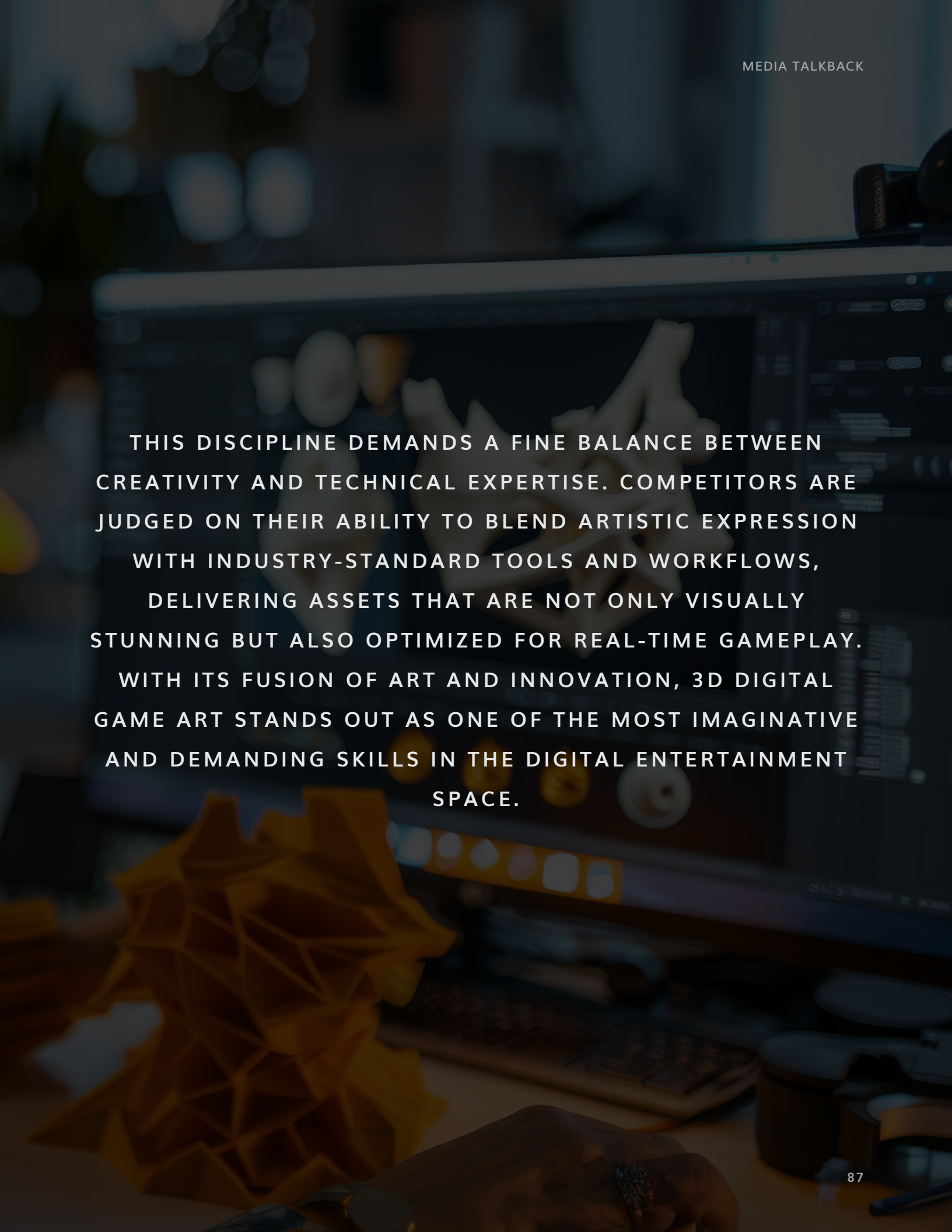
We need mass media promotion and involvement from leaders to inspire participation. Skill councils can also play a key role by conducting awareness sessions in schools and colleges across the country.





3D DIGITAL GAME ART

3D Digital Game Art is a dynamic and visually rich skill that plays a crucial role in shaping the look and feel of modern video games. In the WorldSkills competition, participants bring virtual worlds to life by creating high-quality 3D characters, environments, props, and visual effects that align with a game's storyline and aesthetics.



