

March 2022 | Edition 27 | Special Edition

Media TalkBack



The
Journey to
Indiaskills

PRINT MEDIA TECHNOLOGY
GRAPHIC DESIGN TECHNOLOGY
INDUSTRIAL DESIGN TECHNOLOGY
3D DIGITAL GAME ART



www.mescindia.org



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MESSAGE FROM THE CHAIRMAN



Thank you for considering AWSITC

Being a chairman of Media & Entertainment Skills Council, I feel proud to see that thousands of youngsters are now enrolling for IndiaSkills Competitions. That shows how intelligent our youth is and they understand the value of Skills. They are passionate and want to showcase their skills at global platform of worldSkills. Despite the covid situation, these candidates kept a fighting spirit and compete at various levels.

No matter if you win at Regional, National or International level; you are a champion of our country and we are proud to have a skilled youth.

My heartiest congratulations to the candidates and their loved ones that they performed so well at IndiaSkills Competition.

At this stage, I'd like to send my good wishes to the candidates preparing for WorldSkills Shanghai.

APNA HUNAR DIKHAO, JAO GOLD JEET KE AAO!

A handwritten signature in black ink, which appears to read 'Subhash Ghai'.

Mr. Subhash Ghai

Chairman,
Media & Entertainment Skills Council

MESSAGE FROM THE CEO



Editor in chief - Mr. Mohit Soni

I extend my regards towards everyone who supported and contributed to the completion of the 27th edition of Media TalkBack focused on "The Journey to IndiaSkills". I believe reading is the most powerful tool we have for connecting and sharing the human experience.

Today, with millions of people around the globe staying close to home to reduce the risk of spreading COVID-19, access to books, magazines and information is more important than ever before. Reading can offer incredible comfort: it reduces anxiety and makes us feel more accomplished and even happier. Through this, you will get an insight on one of the biggest Skill competitions of the world i.e., WorldSkills and the details on the journey of 35 candidates who compete in IndiaSkills Competition from across the country.

These are our champions and will be welcomed by the industry. Our goal is simply to ensure quality content and education for everyone as we settle into our new normal. We encourage you to take care of yourself and each other, and we hope reading can offer you solace during these difficult times.

Mr. Mohit Soni

Chief Executive Officer,
Media & Entertainment Skills Council

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The start of journey

It was 1946 and there was a great need for skilled workers in Spain. Mr. José Antonio Elola Olaso, who was General Director of OJE (Spanish Youth Organization), had an insight. He felt that it was necessary to convince youth, as well as their parents, teachers and prospective employers, that their future depended on an effective vocational training system.

Later, Mr Olaso chose Francisco Albert-Vidal to further develop this idea together with Antonio Almagro Diaz and Faustino Ramos Diaz, who were on different occasion directors of the Work Centres. Dr Diómedes Palencia Albert, Director at that time of "Virgen de la Paloma" (the most important Spanish Training Centre), was appointed as technical adviser for the whole project. For this challenge the most suitable solution was to promote a competition. So, young people's competing spirit would be inspired, adults would discuss the competition results and visitors would be able to see a great variety of trades being demonstrated.

This simple yet brilliant idea of watching people from different trades at their workstations proved to be a great success. So, in 1947, with the participation of around 4,000 apprentices from a dozen mechanical trades, the first National Competition took place in Spain.

The digital era came along with the 21st century and the Board recognized the need to make the whole organization much more focused on marketing and promotion through programs like "WorldSkills Champions on the World Stage". Greater promotion and awareness brought a significant increase in Membership which greatly extended the global/geographic reach of WorldSkills. Through strategic efforts and targeted strategies, international media began to take notice of the organization with just under 1,000 media accredited to cover the 41st WorldSkills Competition in London, United Kingdom in 2011. Today, WorldSkills is held every two years in different parts of the world. It describes itself as the global hub for skills bringing together young people, industry, government, education, and institutions, to promote the benefits of and need for skilled trade professionals. The aims of the competition include demonstrating the advantages of learning a vocational skill, and encouraging 'parity of esteem' between vocational and academic qualifications.

DID YOU KNOW?

Spain is the only country who has hosted the maximum number of WorldSkills competition which is 11

Kazan was the largest WorldSkills competition ever

Shweta Ratanpura is first India female to win Bronze at WorldSkills

There are 35% candidates from AWSITCs participating in IndiaSkills National 2021

Graphic Design Technology is the only skill which has been getting medallion of excellence from the year India started competing in the skill at WorldSkills International Competition So far GDT has won in Germany, Brazil, Abu Dhabi and at Bronze Medal at Kazan Russia, 2019

“ India is surely to be among the top 10 countries at the WorldSkills Shanghai 2022 ”

Col Ravindra Nath Kharbanda

Advisor - MESC,
Honorary Member - WorldSkills



The last WorldSkills competition was held in Kazan Russia where there were competitions in 51 skills areas with close to 1,300 young people taking part. The next WorldSkills Competition will be held in Shanghai, China from October 12th, 2022 to October 17th, 2022.

