

**EXPRESSION OF INTEREST (EOI)**

**“Recognition as Centre of Excellence in Media & Entertainment  
Sector  
Under Media and Entertainment Skills Council”**



**EOI NO MESC-MESC/COE/25-26/001 dated 25/03/2026**

**MEDIA AND ENTERTAINMENT SKILLS COUNCIL**

## INTRODUCTION

The Media and Entertainment Skills Council (MESC), a Sector Skill Council operating under the aegis of the **Ministry of Skill Development & Entrepreneurship (MSDE), Government of India**, and recognised as an **Awarding Body by the National Council for Vocational Education and Training (NCVET)**, hereby invites **Expressions of Interest (EOI)** from eligible institutions, organisations, industry bodies, training providers, academic institutions, studios, and technology partners for recognition as **Centres of Excellence (CoE)** in the Media & Entertainment sector.

The proposed Centres of Excellence are envisaged as **specialised institutional facilities** that will play a pivotal role in strengthening the national skilling ecosystem for the Media & Entertainment industry. These Centres shall function as advanced hubs for **skill development, upskilling, reskilling, Recognition of Prior Learning (RPL), certification, and industry integration**, addressing both current and emerging requirements of the sector.

The Centres of Excellence shall operate in alignment with the **National Skill Qualification Framework (NSQF)**, applicable guidelines of **MSDE**, quality and assessment norms prescribed by **NCVET**, and programmatic frameworks and standards defined by **MESC**. Through this initiative, MESC aims to promote quality, relevance, and scalability in skill development interventions, while ensuring strong linkage between industry demand, training delivery, and employability outcomes.

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## 2. Background & Rationale

The Media & Entertainment (M&E) sector is a high-growth and strategically important sector of the Indian economy, contributing significantly to employment generation, cultural dissemination, creative expression, and the expansion of the digital economy. The sector has witnessed rapid growth across multiple verticals including Film, Television, Over-the-Top (OTT) platforms, Animation, Visual Effects and Gaming (AVGC), Digital Content Creation, Live Events, and Performing Arts, driven by increased digital penetration, technological advancements, and growing domestic and global demand for Indian content.

This accelerated growth has resulted in a substantial and sustained demand for **skilled, certified, and industry-ready manpower** across the entire Media & Entertainment value chain. However, the existing skilling landscape continues to face several structural challenges. A significant portion of the workforce has traditionally acquired skills through informal or experiential pathways, with limited access to structured training, formal certification, or recognised career progression frameworks. This has led to gaps in quality, standardisation, and employability outcomes, particularly in emerging and technology-driven roles.

At the same time, the rapid evolution of production technologies, digital workflows, and content distribution platforms has necessitated continuous upgrading of skills, infrastructure, curriculum, and faculty competencies. Conventional training models often struggle to keep pace with these changes, resulting in a mismatch between industry requirements and available

skill development capacity.

In this context, there is a compelling need to establish and recognise **Centres of Excellence (CoE)** as **specialised institutional hubs** for super specialised advanced skilling in the Media & Entertainment sector. The Centres of Excellence are envisioned as facilities equipped with industry-grade infrastructure, qualified and experienced faculty, robust governance structures, and strong industry linkages, capable of delivering high-quality, future-ready training and certification.

The recognition and development of Centres of Excellence will enable the creation of **state-level and regional hubs** that strengthen local skilling ecosystems while remaining aligned with national priorities under the Ministry of Skill Development & Entrepreneurship (MSDE). These Centres will support the implementation of **NSQF-aligned Short-Term Training (STT)** programs, **Recognition of Prior Learning (RPL)** initiatives, and other MESC-approved interventions, thereby enhancing access to quality skilling opportunities across geographies.

Further, the Centres of Excellence will serve as critical platforms for **industry-academia collaboration**, facilitating applied learning through internships, apprenticeships, live projects, mentorship, and exposure to real-world production environments. This will ensure that skill development outcomes remain closely aligned with industry demand, improving employability, supporting freelancing and entrepreneurship, and enabling sustainable career pathways for learners.

The establishment of Centres of Excellence under this EOI is therefore a strategic initiative aimed at building a **quality-driven, scalable, and future-ready skilling ecosystem** for the Media & Entertainment sector. Through this initiative, MESC seeks to enhance workforce competitiveness, promote innovation and creative enterprise, support regional and cultural content development, and contribute to the long-term growth and global positioning of India's Media & Entertainment industry.

