EXPLORE THE WORLD OF M&E
MESC BROCHURE 2021

www.mescindia.org
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MESC JOBS.COM
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CONTACT US:
011 49048335 | 49048336
projects@mescindia.org
www.mescindia.org
CHAIRMAN’S MESSAGE

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

Mr. Subhash Ghai
Chairman (MESC)
Media & Entertainment Skills Council
Media & Entertainment Skills Council takes immense pleasure in taking forward the Government’s initiative towards skill India Mission across the country. Media and Entertainment Skills Council helps in creating a robust and vibrant eco-system for quality education from school level to post graduation level and skill development in Media & Entertainment Space. We proudly train the aspirants for M&E industry to keep them ready for the field they desire thus leading them to a secure future being an independent professional. MESC aims to serve as a single source of information on M&E sector with specific reference to Skill and Human Resource Development in India. With various initiatives like Special Projects, Vidyadaan, AWSITC and events like Sankalp, Manthan-Impeccable Academia; MESC has reached most of the leading schools and universities. As a CEO at MESC; we wish to raise the bar of education in M&E sector and have our students glow on the top of the world in various international skills.

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

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Media and Entertainment Skills Council is a non-profit organization that was formed in 2012. It operates under the guidelines of NSDC (National Skills Development Corporation) who is financial supporter of MESC while FICCI (Federation of Indian Chambers of Commerce and Industry) is the promoter of MESC. The council is registered under the Societies Registration Act, 1860. The major objective of the MESC is to generate industry-ready skilled manpower, vocalization of secondary and higher secondary educational levels and also to enhance employability options for the youth through demand driven competency based modular courses. MESC plays an important role not only to open doors for the youth but the long term focus is on the revolution of M&E Education and Industry. The idea is to fill the gaps among the educated and employable to bring forth a reduction in the dropout rate in the secondary level of education.

The Prime Purpose of MESC

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

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

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

Affiliation and Accreditation on MSP

- Strong Industry Connects
- Govt. Recognition
- Students level Progression (as per International Standard)
- Industry acknowledgment/recognition
- Industry vetted job roles
- Opportunities to participate in govt. funded schemes through Smart
- Placement assistant
- IT enabled paper less system for accreditation and affiliation of Training Centres
- Transparent and Time bound delivery of accreditation & affiliation services
- MESC guided standardized lab specifications
- MESC guided trainer qualification and experience

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

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

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

**UPGRADE SKILL SETS AND INCREASE YOUR WORK OPPORTUNITIES**

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

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

**Benefits of Upskilling & Reskilling**
- Increases Productivity
- Future-proof your business
- Retain top talent and reduce hiring cost
- Cross function teams
- Boost employee motivation
- Strengthen the relationship between employees and employers

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

Best in Class Employer (BICE)

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

- For Medium Enterprises
  - The employees on the payroll as permanent or contractual (Freelancers on project basis) of the eligible employer
  - Minimum work experience of at least 6 months
  - Possessing a valid author card
  - Not certified already under NSQF

- For Small Enterprises
  - Employees on the payroll as permanent or contractual (Freelancers on project basis) of the eligible employer
  - Minimum work experience of at least 6 months
  - Possessing a valid author card
  - Not certified already under NSQF
5 LAC + RPL Certified Professionals
Creative Warriors

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

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

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

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MESC Introduces Creative Warriors to Enhance Skills Through Creativity!

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

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

- Classified as leaders
- National & International exposure
- International exchange programs (students and faculty)
- Adoption to trans national standards
- Branding & promotion
- Recognition & joint certification
- Government Recognized certificate for students/teachers
- Mega workshops & seminars
- Rewards and recognitions
- Participation in events national/international
- Participation in skill competitions (national / international)
- Workshops by experts and celebrities
- Customized programs for various segments
- Field trips to studios, industry, etc.
- Futuristic approach
- Alignment as per NSQF curriculum
- Industry alliances
- Curriculum & content delivery

https://mescindia.org/creative-warriors/
Creative Warrior
@PMKVY & Private Partner institutions

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

Current scenario of Creative Warrior Programs

- **970+ Schools Associated**
- **300+ PMKVY Partners**
- **150+ Private Partners Institutions**
- **75+ Colleges & Universities**
- **14+ AWSITE**

*Approximate numbers are mentioned above*

Creative Warriors Industry Partners

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

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

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

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

**Key CSR Issues:**

- Environmental management
- Eco-efficiency
- Responsible sourcing
- Stakeholder engagement
- Labor standards and working conditions
- Employee and community relations
- Social equity
- Gender balance
- Human rights
- Good governance
- Anti-corruption measures
Authorized WorldSkills India Training centres are designed to train and groom the future WorldSkills Competition winners. AWSITC will prepare candidates to win the Gold by showcasing their skills at National and International stage. AWSITC will engage the Industry to support/participate in training by facilitating Experts/ Infrastructure and Live Projects. AWSITC ensures that the candidate is set to hit the stage with global standards and as per the evolving demand from the Industry. AWSITC will work as a think tank and provide inputs on improvising the Programs and Curriculum for World Skills Competition.