Currently it has 83 Member countries and regions, most of which organize national skills competitions that help to prepare the workforce and talent of today for the jobs of the future. WorldSkills is not just a Competition, it is a movement. By working within the six key areas of Research, Promoting Skills, Career Building, Education and Training, International Cooperation and Development, and Skills Competitions, WorldSkills will be the global hub for skills excellence and development with ongoing activities nationally, regionally and globally. The WorldSkills Foundation contributes with projects and initiatives that demonstrate the capacity for innovation and collaboration with partners, in order to leverage and build self-sustaining activities. Governed by an international Board of Directors and administered by the WorldSkills Secretariat, its mission is "To raise the profile and recognition of skilled people, and show how important skills are in achieving economic growth and personal success."

Worldskills as a whole aims to be proactive on skills issues by constantly influencing agendas and enabling networks through word-of-mouth, events, social media which is probably the most important form of communication in this modern age as it is arguably the fastest form of communication. They are also a part of the conversation in policy development in countries all around the world and the authority on skills development and excellence worldwide as a power-hub and information resource. They work together with educators, policy makers, industry, and other organizations to redefine the value and improve the attractiveness of skills. They advocate the need, value, and results of skilled work and professional training for young people so that industries, regions, and countries will thrive in the global economy.

It also access network of resources and tools for young skilled professionals to build on their success and inspire future generations of skilled workers to discover the relevance and importance of skills. Worldskills inspire and attract the next generation of skilled professionals to discover the relevance and importance of skills to prepare them for a career of a lifetime. They provide young people who are in the beginning of their careers the infrastructure and career toolbox they need to be successful for a life-time. They also leverage skills professionals and alumni by supporting mentorships between countries, generations, and skills. They build Competitors' character, confidence, commitment, and self-esteem and offer companies, industries, and trade a chance to meet and recruit skilled people who have demonstrated that they are at the "top of their game. Worldskills provide tools for educators and industry to develop new and innovative ways of teaching and training the future workforce to gain the skills in demand.

As a free standing, non-political organization, WorldSkills International provides a cost effective means for international government and industry cooperation in achieving higher standards and status for vocational education and training on a worldwide basis.

"You should be able to reject your design and start from scratch at any point of time for the best result."



Arun raj Balasubramani
Medallion of Excellence 2013 &
Best of the Nation Award in
Graphic Design Technology

"All the best! Take back the most you can from this journey and enjoy every minute."



Simoul Alva
Winner – Mini Skills Russia &
Medallion of Excellence – 2017

WORLD SKILLS

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

MESC SHINES AT WORLD SKILLS KAZAN, 2019



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



Why Participate?

- 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.



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



Skills Trades for WorldSkills



India's Journey in WorldSkills

Founded in 1950, WorldSkills is the global hub for skills excellence and development. WorldSkills brings youth, industries, and educators together to give youth the chance to compete, experience, and learn how to become the best in their skill of choice. From the traditional trades to multi-skilled technology careers in the industry and service sectors, supported by partners, industries, governments, volunteers, and educational institutions, WorldSkills vision is to improve the world through the power of skills. It has 75 Member countries and regions, all working with youth, educators, governments, and industries to help prepare the workforce and talent of today for the jobs of the future.



WorldSkills India is an initiative of the National Skill Development Corporation (NSDC) under the Ministry of Skill Development and Entrepreneurship, Government of India. NSDC, through its WorldSkills India initiative, has been leading the country's participation at WorldSkills International competitions since 2011. This competitions help promulgate skills in society especially among the youth to motivate them to pursue vocational education which will be beneficial for them in the future and also help in inculcating various skills. It also create partnership network among various bodies and agencies such as government, industry, academic partners, VET institutions, trade associations and youth to promote skills and training. The competition helps in establishing long-term association with WorldSkills, International and other WorldSkills member countries some of which include Argentina, Australia, Bangladesh, Brazil, Canada, China, France, Germany, India, Iran, Ireland, Mexico, New Zealand, Norway, United Kingdom, United Arab Emirates among many others.

It is a platform where emerging professionals can display their workplace skills with utmost perfection and make India proud. The competition also facilitates cooperation between government, industry and academia to create nationwide awareness, ownership and participation across various skills. WorldSkills mainly help Indian youth to attain world class standards of competence, excellence and productivity.

"Each of my candidates has told me afterwards, how much WorldSkills has changed and inspired them to successfully continue their path in life."



**Wolfgang
Toechterle**

International Expert,
WorldSkills, 2017

Out of the 51 skills represented in the competition, India is taking part in more than 45 skills such as Automobile Technology, Beauty Therapy, Cooking, Fashion Technology, Web Design, IT Software Solution for Business, Carpentry, Graphic Design Technology, Hair Dressing, Health and Social Care, Jewellery, Painting and Decorating, 3D Game Art, Industrial Control, Concrete Construction Work, Landscape Gardening, Print Media Technology and so on.

For a person to compete in WorldSkills, they have to follow some procedures and get through various stages of competitions. Any skilled person who is 21 years and below can participate in any of the skills, with the exception to Aircraft Maintenance, Manufacturing Team Challenge and Mechatronics. For a person to take part in the competition, interested candidate should register in the portal dedicated to IndiaSkills Competitions.