THIS DISCIPLINE DEMANDS A FINE BALANCE BETWEEN CREATIVITY AND TECHNICAL EXPERTISE. COMPETITORS ARE JUDGED ON THEIR ABILITY TO BLEND ARTISTIC EXPRESSION WITH INDUSTRY-STANDARD TOOLS AND WORKFLOWS, DELIVERING ASSETS THAT ARE NOT ONLY VISUALLY STUNNING BUT ALSO OPTIMIZED FOR REAL-TIME GAMEPLAY. WITH ITS FUSION OF ART AND INNOVATION, 3D DIGITAL GAME ART STANDS OUT AS ONE OF THE MOST IMAGINATIVE AND DEMANDING SKILLS IN THE DIGITAL ENTERTAINMENT SPACE.



IN CONVERSATION WITH **MANVENDRA SHUKUL**

CEO – Lakshya Digital

What drew you to a career in 3D games and animation?

It all started with my passion for games and a background in programming. I wanted to build my own game engine, and once I did, animation naturally followed as an essential part of creating video games.

What challenges do designers face with evolving technology?

The biggest challenge is keeping up with rapid changes in tools and tech. Designers need to continuously learn and adapt—otherwise, their work risks falling behind global standards.

What's been your success mantra for Lakshya Digital?

People. I've always believed that with the right team and shared vision, success follows. We recognized early that game art was manpower-intensive and could thrive in India through skilled outsourcing. With great leadership and artists, we built something powerful.



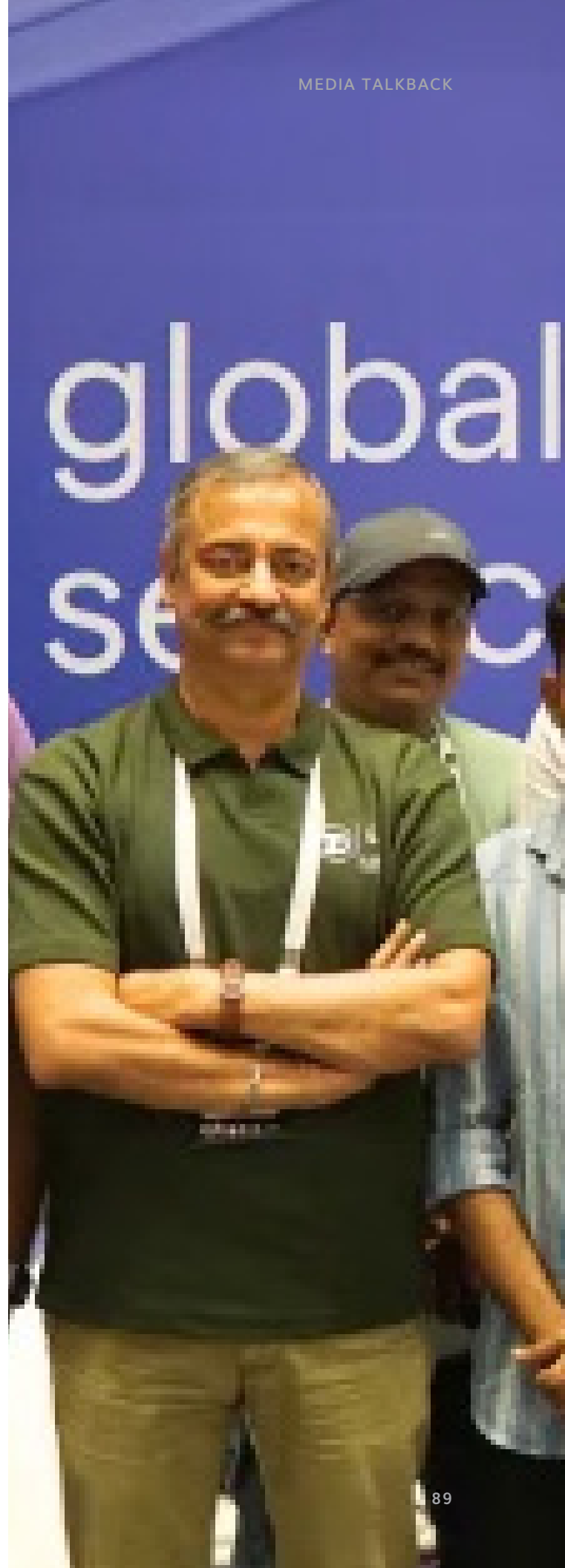
How has the gaming industry evolved?