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### 3. Objective of Issuing the EOI

This Expression of Interest is issued with the objective of identifying capable and committed partners who can contribute to the creation of a **future-ready, industry-aligned, and sustainable skilling infrastructure** for the Media & Entertainment sector, supporting employment generation, entrepreneurship, and the long-term growth of India's creative economy.

Specifically, the objectives of this EOI are as follows:

#### 3.1. Identification and Recognition of Centres of Excellence

To identify and recognise competent and capable Institutions with adequate infrastructure, faculty, governance systems, and industry linkages, and formally designate them as Centres of Excellence (CoE) in the Media & Entertainment sector for delivery of advanced, industry-aligned skilling programs.

#### 3.2. Creation of State-Level and Regional Skilling Hubs

To support the establishment of state-level and regional Centres of Excellence that

function as hubs for advanced skilling, upskilling, reskilling, and certification, thereby strengthening regional skill ecosystems and improving access to quality training across geographies.

**3.3. Implementation of MESC-Approved Training and RPL Programs**

To enable effective implementation of **Short-Term Training (STT)** programs, **Recognition of Prior Learning (RPL)** initiatives, and other MESC-approved skill development interventions aligned with the **National Skill Qualification Framework (NSQF)** and applicable MSDE guidelines.

**3.4. Alignment of Skill Development with Industry Requirements**

To strengthen alignment between industry demand and skill development outcomes by ensuring that training delivery, curriculum, assessment, and certification processes are closely linked to current and emerging requirements of the Media & Entertainment industry.

**3.5. Promotion of Employment, Freelancing, and Entrepreneurship**

To support employment generation, income enhancement, freelancing opportunities, and entrepreneurship in the Media & Entertainment sector by creating industry-ready talent, facilitating industry exposure, and promoting self-employment and creative enterprise pathways.

**3.6. Strengthening Industry–Academia Collaboration**

To foster sustained collaboration between institutions, industry stakeholders, and MESC in order to promote applied learning, internships, apprenticeships, live projects, and continuous skill innovation within the sector.

**3.7. Development of a Sustainable and Quality-Driven Skilling Ecosystem**

To establish Centres of Excellence that operate on principles of quality, compliance, and sustainability, contributing to long-term capacity building and continuous improvement in Media & Entertainment skilling initiatives.

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**4. Scope of the Centre of Excellence**

The Centre of Excellence (CoE) shall function as a strategic, integrated, and outcome-oriented skilling ecosystem aligned with the priorities and guidelines of the Media and Entertainment Skills Council (MESC), the Ministry of Skill Development & Entrepreneurship (MSDE), and applicable State Government skill development and AVGC policies. The scope of the Centre of Excellence shall include, but not be limited to, the following areas:

**4.1. Workforce Development & Localization**

The CoE shall focus on the development of **skilled local manpower** to meet the workforce requirements of the Media & Entertainment industry, including film production, television, OTT platforms, AVGC, gaming, digital media, and live events. Emphasis shall be placed on workforce localization to support regional employment generation, reduce skill migration, and strengthen local industry ecosystems.

**4.2. Film, AVGC & Digital Media Ecosystem Enablement**

The CoE shall support the Media & Entertainment ecosystem by providing **trained technicians, artists, and creative professionals** across the entire value chain of **pre-production, production, post-production, broadcasting, and digital content**

**pipelines.** Training shall be aligned with industry workflows, technology platforms, and emerging content formats.

**4.3. Recognition of Prior Learning (RPL)**

The CoE shall implement **Recognition of Prior Learning (RPL)** programs for existing informal workers, freelancers, technicians, artists, and traditional performers. Certification shall be conducted under **NSQF-aligned RPL frameworks** notified by MSDE and operationalised by MESC, enabling formal recognition of skills acquired through experience and on-the-job learning.

**4.4. Short-Term Training & Upskilling**

The CoE shall implement **Short-Term Training (STT)** programs in accordance with **Common Cost Norms (CCN)** and MESC guidelines, targeting youth, students, and aspiring professionals. Programs shall be aligned to **MESC Qualification Packs (QPs)** and tailored to meet current and emerging industry requirements.

**4.5. Promotion of Regional Content & Cultural Industries**

The CoE shall promote regional languages, folk and traditional art forms, theatre, and cultural performances by integrating them into structured training programs and contemporary media formats. This shall include adaptation of traditional content for **film, television, OTT platforms, and digital media**, thereby supporting cultural preservation, creative livelihoods, and regional content ecosystems.