The process of selecting the candidate is based on levels which starts from district and then move forward to state competition to regional and finally the national championship from where 2 best candidates would be selected and trained and put through tough challenges n tasks to check their skills, commitments & consistency and the one who wins the final selection competition would be representing India at WorldSkills, 2019 in Kazan, Russia.

NSDC took charge of worldSkills from 2011. Till last year the procedure for selecting the candidate was different and short but This year NSDC & the ministry came up with the idea of involving each state and union territory along with the Sector Skills Council who have always been a part of worldSkills from its initiation in India to play an important part in the selection of the candidate . This initiative was great step towards making people aware about the WorldSkills at rural and urban level .

Sector skill council plays the important role in the selection . A SSC being the pioneer on that particular skill provides the requisite infrastructure, training & experts to the candidate . SSC industry partner play a major role in backing up the skill with international expertise & updated infrastructure. The guidance plays a major factor in this competition .

DID YOU KNOW?

MESC selected top 10 AWSITC from over 100 Expressions of interests received

AWSITC are the state of Art centers to prepare candidates to win at various international competitions

The trainers and faculty at AWSITC are trained as per WorldSkills and international competition standards

AWSITC offers up-to 100% scholarships to the candidates

AWSITC intake admissions twice a year i.e April & October

“ We have the talent and the skills so, hard work and fundamental knowledge of Printing is the key to winning! ”



- Sameer Prabhune,
Print Media Technology Jury, IndiaSkills

“ IndiaSkills is a wonderful platform which takes your skills to next level. It gives me immense pleasure to share my experience as a candidate of Indiaskills 2021. It's not just a platform to compete in your own field but also an exposure of different trades (skills) and a competition to bring out the best within you. I got to learn a lot in this journey and met different Industry experts. This has improved my self-confidence and inspired me to give my best in the Nationals. ”



- Omkar Kokatey
Indiaskills 2021 Participant
Print Media Technology (West Region)

“ Plan and fight one day at a time and let that day and its result stay there don't carry them forward. ”



- Sriram Govindasamy,
Medallion of Excellence 2015,
10th Rank holder, WorldSkills, 2015



IndiaSkills COMPETITIONS

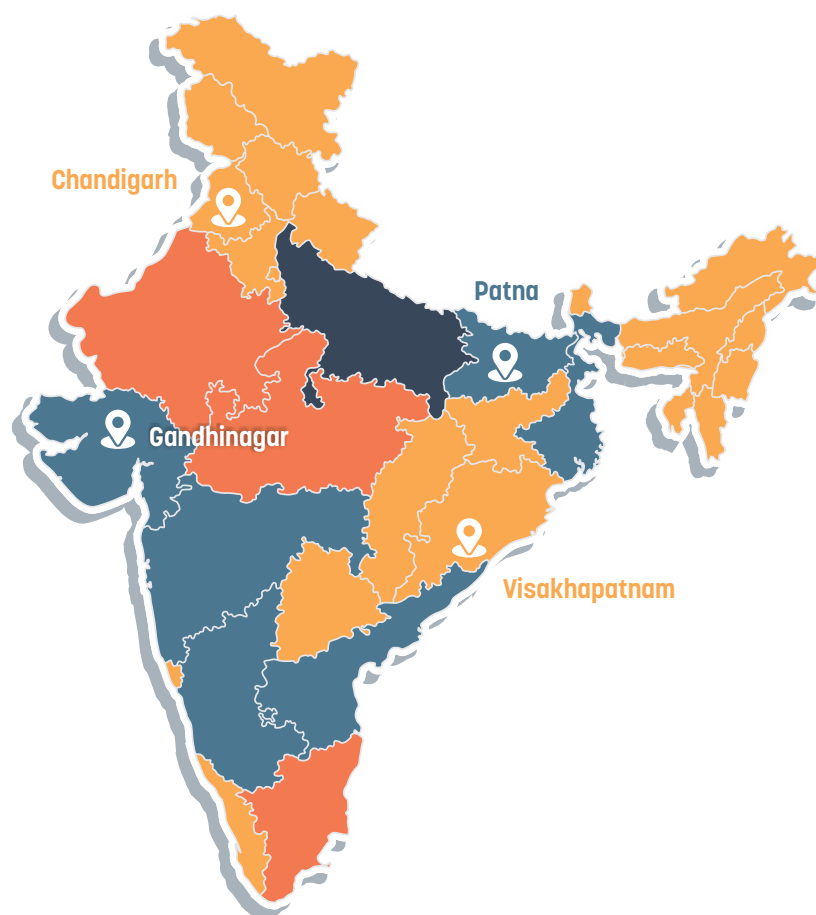
IndiaSkills Competition is organised by National Skill Development Corporation (NSDC), working under the aegis of the Ministry of Skill Development and Entrepreneurship (MSDE). NSDC has been leading India's participation at the WorldSkills International competitions since 2011 along with sector skills councils. In the last edition of WorldSkills International 2019 held in Kazan, Russia, India won one gold and silver medals each, two bronze medals and 15 Medallions of Excellence, ranking 13 among 83 countries that participated in the global event for skill appreciation.