Gaming has transformed into a \$105 billion global giant—surpassing movies and music. In India, it's booming thanks to a young population, better connectivity, and rising smartphone use. The industry here is now worth over \$300 million and still growing rapidly.

How has your experience been with IndiaSkills?

It's been an exciting journey. As industry partners, we've seen amazing talent and helped shape the process from selection to training. The bootcamp we conducted was a great success, and we're optimistic about India's chances on the world stage.

DOESN'T
COMPARE
YOURSELF TO
THOSE AROUND
YOU—COMPARE
WITH THE
WORLD'S BEST.
NEVER SETTLE.
AIM HIGH
AND SET THE
BENCHMARK.





SPANDAN GHOSH

Participant – WorldSkills Lyon 2024
Gold Medallist – IndiaSkills 2024
3D DIGITAL GAME ART

How was your overall experience in WorldSkills Lyon 2024?

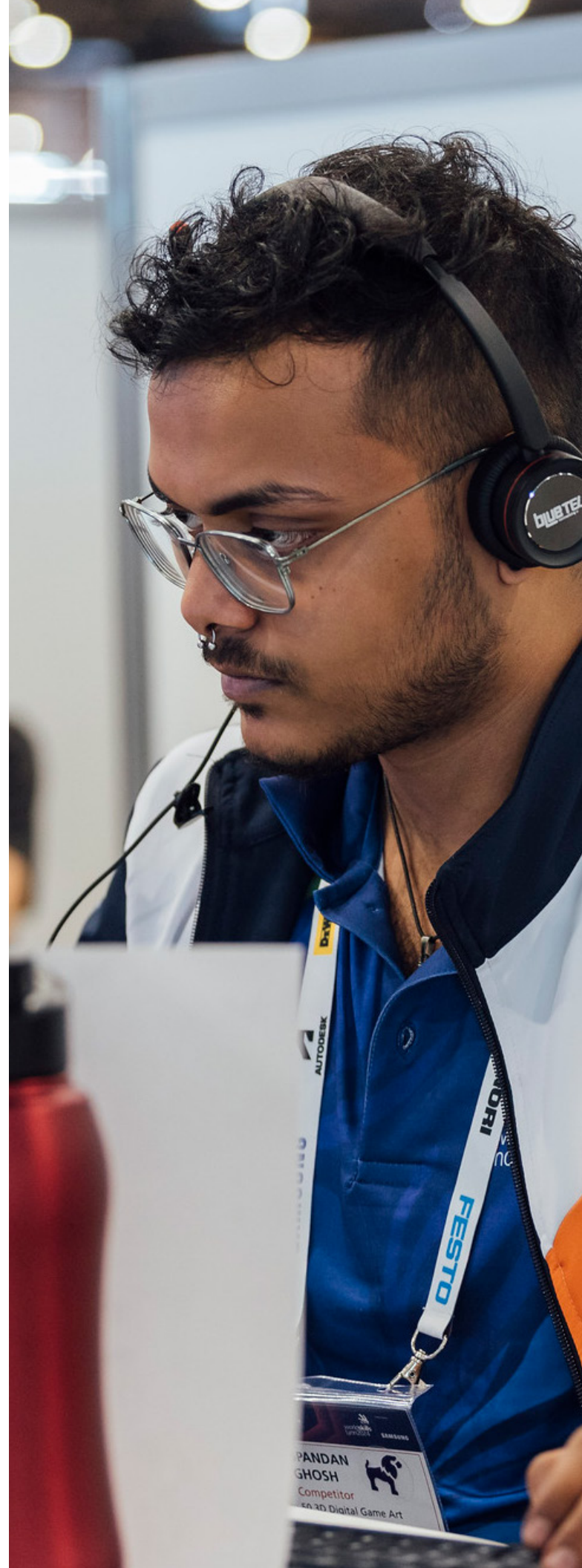
What memories you have made? WorldSkills Lyon was incredibly fun and exciting. Representing India was a huge honor. Traveling with Team India, exploring Lyon, and making friends with international competitors over lunch created unforgettable memories.