**4.6. AVGC & Emerging Technologies**

The CoE shall undertake focused skilling initiatives in **Animation, Visual Effects, Gaming, Extended Reality (XR), Virtual Production, Immersive Media, and Creator Economy roles**, in alignment with national and State AVGC policies. Emphasis shall be placed on technology adoption, industry-grade tools, and future-facing skill sets.

**4.7. Industry-Linked Training & On-the-Job Exposure**

The CoE shall facilitate **industry-linked training** through internships, apprenticeships, on-the-job training (OJT), live projects, studio exposure, and master classes. These activities shall be conducted in collaboration with studios, broadcasters, OTT platforms, AVGC companies, event firms, and creative enterprises to ensure practical learning and employability.

**4.8. Entrepreneurship & MSME Enablement**

The CoE shall promote **creative entrepreneurship and MSME development** by supporting start-ups, independent creators, micro-production units, AVGC studios, and artist collectives. This shall include entrepreneurship-oriented skill programs, mentoring, industry linkages, and exposure to business models within the Media & Entertainment sector.

**4.9. Monitoring, Reporting & Outcome Measurement**

The CoE shall establish robust **monitoring and reporting mechanisms** to track outcomes related to certification, employment, freelancing, entrepreneurship, income enhancement, gender inclusion, and regional participation. Data and performance metrics shall be reported to MESC in accordance with prescribed formats and timelines to ensure transparency, accountability, and continuous improvement.

## 5. Indicative Training Domains

The Centre of Excellence (CoE) may undertake **training, upskilling, reskilling, and certification** in one or more of the following **indicative domains**, subject to approval by the Media and Entertainment Skills Council (MESC) and alignment with applicable **NSQF levels, MESC Qualification Packs, and industry requirements**:

- Film & Television Production
- Acting & Performing Arts
- Cinematography, Lighting & Sound
- Editing, Post-Production & Visual Effects
- Animation, Gaming & Digital Media (AVGC)
- Make-up, Costume & Production Design
- OTT & Digital Content Creation

All programs shall be **NSQF-aligned and mapped to MESC Qualification Packs (QPs)**

## 6. Eligibility Criteria

Institutions seeking recognition as Centres of Excellence (CoE) under the Media and Entertainment Skills Council (MESC) must meet the following eligibility criteria. These criteria are intended to ensure institutional capability, quality assurance, and long-term sustainability of the CoE initiative

### 6.1. Legal Status and Recognition

The applicant must be a legally established institution in India and fall under one of the following categories:

- University, Deemed University, or
- Higher Education Institution recognised by a statutory authority; or
- Public or private institution, trust, society, or Section 8 company engaged in education, training, or skill development; or
- Industry body, studio, production house, or technology organisation with demonstrated capability in Media & Entertainment training and skilling.

The applicant must possess valid statutory registrations and approvals as applicable.

### 6.2. Institutional Experience and Capability

The applicant must demonstrate:

- Prior experience in education, training, skilling, or industry operations related to Media & Entertainment, AVGC, digital media, performing arts, or allied domains; and
- Organisational capacity to plan, implement, and manage skill development programs at scale.

### 6.3. Infrastructure and Facilities

The applicant must:

- Possess or commit to developing adequate physical infrastructure relevant to the

- proposed training domains, including classrooms, studios, laboratories, workshops, and learner support facilities;
- Provide access to industry-grade equipment, tools, and licensed software as required for effective training delivery.

#### **6.4. Faculty and Human Resources**

The applicant must demonstrate availability of:

- Qualified faculty and trainers with relevant academic and/or industry experience;
- Certified trainers or willingness to undergo Training of Trainers (ToT) as prescribed by MESC;
- Adequate administrative and technical staff to support CoE operations.

#### **6.5. Industry Linkages**

The applicant must:

- Have existing or proposed partnerships with industry stakeholders such as studios, broadcasters, OTT platforms, AVGC companies, event firms, or creative enterprises;
- Demonstrate intent to facilitate internships, apprenticeships, live projects, and industry exposure for learners.

#### **6.6. Governance and Management Framework**

The applicant must establish:

- A defined governance and management structure for the proposed CoE;
- Clear roles and responsibilities for academic delivery, administration, industry engagement, and quality assurance;
- Mechanisms for grievance redressal, learner feedback, and continuous improvement.