INDIASKILLS COMPETITION 2021

The long journey of IndiaSkills 2021, has been full of ups and downs due to the uncertain situations of COVID 19 in India. Despite that IndiaSkills 2021 was completed at ITPO, New Delhi from Jan 6th, 2022 - Jan 10th, 2022. Thousands of candidates registered for the India's biggest Skill Competition in 2019 & 2020 for 46 skills, 10 traditional skills and 4 demo skills. The competitors are all set to compete at the biggest showcase of skilled youth in India and further represent the country during WorldSkills, 2022.

REGIONAL COMPETITIONS

Four regional competitions—East, West, North and South—were conducted in Patna, Gandhinagar, Chandigarh, and Visakhapatnam, respectively, during October-December. More than 500 winners of all regional competitions combined will enter IndiaSkills Nationals. With an aim to provide world-class infrastructure to participants, the regional skill competitions were held in a decentralised model and were conducted at multiple Partner Institutes (Pis), specialising in different skills, in the host city. The opening and closing ceremonies took place at a centralised venue, where participants, jury, experts, mentors representing all skills were present.



It's a matter of pride for a state to have the winner. To prepare the candidates, all the states trained their registered and shortlisted candidates by the bootcamps organized by the state with support of Media & Entertainment Sector Skills Council. The candidates went through series of tests to reach the state level competition and the highest level of state competition happened with the support of AWSITCs, Experts and Sector Skill Councils. The grooming sessions were organized at every state and the top 2 candidates of the state reached the Regional Competition.

After the tough competition on various modules in each skill for 2 days; the region found the winners to compete and get glory for the state at IndiaSkills National Competition 2021.

LIST of National CANDIDATES (or a page full of their collage).

Regions	Participants	Winners
East	240+	98
West	230+	82
North	450+	109
South	400+	124

**MAKE INDIA PROUD
WITH YOUR SKILLS**





INDIASKILLS 2021 WINNERS



Steven Harris, Karnataka
Graphic Design Technology



Utsav, Bihar
Graphic Design Technology



Vageesha Jain
Graphic Design Technology



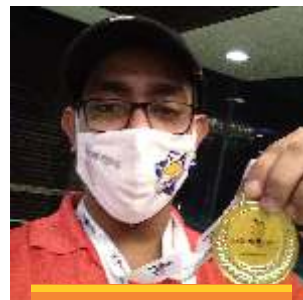
Shrishti Mitra
Graphic Design Technology



Pankaj Singh, Maharashtra
3d Digital Game Art



Abhinav Verma, Uttarakhand
3d Digital Game Art



Subhajit Daw, West Bengal
3d Digital Game Art



Durga Pavan, Telangana
3d Digital Game Art



Omkar Gautam kukate, Maharashtra
Print Media Technology



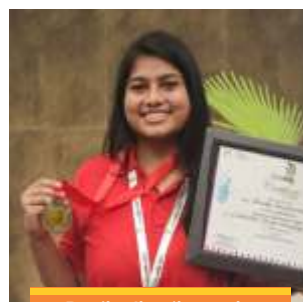
Swagat Choudhary, Odisha
Print Media Technology



Aditya Hugay, Maharashtra
Print Media Technology



Kopal Gangrad, Maharashtra
Industrial Design Technology



Devika Jhunjhunwala, Haryana
Industrial Design Technology



Amal Teerthankar, Gujarat
Industrial Design Technology

INDIA SKILLS 2021 PARTICIPANTS



Ajeet Kumar Singh
Print Media Technology



Sai Kumar Panditi
Print Media Technology



Shashi Ranjan
Print Media Technology



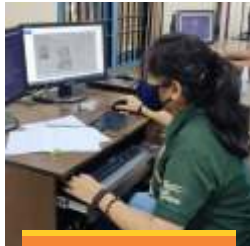
Dhruval Patel
Print Media Technology



Vivek Kashyap Barman
Print Media Technology



Sourav Dhali, Odisha
3D Digital Game Art



Sakshi Bansal
3D Digital Game Art



Mayank Bharti
3D Digital Game Art



Siddarth Sathish
3D Digital Game Art



Perna Shaurya
Graphic Design Technology



Raniya Thotton
Puthiyapurayil
Graphic Design Technology



Shweta Bankura
Graphic Design Technology



Dwaipayan Chakraborty
Graphic Design Technology



Priyanka
Graphic Design Technology



Shreyash Pradip Gujarathi
Industrial Design Technology



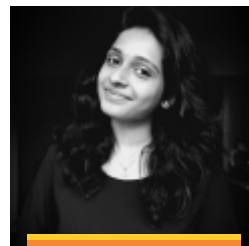
Imaya Ganesh S
Industrial Design Technology



Krishna Gilda
Industrial Design Technology



Amit Patel
Industrial Design Technology



Vishwa Hiremath
Industrial Design Technology



Daksh Rahul Savla
Industrial Design Technology



Hitesh Kumar
Industrial Design Technology

**AWSITC
TURNING YOUTH
INTO
SKILL
CHAMPIONS!**



Shweta Ratanpura
Graphic Design Technology



Nidhin Prem
3D Game Art



Shenik J. Gugale
Print Media Technology

WHERE NEXT GENERATION OF
WORLD CHAMPIONS

MENTORED TO LEAD AND INNOVATE

With huge success and having 50% of candidates reaching the IndiaSkills Regionals and 35% of participants reaching IndiaSkills National competitions; AWSITCs are all set to showcase their talent at IndiaSkills National competition happening at ITPO Delhi from 6th January to 10th January 2022.