How do you think WorldSkills has impacted your personal and professional growth?

WorldSkills significantly boosted my personal and professional growth. The intense three-month training at Lakshya Digital provided invaluable learning. I've also built a valuable international network within the game industry and gained immense confidence in my abilities. This achievement and training will undoubtedly propel my career.

What do you think about MESC?

Did MESC helped you in any way for this competition? MESC played a crucial role by managing all logistics, from accommodation to software, allowing me to fully focus on training. Despite the short training period, MESC worked collaboratively to maximize my preparation.





Why did you choose 3D Digital Game Art?

During the 2020 lockdown, boredom led me to photo editing, which then sparked my interest in 3D. Learning online through tutorials became a passion, eventually leading me to pursue it as a career. Creating 3D art is therapeutic, and the impressed reactions when I say I make games are a definite bonus!

What inspired your game art concept for the competition? The competition required a futuristic racing food truck. I drew inspiration from past racing games and incorporated elements from games like Cyberpunk and Horizon Zero Dawn to achieve a futuristic aesthetic.

INDIA SHINES BRIGHT AT WORLDSKILLS LYON 2024

EVOLVING LANDSCAPE OF INDUSTRY IN INDIASKILLS

India made a resounding mark on the global skills landscape at WorldSkills Lyon 2024, securing an impressive haul of **4 Bronze medals** alongside **12 Medallions of Excellence**. This significant achievement underscores the nation's burgeoning expertise across a diverse spectrum of both time-honored crafts and cutting-edge technologies.

In a fiercely competitive arena featuring over 1,400 talented participants representing 70 nations, India's contingent demonstrated exceptional skill and dedication. Their success in Lyon not only brings pride to the nation but also highlights India's growing prominence in nurturing and showcasing world-class talent on an international platform. This performance serves as a powerful testament to the dedication of the participants, their trainers, and the collective efforts to elevate India's skill prowess on the global stage.





INDIA'S BRONZE TRIUMPHS AT WORLDSKILLS LYON 2024

BRONZE MEDALS

India celebrated significant success at WorldSkills Lyon 2024, clinching four coveted Bronze medals across diverse skill categories, showcasing the nation's expanding talent pool on the global stage.



PÂTISSERIE & CONFECTIONERY

Telangana's **Ashwitha Police** secured a brilliant Bronze, also earning the prestigious **Best of Nation** honor. Mentored by Chef Vinesh Johny, Ashwitha excelled against 21 nations, highlighting India's rising culinary talent in a traditionally French-dominated field.



HOTEL RECEPTION

Delhi's **Joethir Adithya** and **Krishnapriya Ravikumar** earned a well-deserved Bronze, underscoring India's growing strength in the global hospitality sector.



INDUSTRY 4.0

The Gujarat team of **Dhurmilkumar Dhirendrakumar Gandhi** and **Sathyajith Balakrishnan** demonstrated India's prowess in advanced technologies, securing a Bronze in this future-forward skill.



RENEWABLE ENERGY

Odisha's **Amaresh Kumar Sahu** won Bronze, emphasizing India's commitment to sustainability and innovation in the renewable energy sector.





ASHWITHA POLICE

Bronze Medalist - WorldSkills Lyon 2024
PÂTISSERIE & CONFÉCTIONNÉRIE

How did you feel when you received the bronze medal?

A very proud, dream-come-true moment for any Indian, seeing our flag raised. I felt incredibly grateful and happy.

Why did you choose Patisserie & Confectionary as your skill?

My passion started in my early teens watching baking shows. I researched for years before pursuing it seriously.

How would you describe the support from Sector Skills Council?

Their support was comprehensive from day one. Everything was well-organized, allowing us to fully concentrate on training.

Most of the people are not aware about this WorldSkills Competition, how did you get to know about it?

Awareness is very low. I only learned about it four years ago. Even after winning, many back home didn't know what the 'Skill Olympics' was. I'm now actively trying to raise awareness in schools and colleges.

What was your most challenging moment in this competition?