#### **6.7. Financial and Operational Sustainability**

The applicant must demonstrate:

- Financial capacity to support the establishment and ongoing operation of the CoE;
- A sustainability plan outlining long-term operational viability without exclusive dependence on government funding.

#### **6.8. Compliance with National Skilling Frameworks**

The applicant must commit to:

- Alignment with the **National Skill Qualification Framework (NSQF)**;
- Compliance with guidelines issued by **MSDE**, **NCVET**, and **MESC** from time to time;
- Adoption of approved curricula, assessment, certification, and reporting mechanisms.

#### **6.9. Commitment to Quality and Outcomes**

The applicant must demonstrate commitment to:

- Quality training delivery and learner outcomes;
- Monitoring of certification, employment, freelancing, entrepreneurship, and income enhancement;

- Transparent reporting and participation in audits or reviews conducted by MESC or authorised agencies.

#### **6.10. Non-Disqualification**

The applicant institution:

- Must not have been blacklisted or debarred by any Central or State Government department, statutory body, or public sector organisation.

Must not be involved in any legal proceedings that adversely impact its ability to perform obligations under the CoE framework.

### **7. Support and offerings to be Extended by MESC to the Centres of Excellence**

The Media and Entertainment Skills Council (MESC) shall extend comprehensive **institutional, academic, programmatic, industry, branding, and capacity-building support** to Institutions recognised as Centres of Excellence (CoE), with the objective of enabling effective implementation, quality assurance, industry alignment, and long-term sustainability of Media & Entertainment skilling initiatives.

The support and offerings extended by MESC shall include, but not be limited to, the following:

#### **7.1. National Recognition and Accreditation**

- Formal recognition as a National Centre of Excellence (CoE) in approved Media & Entertainment domains
- Authorisation to deliver MESC-aligned skilling, upskilling, reskilling, and RPL programs
- Recognition under MESC's national skill development and industry framework

#### **7.2. Curriculum Alignment, Qualification Mapping and Academic Support**

- Curriculum mapping and alignment of institutional programs with MESC Qualification Packs (QP) and National Occupational Standards (NOS)
- Periodic academic updates in line with industry trends, technology advancements, and policy changes
- Providing guidance on curriculum structure, learning outcomes, and assessment alignment

#### **7.3. Assessment, Certification, and RPL Enablement**

- Facilitation of MESC skill certifications for learners enrolled at the CoE (up to 100 certifications annually, or as mutually agreed)
- Support for implementation of Recognition of Prior Learning (RPL) programs under MSDE and MESC frameworks
- Coordination with authorised assessment agencies for assessment and certification

#### **7.4. Training of Trainers (ToT) and Faculty Development**

- Training of Trainers (ToT) programs for up to 5 faculty members/trainers (or as approved).

- Orientation and capacity-building programs on pedagogy, assessment standards, industry practices and emerging technologies.
- Updates on new job roles, technologies, and skill standards.
- Continuous faculty upskilling through workshops, refresher programs, and expert-led sessions

#### **7.5. Industry Advisory and Networking Support**

- Industry advisory inputs for program design and delivery.
- Networking opportunities with studios, broadcasters, OTT platforms, AVGC companies, and industry bodies.
- Participation in industry-led forums, workshops, and skill development initiatives.
- Facilitation of up to 10 online masterclasses annually by industry professionals
- Organising up to 5 physical / on-campus masterclasses per year, subject to mutual planning
- Facilitation of industry interactions, workshops, studio visits, and expert sessions

#### **7.6. Branding and Visibility Support**

- Use the MESC CoE recognition status and approved branding as per prescribed guidelines.
- National-level marketing, promotion, and branding support through MESC platforms, subject to compliance.
- Inclusion of the CoE in MESC's official website, publications, and promotional campaigns
- Media talkbacks, press visibility, and public relations support, subject to approvals
- Social media promotion of CoE activities, achievements, and flagship initiatives
- Enhanced visibility for the institution's Media & Entertainment programs under the MESC banner

#### **7.7. Monitoring, Quality Assurance, and Compliance Support**

- Monitor performance of CoEs through periodic reviews, reports, and audits
- Provide feedback and guidance for continuous improvement
- Support for renewal, expansion into new domains, or scaling of operations based on performance
- Support compliance with MSDE, NCVET, and MESC quality standards.

#### **7.8. Programmatic and Policy Guidance**

- Guidance on implementation of national and state-level skilling initiatives
- Advisory support on policy changes, scheme guidelines, and compliance requirements
- Information on emerging opportunities relevant to the Media & Entertainment sector.