Authorized WorldSkill India Training centers are designed to train and groom the future WorldSkill Competition winners. AWSITC prepares candidates to win the gold by showcasing their skills at national and international stage. AWSITC engages the industry to support/participate in training by facilitating Experts/ Infrastructure and Live Projects. AWSITC ensures the candidate is set to hit the stage with global standards and as per the evolving demand from the industry. AWSITC is working as a think tank and provide inputs on improvising the programs and curriculum for World Skills Competition.

State of Art AWSITC established in various parts of the country are operating successfully and training the shining skill stars of the country.

Glimpse of 2021



INDIAKE SKILLSTAR



List of skills to be witnessed at WorldSkills 2022

Here is the list of skill trades India is participating in WorldSkills 2022 which will be held in Shanghai, China. Participants from pan India will showcase their talent on the global platform and represent the country.

3D Digital Game Art	Electronics	Mobile Applications Development
Additive Manufacturing	Fashion Technology	Mobile Robotics
Autobody Repair	Floristry	Painting and Decorating
Automobile Technology	Graphic Design Technology	Patisserie and Confectionery
Bakery	Hairdressing	Plastering and Drywall Systems
Beauty Therapy	Health and Social care	Plastic Die Engineering
Bricklaying	Hotel Reception	Plumbing and Heating
Cabinetmaking	Industrial Control	Print Media Technology
Car Painting	Industrial Design Technology	Prototype Modelling
Carpentry	Industry 4.0	Refrigeration and Air Conditioning
Cloud Computing	Information Network Cabling	Renewable Energy
CNC Milling	IT Network Systems Administration	Restaurant Service
CNC Turning	IT Software Solutions for Business	Robot Systems Integration
Concrete Construction Work	Jewellery	Visual Merchandising
Cooking	Joinery	Wall and Floor Tiling
Cyber Security	Landscape Gardening	Water Technology
Digital Construction	Mechanical Engineering CAD	Web Technologies
Electrical Installations	Mechatronics	Welding





Get yourself a Chance to make India proud with your skills at the

INTERNATIONAL COMPETITION

WorldSkills Competitions are the gold standard of skills excellence. It is the largest skill competition in the world, organized once every two years in one of the 81 member countries. More than 1300 contestants below the age of 23, compete for gold, silver and bronze medals, in over 50 skills. The Competitors represent the best of their peers and are selected through skill competitions at District, State, Regional and National Level in World Skills Member countries. WorldSkills inspire young Competitors to reach new heights, helping them turn their passion into a profession.



Authorized
Training
Center

Authorized WorldSkills India Training centers will prepare the candidates to excel their skills by facilitating the training, workshops and interactive sessions with elite class trainers, Industry Professionals and WorldSkills Experts and Mentors.

Register yourself at:

www.mescindia.org/awsitc

Why Participate?

- + Chance to represent India at the World's Largest Skill competition – WorldSkills.
- + Showcase your skills at National and International level.
- + Shape your career through Skills competitions
- + Never ending career opportunities
- + International Exposure
- + Get trained from World's best trainers
- + Be a Leader in your Skill

AWSITC - Regional Skills Competition

After the successful commencement of batches, AWSITC will host the Regional Skill Competition in 4 regions of the country. The students from each region will compete together. The winner candidates of every region will get the chance to participate in the National level competition.

AWSITC - National Skills Competition

AWSITC will host the mini WorldSkills competition where the winners of all the Regional competitions will showcase their skills to win the spot at the IndiaSkills.

IndiaSkills - the biggest Skills competition of India

Launched by Ministry of Skill Development and Entrepreneurship (MSDE) & National Skill Development Corporation (NSDC), India skills is held every alternate year to select the candidates who will represent India in worldskills with the Vision & Mission to create:

- + A Platform where emerging professionals can display their workplace skills with utmost perfection and make India proud.
- + Facilitate cooperation between government, industry and academia
- + To create nationwide awareness, ownership & participation across various skills.
- + To help Indian youth attain world class standards of competence, excellence and productivity.

Champions of WorldSkills

Kazan Russia 2019

My journey with WorldSkills started more than a year ago. Back then, this was just something I thought I should try my hand at. Never had I imagined, that I would leave everything just to train for the competition and be worthy of the jersey given to me with 'India' written on it.

It is a feeling like no other - to be selected, to represent a country of 1.4 billion for your skill, to proudly carry the Indian flag on your shoulders while receiving a medal, it's pretty surreal!

While going through the various selection rounds - from college, the regionals, nationals; with each passing round, I started taking the competition more seriously. I had no idea about the scale or the importance of the global platform that WorldSkills was providing until the Nationals.

I was really lucky to be selected in the top two chosen candidates after the national round. It was after this that I really picked up pace and gave my everything to the training and mentoring sessions.