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

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

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

**Creative Warrior Programs Offered for Worldskills**

- **Graphic Design Technology**
- **3D Digital Game Art**
- **Print Media Technology**
- **Industrial Design Technology**

**LOCATIONS**

- Chandigarh
- Chennai
- Hyderabad
- Indore
- Mumbai
- Pune
- Kerala
WorldSkills Competitions are the elite class competitions for skills expertise. WorldSkills competitions are organized once, every two years in one out of the 81 member countries. These competitions take place for 50+ skills and the participants are under the age of 23.

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

**Team India Gearing up for Next World Championship**

**WorldSkills Shanghai 2022**

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**MESC SHINES AT WORLDSKILLS KAZAN 2019**

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

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**Why Participate in WorldSkills?**

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

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MESC Candidate Nidhin Prem won the Medallion of Excellence in 3D Digital Game Art
What is Apprenticeship:

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

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

National Apprenticeship Promotion Scheme:

Sharing of 25% of prescribed stipend subject to a maximum of INR 1500/- per month per apprentice to all apprentices with the employers.
Sharing the cost of basic training with Basic Training Providers (BTP) up to a maximum of INR 7500 per trainee for a maximum of 500 hours calculated @ INR 15 per hour.

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

Employers and Students register themselves on-
https://apprenticeshipindia.org/
Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is a skill development initiative scheme of the Government of India for recognition and standardization of skills. The aim of the PMKVY scheme is to encourage aptitude towards employable skills and to increase working efficiency of probable and existing daily wage earners, by giving monetary awards and rewards and by providing quality training to them.

Average award amount per person has been kept as ₹6,000 (US$110). Those wage earners already possessing a standard level of skill will be given recognition as per scheme and average award amount for them is ₹2000 to ₹2500. In the initial year, a target to distribute ₹5 billion (US$210 million) has been laid down for the scheme. Training programmes have been worked out on the basis of National Occupational Standards (NOS) and qualification packs specifically developed in various sectors of skills. For this qualification plans and quality plans have been developed by various Sector Skill Councils (SSC) created with participation of Industries. National Skill Development Corporation (NSDC) has been made coordinating and driving agency for the same.

**Key Components of the Scheme:**

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

**Job Roles offered by MESC under PMKVY:**

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

RECONNECTING GURU SHISHYA
BEYOND FORMAL EDUCATION

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

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

Benefits of Vidyadaan
☑ Chance to participate/conduct sessions with celebrities/Experts
☑ Help create experts for the future
☑ Advertisements with Vidyadaan
☑ Media courtesy for expert sessions
☑ Placement opportunities

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

BENEFITS TO:

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

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

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

www.vidyadaan.net

www.mescindia.org
विद्या से ही बनता इक उत्तम कौशल देश महान।
सब दानो से ऊँचा दान
विद्या दान विद्या दान।

दौ दौ दौ विद्या दान
दे दे दे समय का दान।
विद्या दान विद्या दान।

वैसे तो हर फूल
खुद ही में खिलता है।
पर आ जाता हैं नूर उसपे
जब माली उसको मिलता है।

जो भी हमने सिखा है
बच्चों को सिखलाएँगे।
अनपढ़ हो या शिक्षित
सभी को साथ बिठाएँगे।
अपना अनुभव और कला
हम भेंट उन्हें दे जाएँगे।
हर कारीगर हो कलाकार
ऐसा कौशल देश बनाएँगे।

जब देंगे हम समय का दान
भारत बनेगा कौशल महान।
दे दौ दौ दौ विद्या दान
सबसे ऊँचा विद्या दान।
विद्या दान विद्या दान।
Media & Entertainment Skills Council serves every individual the equivalent. We cater to all the citizens of the country. We have taken an initiative to train and educate the people of various parts of societies with the support of associations like NBCFDC, NSKFDC, NSCFDC etc.

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

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

Apart from operating various loan and non-loan-based schemes for the upliftment of the target group, NSKFDC is playing a vital role in elimination of manual scavenging - the worst surviving symbol of untouchability. NSKFDC has been designated as the Nodal Agency for implementation of the Central Sector Self Employment Scheme for Rehabilitation of Manual Scavengers (SRMS) under the aegis of the Ministry of Social Justice & Empowerment.
MESC is currently in the process to train more than 1,500 candidates during the year 2018-2019 and will do anything that they can to help them become economically independent.