#### **7.9. Facilitation of Employment and Career Pathways**

MESC shall endeavour to:

- Facilitate linkages with industry partners for internships, apprenticeships, and placements

- Facilitation of industry projects, visits, and collaborations with MESC-affiliated partners
- Support for apprenticeship-embedded degree or diploma programs, where applicable
- Organisation of exclusive or priority job fairs at the CoE campus, subject to industry participation
- Support for placement, freelancing, project-based work, and career progression pathways

#### **7.10. Review, Renewal, and Expansion Support**

MESC shall periodically review the performance of the CoE and may:

- Renew recognition subject to satisfactory performance
- Approve expansion into additional domains or locations
- Recommend corrective actions or capacity enhancement measures, where required.

#### **7.11. Celebrity, Flagship and Specialised Initiatives**

- Access to celebrity-led or industry-flagship courses, where applicable
- Facilitation of annual celebrity-led or industry-anchored events at the CoE campus, subject to feasibility
- Issuance of co-branded certificates for approved celebrity or flagship programs

#### **7.12. Advanced, Strategic and National Initiatives**

- Support for recognition as an Authorised WorldSkills India Training Centre (AWTIC), subject to eligibility and approval
- Enablement of incubation centre support for creative entrepreneurship, start-ups, and MSMEs
- Facilitation of international collaborations and student exchange programs, where feasible
- Engagement of the CoE as a MESC Government Project Implementation Partner, subject to project requirements

All support and offerings shall be subject to:

- Compliance with **MSDE, NCVET, NSQF, and MESC guidelines**
- Availability of resources and approvals
- Performance-based review and outcomes

### **8. Reciprocal Obligations of the Centres of Excellence**

Institutions recognised as Centres of Excellence (CoE) under the Media and Entertainment Skills Council (MESC) shall undertake the following reciprocal obligations to ensure quality delivery, compliance, and achievement of intended outcomes under the CoE framework:

#### **8.1. Institutional Commitment and Governance**

- Establish and maintain a dedicated Centre of Excellence with defined governance, leadership, and operational structures.
- Nominate a single-point CoE Coordinator / Nodal Officer responsible for coordination with MESC.

- Constitute an Advisory Board / Academic Council, including MESC-nominated members, to guide academic and industry alignment.

#### **8.2. Infrastructure, Facilities and Resources**

- Provide and maintain adequate physical infrastructure, including classrooms, studios, laboratories, workshops, and learner support facilities relevant to approved domains.
- Ensure availability and upkeep of industry-grade equipment, tools, and licensed software as prescribed for training delivery.
- Comply with applicable safety, fire, health, and accessibility norms.

#### **8.3. Faculty, Trainers and Human Resources**

- Deploy qualified faculty, trainers, and technical staff with relevant academic and industry experience.
- Ensure trainers undergo Training of Trainers (ToT) or certification as prescribed by MESC.
- Facilitate continuous faculty upskilling and participation in MESC-led capacity-building initiatives.

#### **8.4. Training Delivery and Academic Standards**

- Deliver training strictly in accordance with NSQF-aligned MESC Qualification Packs (QPs), curricula, and guidelines.
- Maintain prescribed standards of pedagogy, training hours, assessment, and learner engagement.
- Ensure fair, transparent, and timely conduct of assessments and certification processes.

#### **8.5. Implementation of RPL and Short-Term Training**

- Implement Recognition of Prior Learning (RPL) and Short-Term Training (STT) programs as approved by MESC and MSDE.
- Adhere to Common Cost Norms (CCN) and other applicable guidelines.
- Maintain accurate records and documentation related to training and certification.

#### **8.6. Industry Engagement and Learner Exposure**

- Actively engage with industry partners to facilitate internships, apprenticeships, live projects, studio exposure, and masterclasses.
- Support industry-linked training and practical exposure for learners.
- Maintain records of industry engagement and learner outcomes.

#### **8.7. Monitoring, Reporting and Data Compliance**

- Submit periodic reports to MESC on enrolment, training delivery, assessment, certification, placement, freelancing, entrepreneurship, and other outcomes.
- Ensure accurate and timely data entry on designated platforms.
- Cooperate with audits, inspections, and reviews conducted by MESC or authorised agencies.

#### **8.8. Branding, Communication and Use of MESC Identity**

- Use the MESC name, logo, and CoE recognition strictly in accordance with prescribed branding and communication guidelines.
- Avoid any misrepresentation of affiliation or endorsement beyond the approved scope.