We were training under the WorldSkills India appointed coach and expert Mr. Sathish Narayanan, our classes would go on for 8-10 hours each day, 6 days a week. But that was not all, to be able to perform at our peak at the final WorldSkills competition, we needed to be physically and mentally fit as well. I was exercising daily, attending yoga sessions, monitoring and regulating my diet so that I'll be comfortable in the foreign environment in Russia later. This really helped me later during the actual competition because a lot of other competitors were thrown off by the climate change and had fallen ill during the four days of our test modules. The arena in which our workstations are set up is humongous, because it houses more than 50 different skills and it stretched over an expanse of 74.8 hectares. To even visit the nearest washroom and back is quite a walk. And on top of that, the modules are really intense and the 6 hours of the competition are really crucial and tiring. So it was really important to be fit and have high levels of energy throughout the 4 days of the competition.

As for the test projects related to Graphic Design, it's not just about how creative you are but about how well you can use the limited time and resources, work with strict restrictions and still come up with innovative ideas for the brief given to you. It's also about your knowledge of softwares and industry specific technicalities.



THE FIRST INDIAN WOMAN TO WIN BRONZE MEDAL AT WORLDSKILLS (2019)

While my 4 years of education at the National Institute of Design helped me think creatively and stand out with my ideas, the training provided for WorldSkills helped me use my creative strengths, understand my weaknesses, and strategically work on how to score the maximum marks at the competition. Candidates from countries like China, France, Russia, etc had been training exclusively for WorldSkills for more than 4 years. Thus, personally, I would say it's really important that a candidate comes from a design background, because one year of training is a really short time to learn about Graphic Design as well as channelize those learnings to perform at WorldSkills.

Lastly, I'm really happy that I learnt so much over the last year, met amazingly talented people, got to visit and explore the cultures of different countries, found friends that I can call family and made some of the best memories of my life!

Shweta Ratanpura

Bronze Medalist - WorldSkills 2019, Graphic Design Technology



My journey started when I was doing my second year of college and my mother called me one day to tell me about the IndiaSkills ad she saw in the newspaper and wanted me to go home to Kerala to participate for the 3D Game Art competition. In Kazan, while I was at my workstation working on modules, I faced a lot of challenges that I couldn't even anticipate. But I was lucky enough to work my way through them and develop a product that won me a Medallion for Excellence.

It was like a test of Endurance, because i had times where i felt everything was falling apart and wanted to quit. But then i remember i have to fight on no matter what, at any cost. That attitude got me into thinking positive and i was able to finish everything on time in a way I wanted.

My message for upcoming competitors is that while you are at there, you have to have control over your mind and body and you must be able to visualize the goal. There will be pressure and challenges that might bring you to your knees, but the strongest thing you could do there is to get back up and fight your way through it.

He says, "You are your only obstacle."



INDIA'S FIRST ATTEMPT IN GAMING

Nidhin Prem

Winner - Medallion Of Excellence, Worldskills, Russia, 3D Digital Game Art

WINNERS OF MEDALLION OF EXCELLENCE IN WORLDSKILLS



NIDHIN PREM

Winner - Medallion Of Excellence, WorldSkills, Russia, 3D Digital Game Art

A passionate student of animation and gaming from Bharati Vidyapeeth University, Pune. He introduced himself on the global stage. Nidhin prem was our candidate for WorldSkills Kazan 2019 in the category of 3D Game Art. From Kochi, Kerela to Melbourne Australia; Nidhin raised his bar of excellence. Nidhin won Silver medal in 3D Game Art in Global Skill Challenge at Melbourne, Australia in the month of April 2019. Nidhin with a dream to work with AAA Game Design Company and got his training from Lakshya Digital and currently working under them.



SIMOUL ALVA

WorldSkills - Abu Dhabi 2017

After she was awarded the winner of Mini Skills Russia & Medallion of Excellence, 2017 for Graphic Design Technology, she went on to work for Pentagram, New York under Michael Bierut. Ms. Alva was also named as one of the 25 upcoming designers under the age of 25 by TATA Gen X Nano. She is also the South Asia Pacific recipient of the Helen Landsowne Resor Scholarship by J. Walter Thompson and the 4A's Foundation for 2017.



SRIRAM GOVINDASAMY

WorldSkills - Sao Paulo 2015

He is the Winner of Medallion of Excellence 2015, 10th Rank Holder, WorldSkills 2015, in the Skills Graphic Design Technology. After he participated in the competition, Mr. Govindasamy has been actively working for various multinational companies. Currently, he is working as a Visual Designer at Freshworks Inc. earlier called Freshdesk.



ARUN RAJ BALASUBRAMANI

WorldSkills - Leipzig 2013

Medallion of Excellence 2013 & Best in Nation Award in Graphic Design Technology, Mr. Arun Raj's career growth has been tremendous. He started his own company with over 60 employees which later on was acquired by Freshworks Inc. which was earlier called Freshdesk, a multinational company with over 2500 Designers on board and is currently the Director of Design.



Col Arun Kumar Chandel

Senior Head, WorldSkills India

Q. What is the most significant change that you notice from the time world skills was introduced in India till now?

A. At the time of India's first participation in WorldSkills 2011, it was quite visible that our competitors were not fully prepared to exhibit their skills required at a WorldSkills level. However, with passing times our participants have polished and honed their skills. As they have not only developed the required competitive enthusiasm and passion but have also made involvement in WorldSkills competition aspirational. In the last 5 years our youth's passion in WorldSkills competition has multiplied manifolds adding to our medal tally.