**Vision**

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

**Mission**

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

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**The objectives of the NBCFDC scheme are as follows:**

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

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MESC has been working with National Backward Classes Finance & Development Corporation (NBCFDC) with an objective to promote economic and developmental activities for the benefit of Backward Classes and to assist the poorer section of these classes in skill development and self-employment ventures. The candidates are also eligible to receive loans through various bank for their business ventures by NBCFDC through some criteria. MESC is collaborating with NBCFDC to provide concessional financial assistance to the eligible members of the Backward Classes for Self-employment ventures and Skill Development Training for job roles such as Makeup Artist, Hairdresser & Rotoartist. Till now the organization has trained and improved the life of more than 900 candidates from states like Uttar Pradesh, Madhya Pradesh, Karnataka and many more. More than 500 candidates have also been placed in top Media companies of the country.
MANTHAN is focused on a plethora of opportunities available in the Media and Entertainment Industry. It's highlighting the possibilities of Association between Media and Entertainment Skills Council (MESC) and participating esteemed Academic Institutions, colleges & universities. MESC in collaboration with ministry of Human Resource has conducted 3 Mega editions of Manthan: Impeccable Academia in Hyderabad, Mumbai & Delhi and touched over 1500 colleges and Universities. The Ministry of Human Resource & Development along with MESC has developed specialized employment oriented Bachelor Courses as BSc. Animation VFX, BSc. Performing Arts and B.Sc. Film Making. About Media & Entertainment Skills Council: Media & Entertainment Skills Council (MESC) is an industry led sector skill council set up through Ministry of Skill Development and Entrepreneurship to create the skilled resources.

Manthan 2020 was conducted virtually in the month of November where moguls of Media & Entertainment Industry shed light on importance of "Skill oriented & Apprenticeship embedded Media & Entertainment Programs in Higher Education." During this 3 day virtual event Media & Entertainment Skills Council signed MoU's with prestigious colleges & Universities to empower skill-based education in the nation.
Media & Entertainment Skills Council in association with Ministry of Human Resource and Development organized Manthan+ Impeccable Academia at Ramoji Film City, Hyderabad on September 23rd, 2019. MESC proudly launched Creative Warriors B.Sc. Degree Programs that are industry linked Programs in Animation VFX, Performing Arts and Film Making during the event.

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

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

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

SANKALP
INDUSTRY PARTNERSHIP INITIATIVE

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

Media & Entertainment Skills Council in collaboration organized “SANKALP” Industry Round Table Summit in various cities across the country.
MEDIA TALK BACK
MESC Monthly Magazine

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


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

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

For more information, mediatalkback@mescindia.org

www.mescindia.org
**MESC Governing Council Members**

**MR. SUBHASH GHAI**
Chairman, MESC, Renowned Indian Film Director, Producer, Screenwriter & Educationist

**MR. WIZ SABBAS JOSEPH**
Secretary - MESC, Director - Wizcraft Ent. International Pvt. Ltd

**MR. MANVENDRA SHUKUL**
Treasurer - MESC, CEO, Lakshya Digital

**MR. DILIP CHENGY**
Secretary General, FICCI

**MR. V.L.V.S. SUBBA RAO**
Sr. Economic Advisor, MVO

**MR. ASHISH KULKARNI**
Sr. Economic Advisor, MVO

**MR. AMIT BEHL**
Indian Theatre, Television and Film Actor

**MR. TERENCE LEWIS**
Indian Dancer & Choreographer

**MR. MANMOHAN SHETTY**
Founder, Adilbas Films Ltd.

**MR. RESUL POOKUTTY**
Sound editor

**MR. MUNJAL SHROFF**
Co-founder, Director & COO, Graphiti Multimedia Pvt. Ltd., Co-chair Hi-Fi Audio Awards Forum

**MR. PRAFULL GADE**
COO & MD of Deluxe Entertainment Services India Pvt. Ltd

**MR. BHUPENDRA KAINTHOLA**
Director, Film & Television Institute of India

**MR. SALIM ARIF**
Production Designer & Actor

**MR. SUSHIL SAKHIJA**
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Head of Entertainment Partnership, UC Web, India

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Associate Professor, World Drama & DRAM, Akademi

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CEO, Toonz Group Pvt. Ltd

**MR. A. SREEDHAR**
General Manager

**SHRI. MOHIT SONI**
Chief Executive Officer (CEO - MESC)
“SKILLING INDIA FOR A BETTER TOMORROW”