- Obtain prior approval from MESC for public communication or branding related to CoE status, where required.

#### **8.9. Financial and Administrative Compliance**

- Pay applicable fees and charges as prescribed by MESC within stipulated timelines.
- Maintain transparent financial and administrative records related to CoE operations.
- Ensure that learner fees, if any, are disclosed transparently and in compliance with applicable norms.

#### **8.10. Quality Assurance and Continuous Improvement**

- Participate in periodic reviews, performance evaluations, and quality audits conducted by MESC.
- Implement corrective actions and improvement measures as recommended.
- Strive for continuous enhancement of training quality, infrastructure, and learner outcomes.

#### **8.11. Ethical Conduct and Legal Compliance**

- Adhere to all applicable laws, regulations, and policies, including those related to labour, safety, data protection, and intellectual property.
- Ensure ethical conduct, non-discrimination, and inclusion in all training activities.
- Immediately inform MESC of any legal, financial, or operational issues that may impact CoE functioning.

#### **8.12. Validity, Renewal and Termination**

- Comply with conditions related to the validity and renewal of CoE recognition.
- Acknowledge that failure to meet obligations may result in suspension or withdrawal of CoE recognition, as per the terms of the MoU.

### **9. Selection Process:**

The selection of Institutions for recognition as Centres of Excellence (CoE) under the Media and Entertainment Skills Council (MESC) shall be undertaken through a structured, transparent, and merit-based process, aligned with the objectives of the EOI and applicable guidelines of MSDE, NCVET, and MESC.

#### **9.1. Submission of Expression of Interest**

Interested Institutions shall submit their Expression of Interest in the prescribed format, along with all required information, declarations, and supporting documents, within the timelines specified in the EOI notification. Incomplete submissions or submissions received after the due date may not be considered.

#### **9.2. Preliminary Scrutiny**

MESC shall conduct a preliminary scrutiny of all EOIs to verify:

- Eligibility criteria and statutory compliance;
- Completeness of the application and annexures;
- Submission of mandatory declarations and documents.

Applications not meeting the eligibility requirements or found to be incomplete may be rejected at this stage.

### **9.3. Detailed Evaluation**

Eligible and complete EOIs shall be subjected to a detailed evaluation by a duly constituted Evaluation Committee. The evaluation shall be based on defined parameters, which may include:

- Institutional credibility and experience;
- Adequacy and readiness of infrastructure and facilities;
- Faculty strength and human resource capability;
- Industry partnerships and ecosystem linkages;
- Governance framework and sustainability plan;
- Alignment with NSQF, MESC Qualification Packs, and sector priorities;
- Regional relevance and proposed impact.

The evaluation shall be non-financial in nature and focused on institutional capability and readiness.

### **9.4. Presentations and Clarifications**

Based on the outcome of the detailed evaluation, shortlisted Institutions may be invited to:

- Make presentations before the Evaluation Committee; and/or
- Provide additional clarifications or documentation, as required.

### **9.5. Site Visit and Physical Verification**

MESC may, at its discretion, conduct site visits or physical verification of shortlisted Institutions to assess:

- Infrastructure and facilities;
- Availability of equipment and software;
- Faculty and administrative arrangements;
- Overall readiness to operationalise the Centre of Excellence.

### **9.6. Recommendation and Approval**

Based on the evaluation, presentations, and site visit findings, the Evaluation Committee shall recommend Institutions for recognition as Centres of Excellence. Final approval shall be granted by the **Competent Authority of MESC** in accordance with established governance processes.

### **9.7. Issuance of Letter of Intent (LoI)**

Selected Institutions shall be issued a Letter of Intent (LoI), outlining the terms and conditions for recognition as a Centre of Excellence and the next steps for formalisation.

### **9.8. Execution of Memorandum of Understanding (MoU)**

Recognition as a Centre of Excellence shall be formalised through the execution of a Memorandum of Understanding (MoU) between MESC and the selected Institution, defining roles, responsibilities, scope of activities, monitoring mechanisms, and validity

period.

#### **9.9. Validity, Review, and Continuation of Recognition**

The recognition granted to an Institution as a **Centre of Excellence (CoE)** under this EOI shall be valid for a period of **two (2) years** from the date of execution of the Memorandum of Understanding (MoU) between the Media and Entertainment Skills Council (MESC) and the recognised Institution, unless terminated earlier in accordance with the terms of the MoU.