Q. What should be done to improve and multiply skills among the young people of the nation?

A. With the ever-changing industrial scenario, there is a consistent demand of skilled work force in India and abroad. Future skills are overshadowing traditional skills. Modern computer and tech savvy industrialization is craving for multiskilled task force to systematically reduce human interface in production lines. Govt funded programs and industrial outreach is paving way to improve and multiply skills in present youth. Vocational training at school/college level is another alternate way.

Q. As per NEP, skilling can be added from school level. Do you think if younger candidates can be mobilized for WorldSkills Competitions?

A. A proactive step has already been initiated in terms of Junior skills competition in 21 skill sets. National competitions are being held alongside Indiaskills to encourage and recognize our junior skill ambassadors.

Q. Do you think there are chances of getting more medals to the country when the candidates are getting trained for WorldSkills competitions at Authorized WorldSkills India Training centers for 2 years or in specialized courses for these competitions?

A. Under the worldskills training programs, there are no distinct Authorized WorldSkills India Training centers. Infact no such promotion has yet been authorized by NSDC. Worldskill training is facilitated through industry/Institution in partnership with NSDC through Sector Skill Councils. These partners give specific training to the shortlisted competitors on equipments which are recommended by Worldskills forum. In addition, the State govts run similar programs to prepare their State's team participation in Indiaskills competition. This approach has a proven track record and the performance of the participants has significantly improved.

Q. Where do you see India skills in upcoming WorldSkills Competition in Shanghai during the month of October 2022?

A. Under the Covid challenges, we would endeavor to position ourselves in first 10 teams at the Worldskills 2022 Shanghai.

Q. During WS Kazan, 3D Digital game art was a new skill and MESIC bagged a Medallion of Excellence. This time India is participating in Industrial Design Technology. What prospects did you see in selecting these trades?

A. It is quite early to comment on the positioning of any skill in Worldskills Shanghai at this moment. Perhaps, the training and development of the participants followed by a 3-level test to judge the level of preparedness will give some indication of its future prospects in Worldskills competition.

Q. Do you think technical knowledge is more important than the creativity? Why?

A. I disagree. It is a balanced approach between the two which would be helpful in getting expected results.

Q. Any message you would like to convey to the participants of India skills and future aspirants for WorldSkills Competitions?

A. Success lies in participant's determination and commitment for intense training of their skill and thorough hands-on practice. Indian youth is no less than any foreign youth. They have everything to be future winners.



Col Ravindra Nath Kharbanda

Honorary Member - WorldSkills

Senior Advisor - Media & Entertainment Skills Council

Q. You have been associated with WorldSkills since inception what is the major change you noticed between the competition then and now, especially after Covid.

A. There has been distinct changes since we took the membership in the year 2007. It has become more competitive with 85 member countries, possibly because across the globe people have realized the value of skills. Yes, there has been learning after each competition and India Skills Contingent has shown good progression since good practices and the knowledge gained were incorporated. The Industry, Corporates and the Government too realised the value of personnel trained on WorldSkills accredited standards specifications. The competitions have also become more automated, with inclusion of skills such as Artificial Intelligence, Cloud Computing, Cyber Security and so forth. The Competitions are also getting bigger and better.

Yes, after Covid and in present situation hybrid mode of training is generally adopted which cannot match with the physical training adopted in safer times which does reflect on the performance at the Competitions.

Q. What should be done for WorldSkills to attract more young aspirants to participate in the competition?

A. You see, it is essential to create awareness of the various skills which can benefit the in the year 2007 industry and create job opportunities which increase the economy of the country. Also, the people participating in this type of competitions should be acknowledged at all levels and felicitated by dignitaries, making them heroes. The States could consider providing assured jobs and promotions which will be a great incentive for young aspirants to participate.



Q. Do you feel that the Indian competitors are lacking behind in the technical field as compared to the international competitors?

A. I don't think we are lacking behind by any means, there is no doubt about it. All over the world we find Indians working in various fields, outperforming their counterparts. The Skills is in our DNA, it is just the opportunities should be provided by provisioning proper resources in terms of Infrastructure and updated tools, with of course good trainers for training the aspirants. We should consider aligning our curriculum with the accredited World Skills Standard Specification to benchmark the skills internationally.

Q. Do you recommend training at ASSITC for better results for WorldSkills Competitions and why?

A. Yes definitely, since AWSITC are accredited training Centre where training on Skill Specific WorldSkills Standard Specification is designed for Competitors on WorldSkills guidelines by domain Experts. The centre is equally equipped with the desired resources including Infrastructure tools and equipment. Past performance of AWSITC trained candidates speaks volume of the same.

Q. This year 35% of National Competitors are from AWSITC. How do you find AWSITC growing in coming years?

A. Relatively seeing the performance of competitors trained at AWSITC Centre and those who could not avail the facility, a distinct difference is observed in performance. Till now this initiative has only been taken by Media and Entertainment Sector Skill Council and as a pilot project has shown excellent results hence much more such Centres could be developed. With the introduction of Skill training in schools under the NEP it is essential such centres must come up in States, aligned with the industry job requirements. Such a step will definitely improve the standard at the International Competitions also

Q. What do you think is the most important characteristic that a skills professional possess to win at the International Competition or to be successful.