There were many ups and downs. A major challenge was the blowtorch for my sugar showpiece – getting it refilled in France was difficult and set me back. Then, I broke my piece in the last five minutes, which was devastating. My expert's encouragement helped me push through.



THIS IS AN AMAZING,
FREE OPPORTUNITY
TO LEARN AND
GROW. IF FINANCIAL
CONSTRAINTS ARE A
BARRIER, REGISTER AND
DEDICATE YOURSELF –
HARD WORK PAYS OFF.



DHRUMILKUMAR DHIRENDRAKUMAR GANDHI

Bronze Medalist - WorldSkills Lyon 2024
INDUSTRY 4.0

Congratulations for the Bronze medal. How are you feeling?

It's a proud, goosebump-inducing moment, being India's first medalists in this skill.

How did this medal winning team form?

Zonal and district levels were individual. Top two from zones formed state teams. My teammate Satyajith Balakrishnan and I won state, then nationals after a tiebreaker, leading to WorldSkills selection.

Why did you choose Industry 4.0 as your skill?

As a mechanical engineer with a keen interest in futuristic tech, I joined NAMTECH's smart manufacturing course, which aligns perfectly with Industry 4.0. The course modules made participating easier, but intense 16-18 hour daily practice with our expert Mr. Dishank Upadhyay, supported by NAMTECH, MSDE, and NHGC (including a Singapore training), was crucial for winning Bronze in this emerging field.

How do you plan to use your skills and experience in future?

I'm seeking industry opportunities while also committed to training future competitors and helping institutes update their curricula. I'm dedicated to contributing to India's youth and future.



IF WE COULD WIN
BRONZE WITH THREE
MONTHS OF INTENSE
TRAINING, WITH
MORE PREPARATION
TIME FOR THE NEXT
WORLDSKILLS,
GOLD IS DEFINITELY
ACHIEVABLE. HAVE
FAITH IN YOURSELF
AND YOUR SKILLS, KEEP
GOING, AND YOU WILL
MAKE INDIA PROUD.

RECOGNIZING INDIA'S **BROAD** **TALENT POOL**

Beyond the remarkable medal victories, India's strong showing at WorldSkills Lyon 2024 was further highlighted by the achievement of 12 Medallions of Excellence. These prestigious recognitions are bestowed upon participants who demonstrate exceptional skill and achieve high standards of performance within their respective competitions,

even if they don't reach the podium. These medallions underscore the depth and breadth of talent present within the Indian contingent across a diverse range of skills, signifying a commitment to excellence across the board. The Medallions of Excellence were earned in the following areas:

MEDALLIONS OF EXCELLENCE



JAAHNV I
(PUNJAB)

Graphic Design Technology



MD AMAN KHAN
(WEST BENGAL)

Web Technology



TUFAN MAL
(WEST BENGAL)

Jewellery



PRITISHA BARMAN
(ASSAM)

Beauty Therapy



**RAJESH SHARMA
(BIHAR)**

Cabinet Making



**AKHIL GEDELA
(ODISHA)**

Water Technology



**DARSHAN GOWDA
CHATHRALINGANADODDI
SHIVALINGAIAH**

Mechatronics



**PRASHANT SAINI
(MADHYA PRADESH)**

Cyber Security



**HARSHAVARDHAN VIJAY
KHANDARE
(KARNATAKA)**

Cooking



**BHANUPRASAD
SETTIHALLI MARISWAMY
(KARNATAKA)**

Mechatronics



**SANSKAR SHARMA
(UTTARAKHAND)**

Cyber Security



**PRAFUL ANKUSH
PENDHARI
(MAHARASHTRA)**

Automobile Technology



**PREM VASANTH KUMAR
(KARNATAKA)**

Additive Manufacturing



**VIKASH
(DELHI)**

Car Painting



VIKASH

Medallion of Excellence - WorldSkills Lyon 2024
CAR PAINTING

How did you choose this skill? What do you like about your skill?

My interest grew after joining ITI, where I also learned about WorldSkills. I love the feeling of taking something damaged, repairing and renewing it – making it look brand new is very satisfying.

How did you feel after winning the Medallion of Excellence?

It felt amazing to win and represent my country globally. I was very happy to elevate this skill and inspire others.