The continuation of recognition during the validity period and eligibility for renewal thereafter shall be subject to the following conditions:

- **Periodic Review and Performance Assessment**  
The CoE shall be subject to periodic review, monitoring, and performance assessment by MESC or its authorised representatives to evaluate compliance, quality of delivery, and achievement of intended outcomes.
- **Continued Compliance with Applicable Guidelines**  
The CoE shall maintain continuous compliance with guidelines, standards, and directions issued by MSDE, NCVET, and MESC, including those relating to NSQF alignment, assessment, certification, reporting, and branding.
- **Achievement of Agreed Performance Outcomes**  
The CoE shall be required to achieve satisfactory performance outcomes, including but not limited to training delivery, certification, employment, freelancing, entrepreneurship, inclusion, and regional participation metrics, as mutually agreed and prescribed by MESC from time to time.
- **Corrective Actions and Suspension**  
In case of deficiencies or non-compliance identified during reviews, MESC may prescribe corrective actions with defined timelines. Failure to implement such corrective actions may result in suspension or withdrawal of CoE recognition.
- **Renewal of Recognition**  
Upon completion of the initial validity period, recognition as a Centre of Excellence may be renewed for a further term, subject to satisfactory performance, continued compliance, and approval by the competent authority of MESC.

#### **9.10. Right to Accept or Reject**

MESC reserves the right to accept or reject any or all EOIs, to modify the selection process, or to cancel the EOI without assigning any reasons. The decision of MESC shall be final and binding

#### **10. Application Fee**

Institutions submitting an Expression of Interest (EOI) for recognition as a **Centre of Excellence (CoE)** under the Media and Entertainment Skills Council (MESC) shall be required to pay a **non-refundable application processing fee of ₹30,000/- (Rupees Thirty Thousand only)** at the time of submission of the EOI.

Upon selection and issuance of the **Letter of Intent (LoI)** by MESC, the selected Institution shall be required to pay an additional **non-refundable fee of ₹10,00,000/- (Rupees Ten Lakh only)** towards recognition and processing of the Centre of Excellence.

The total fee payable towards recognition as a Centre of Excellence shall thus be **₹10,30,000/- (Rupees Ten Lakh Thirty Thousand only)**.

The fees are intended to cover administrative, evaluation, verification, and recognition-related costs, including scrutiny of applications, detailed evaluation, institutional assessment, site visits (where applicable), and processing of recognition.

Applications submitted without payment of the prescribed application processing fee at the EOI stage, or with incomplete or incorrect payment details, shall be liable to rejection.

Payment of the application fee and/or the recognition fee does not guarantee final recognition as a Centre of Excellence. All fees paid shall be **non-refundable under all circumstances**, irrespective of the outcome of the selection or recognition process.

## ANNEXURE – 1

### EXPERIENCE DETAILS OF THE APPLICANT INSTITUTION

Applicants are required to provide detailed information on their institutional, academic, training, and industry experience relevant to the Media & Entertainment sector. Separate sheets may be attached wherever required.

#### A. Institutional Background and Experience

Particulars	Details to be Provided
Name of Institution / Organisation	
Year of Establishment	
Legal Status	
Core Areas of Operation	
Years of Experience in Education / Training / Industry	
Previous Recognition / Accreditation	
Geographic Presence	

#### B. Experience in Media & Entertainment Sector

Particulars	Details
Domains of Experience	
Nature of Engagement	
Years of Sector-Specific Experience	
Key Projects / Productions / Initiatives	
Notable Achievements / Awards	

#### C. Skill Development & Training Experience

Particulars	Details
Experience in Skill Development Programs	
NSQF / SSC-Aligned Programs Delivered	
Total Number of Candidates Trained	
Certification Experience (RPL / STT / Long-Term)	
Experience with Government / State Skill Missions	

#### D. Recognition of Prior Learning (RPL) Experience

Particulars	Details
Experience in Conducting RPL Programs	
RPL Models Implemented	
Number of Candidates Certified under RPL	
Sectors / Job Roles Covered	
Monitoring and Documentation Systems Used	

#### E. Industry Partnerships and Collaborations

Particulars	Details
Key Industry Partners / Studios / Companies	
Nature of Partnership	
Duration of Partnership	
MoUs / Agreements in Place	
Outcomes Achieved	

#### F. Faculty, Trainers and Industry Experts

Particulars	Details
Number of Full-Time Faculty	
Number of Certified Trainers	
Number of Visiting / Industry Faculty	
Average Industry Experience of Faculty	
Trainer Certification / ToT Details	