A lot of people do not know about WorldSkills competition, How did you get to know about this and what according to you should be done to make people aware of this so the participation number increases?

Very few know about WorldSkills. I learned about it in ITI. Schools, colleges, and educational institutions should inform every student about this competition and encourage them to participate and showcase their talent internationally.

PARTICIPATE IN THIS
COMPETITION TO
ELEVATE YOUR SKILL
AND SHOWCASE YOUR
TALENT ON THE WORLD
STAGE.





PRASHANT SAINI & SANSKAR SHARMA

Medallion of Excellence - WorldSkills Lyon 2024
CYBER SECURITY

How did you feel after you won the medallion of excellence in the Cyber security skill?

It was an unreal, amazing feeling! We were so nervous during the announcement we weren't even looking at the screen. Hearing we won was unforgettable.

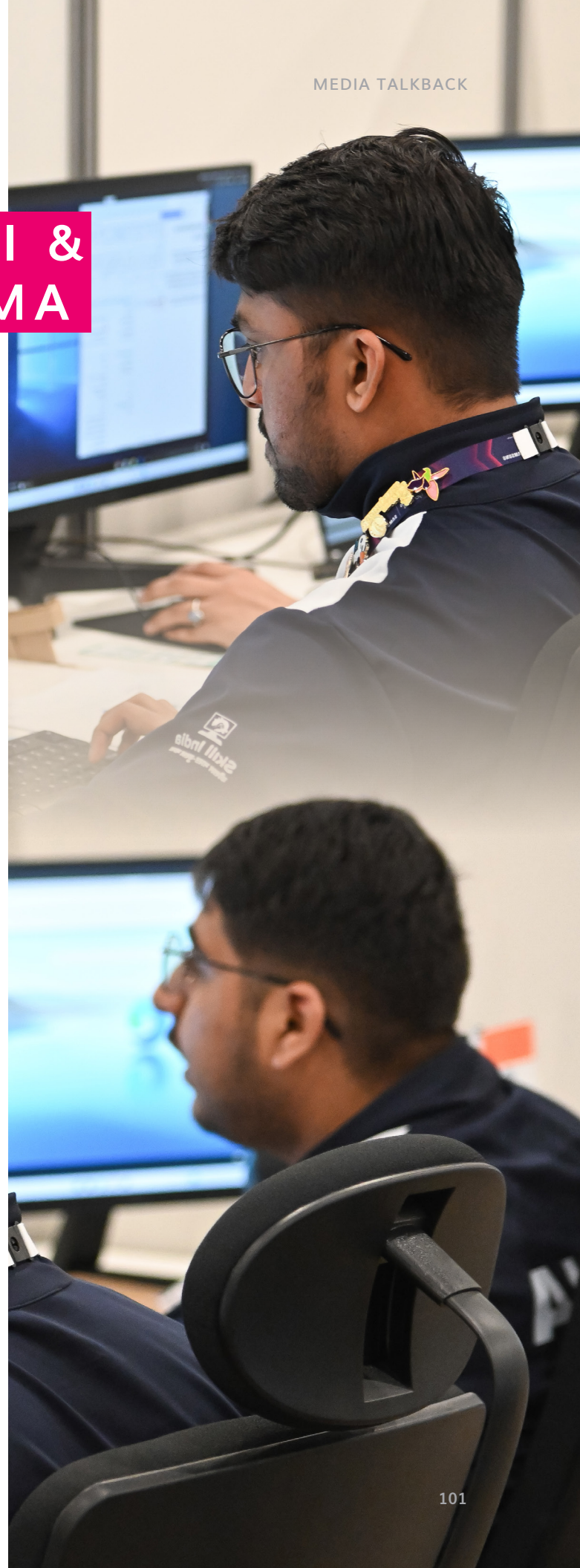
Cybersecurity has become crucial in today's world. What advice would you give to help people protect themselves from the rising threat of cyber frauds and scams?

Prashant Saini: Educate the elderly who are often targeted due to the technology gap. Advise them not to answer scam calls or share OTPs, addresses, or mobile numbers with unknown individuals. Basic awareness is key. For example, a call from a Pakistani number claiming a son's arrest should immediately raise suspicion.

Sanskar Sharma: Fear and greed are the main vulnerabilities. Don't panic in suspicious situations. Always verify calls, especially from banks, by visiting a local branch before sharing any information. My mother once avoided a scam by not sharing the OTP and blocking her card at the bank.

How would you describe your WorldSkills journey?

It was an unreal, amazing experience we'd repeat anytime. Like a challenging hill with ups and downs – Prashant even had dengue. We focused on relevant topics and practiced smartly in a short time. WorldSkills tests your true potential against global talent. Cyber security requires server configuration, attack and defense skills – a combination of abilities. The journey is about constant self-learning and growth.



FUTURE OF WORLD SKILLS

As WorldSkills looks towards the horizon, its trajectory is one of continued growth and dynamic innovation. The future of this prestigious global competition promises an even more diverse array of skill categories, with a significant emphasis on the burgeoning fields of technology, environmental sustainability, and green skills. Recognizing the importance of inclusivity, WorldSkills is also actively working to expand access to high-quality vocational training in developing nations. This crucial initiative aims to ensure that talented young individuals from all socioeconomic backgrounds are empowered with the opportunity to compete on the world stage and achieve their full potential.

WorldSkills' unwavering commitment to championing vocational excellence will undoubtedly have a profound and lasting impact on the global workforce. By fostering a culture of skill development and competition, WorldSkills plays a vital role in helping countries cultivate a new generation of highly skilled professionals who are equipped to effectively address the complex challenges of tomorrow's world.





MESC INDIVIDUAL MEMBERSHIP APPLICATION FORM

Facilities available to MESC members

- Access to certified skilled manpower
- Training and Certification of existing/new manpower
- Design of training programmes as per the requirements of the industry
- Networking Opportunities
- Newsletter/Journal
- Conferences and events of the MESC Sector Skill Council
- Role in designing the National Occupational Standards of the Sector
- Publication of member articles in MESC's publications circulated across the industry
- Policy Advocacy

Annual Membership Fees Rs 1,000/-

Lifetime Membership Fees : 10,000/-

MEMBERSHIP FORM

1. Full Name _____ Name of the Organization _____
2. Type ☐ Media House ☐ Animation/ VFX Studio ☐ TV, Film & Production ☐ Education ☐ Trainee ☐ Other (Pls specify)
3. Segment ☐ Small ☐ Medium ☐ Large ☐ Other (Pls specify)
4. Address for Communication _____
5. Phone No _____ Email Id: _____
6. Website (If any) _____
7. Membership type: ☐ Annually ☐ Lifetime

Single Point of Contact (for Organizations)

Name _____

Designation _____ Landline No _____

Mobile No _____ Email Id: _____

7. Segment of interest ☐ Instrumentation ☐ Automation ☐ Surveillance ☐ Communication (Broadcast)
8. Mode of Payment ☐ NEFT ☐ Cheque ☐ Cash

Signature

Name of the Bank: PUNJAB NATIONAL BANK
 Bank Account Name: MEDIA AND ENTERTAINMENT SKILLS COUNCIL
 Bank Account Number: 0359018039336 Branch IFS Code: PUNB0035920
 Contact: 9999194676



MESC CORPORATE MEMBERSHIP APPLICATION FORM

Facilities available to MESC members

- Access to certified skilled manpower
- Training and Certification of existing/new manpower
- Design of training programmes as per the requirements of the industry
- Networking Opportunities
- Newsletter/Journal
- Conferences and events of the MESC Sector Skill Council
- Role in designing the National Occupational Standards of the Sector
- Publication of member articles in MESC's publications circulated across the industry
- Policy Advocacy

Annual Membership Fees Rs 5,000/-

MEMBERSHIP FORM

1. Name of the Organization _____
2. Type ☐ Media House ☐ Animation/ VFX Studio ☐ TV, Film & Production ☐ Education ☐ Trainee ☐ Other (Pls specify) _____
3. Segment ☐ Small ☐ Medium ☐ Large ☐ Other (Pls specify) _____
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Single Point of Contact (for Organizations)

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Signature

Name of the Bank: PUNJAB NATIONAL BANK
 Bank Account Name: MEDIA AND ENTERTAINMENT SKILLS COUNCIL
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Media
Talk Back

WORLD SKILLS-LYON