#### G. Infrastructure & Facilities Experience

Particulars	Details
Studios / Labs / Workshops Operated	
AVGC / Digital / Post-Production Facilities	
Industry-Standard Equipment & Software Used	
Capacity to Scale Infrastructure	

#### H. Placement, Freelancing & Entrepreneurship Outcomes

Particulars	Details
Placement Support Provided	
Approximate Placement Rate (%)	
Freelancing / Self-Employment Outcomes	
Start-ups / MSMEs Supported	
Industry Feedback / Testimonials	

#### I. Key Learnings and Institutional Strengths

Please describe key learnings, institutional strengths, and unique capabilities (Maximum 500 words):

#### J. Declaration

We hereby declare that the information provided above is true, correct, and complete to the best of our knowledge and belief. We understand that any misrepresentation or false information may lead to rejection of the EOI or withdrawal of recognition, if granted.

Name & Signature of Authorised Signatory: \_\_\_\_\_

Designation: \_\_\_\_\_

Date: \_\_\_\_\_

Seal of Institution: \_\_\_\_\_

## **Anexure-2**

### **Declaration Regarding Clean Track Record**

(To be enclosed in the Bid)

*(To be signed and executed in non-judicial stamp paper of Rs. 100/- and notarised)*

To,  
CEO,  
Media and Entertainment Skills Council,

#### **Sub: Setting up and Operationalization of a Centre of Excellence in Media & Entertainment**

Sir/ Madam,

I have carefully gone through the Terms & Conditions contained in the above EOI Document. I hereby declare that my company/ organisation have not been debarred/black listed by any Government / Semi Government organizations in India. I further certify that I am competent officer in my company to make this declaration.

Yours faithfully,

(Signature of the Bidder) Printed Name Designation

Seal Date:

Business Address

## **Annexure 3**

### **Consent for Site Visit and Verification**

*(To be submitted on the Letterhead of the Applicant Institution)*

**Date:** \_\_\_\_\_

To

The Chief Executive Officer

Media and Entertainment Skills Council (MESC)

**Subject: Consent for Site Visit and Verification – Application for Centre of Excellence (CoE)**

**Dear Sir / Madam,**

This is with reference to our Expression of Interest (EOI) submitted to the Media and Entertainment Skills Council (MESC) for recognition as a Centre of Excellence (CoE) in the Media & Entertainment Sector.

We hereby convey our consent and permission to MESC and/or its authorised representatives to conduct a site visit at our institution for the purpose of evaluation, assessment, and verification of infrastructure, facilities, faculty, records, and documents submitted as part of the EOI process.

We confirm that during the site visit, the authorised representatives of MESC shall be permitted to:

- Inspect classrooms, studios, laboratories, workshops, and other training facilities;
- Verify original documents, records, and information submitted with the EOI;
- Interact with management, faculty members, trainers, and key personnel;
- Assess overall preparedness and capability of the institution to function as a Centre of Excellence.

We further confirm that all information provided by us in the EOI and supporting documents is true, correct, and complete to the best of our knowledge and belief. We understand that any discrepancy, misrepresentation, or concealment of facts may lead to rejection of our application or withdrawal of recognition, if granted.

We agree to extend full cooperation to the MESC evaluation team during the site visit and abide by the terms and conditions prescribed by MESC in this regard.

This consent is given voluntarily and without any reservation.

**Thanking you.**

**Yours faithfully,**

**Name of Institution:** \_\_\_\_\_

**Address of Institution:** \_\_\_\_\_

**Name of Authorised Signatory:** \_\_\_\_\_

**Designation:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Seal of Institution:** \_\_\_\_\_

## Payment Terms:

### Bank Transfer Details NEFT

Bank Name: Punjab National Bank  
Bank Account No: 0359018039336  
IFSC Code: PUNB0035920

Media and Entertainment Skills Council - **PAN No. AACAM3867E**

**Note:** Kindly ensure that the payment details (UTR Number / Transaction Reference Number), along with the duly filled **EOI document**, are shared via email at [Operations@mescindia.org](mailto:Operations@mescindia.org), and submit the signed hard copy to **Media & Entertainment Skills Council (MESC), 522–524, 5th Floor, DLF Tower A, Jasola Vihar, New Delhi – 110025**. Processing will begin only after payment confirmation, and the EOI fee shall be non-refundable.

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