A. The most important characteristic a competitor must possess is that he must have a winning attitude with a desire to learn and grow. Besides must be mentally and physical fit with the wish to remain updated with the growing technology.

Q. Any advice you would like to give to the Competitors and future aspirants.

A. The competitors must have confidence in themselves and their Experts and follow their dreams, remain focussed while working will give you happiness and success in life.



Graphic Design Technology

Graphic Design Technology comprises many different skills and disciplines in the production of graphic design and output. The diversity of the skills required in the industry are very broad: it is common for people working in this field to be specialists in a particular aspect. As a result, a team may cover the Graphic Design Technology process, with each member of the team having their own strengths, specialties, and roles. It is important to marketing and selling products and is a critical component of brochures and logos. Therefore, graphic designers, also referred to as graphic artists or communication designers, often work closely with people in advertising and promotions, public relations, and marketing.

Graphic Design Technology involves working with external and internal clients to create unique solutions to their needs; it may also include printing or online publication production. People working in this industry often work closely with their clients and must be effective communicators so that they can achieve the client's objectives successfully. They require strong interactive, research, design, and technical skills. In order to achieve these, they need to understand the target audience, markets, trends, cultural differences, and what the client wants. They must be able to work in either formal or informal teams, or independently.

Graphic design as a career could be a great option because there is a rise in demand for Graphic Designer lately. It is because of the growing trend of Digital and social media marketing which is all about visuals and illustrations.



Utsav

**Gold Medalist - IndiaSkills 2021
Graphic Design Technology**

Q. From where did you complete your education?

A. I have done my schooling from Bihar and at the moment, . At the moment, I am studying Fashion Communication at the National Institute of Fashion Technology, Patna

Q. From where did you learn about IndiaSkills/WorldSkills?

A. My college always encourages students to participate in various competitions and IndiaSkills is the most eminent and most talked about competition there. I learned about IndiaSkills through my faculty members, who encouraged us to take part in the competition and perform well.

Q. What encouraged you to choose this skill?

A. When I was 8 years old, my mother had me enrolled for a painting class where I met other creative kids. During my school I participated and won in many painting competitions at school, district and state level. I continued to attend that painting class throughout my school years and that was where I learned about design as a career. That was a turning point for me in my life because before that my goal was to become an artist but very soon, I realized that I am more into problem-solving which is why I chose design as a career after school.

Q. How has been your IndiaSkills 2021 journey so far?

A. I am very fortunate that I was always there in the right place at the right time. I never thought that I would get a chance to be the part of this prestigious competition. This was a new experience and everyone around me starts having expectations, which is very scary and exciting at the same time. This competition is like a dream which I never saw but I am very grateful that it happened. Lastly, I would like to thank everyone who has worked to make this possible, my teachers, state officials, NSDC and MESDC officials, and my family and friends who always believed in me.





Steven Harris.R

**Silver Medalist - IndiaSkills 2021
Graphic Design Technology**

Q. From where did you complete your education?

A. I am Steven Harris, a 20-year-old student residing in Bengaluru (Karnataka). I am currently studying at the National Institute of Fashion Technology, Bengaluru Campus in the Fashion Communication department. I was born on 9th August 2001. As a 2 year kid, I was always fascinated by visuals that were shown on book covers, DVDs, posters, and other forms of visual media. I used to start sketching them on paper and it never stopped. My freehand skills were quite good for that age. I used to participate in a lot of competitions, not just art, but in other areas as well at the school level. When I joined std 4, I started going to art classes. I was trained under the guidance of my beloved guru, Shri. Sheshadri Mokshagundam sir. He has been a major source of inspiration for me. He has helped me & taught me a lot in levelling up my skills, not just as an artist, but also on how to be a good person. My family has been really supportive and they have always encouraged my talent. They have been through all my ups and downs, being a motivating factor in my life.

Q. What encouraged you to choose this skill?

A. I have chosen this skill because Graphic design is a wonderful career option for artists, designers, or anyone who loves to be in the field of art and design, somebody who admires aesthetics and many more. Also, it is a skill which aligns with my interests (both professionally well as personal). It requires a creative vision, a strong eye for visuals, understanding aesthetics, making eye catching and visually appealing designs for the audience, going with the forecasted trend, following the industry standards, which I feel is my cup of tea and something that I strongly excel in. I enjoy art, design and technology, the main reason for me to have chosen graphic design as my career specialization.

Q. From where did you learn about IndiaSkills/WorldSkills?

A. NIFT Chennai and NIFT Bengaluru Campus, Google Search, Word of Mouth.



Q. How was your experience in competing for Graphic Design Technology?

A. The journey so far has been very exciting, thrilling and visionary so far. I was extremely happy when I reached the IndiaSkills 2021 nationals. Special thanks to KSDC for all their support. Thanks to MESDC for conducting such amazing zoom sessions with the experts which helped me a lot in understanding the depth of this competition and enhancing my skills. So, looking forward to the training sessions with Sathish sir at Design Media Institute, and as always, I'll do my best.



Q. What motivated you to be a part of IndiaSkills competition?

A. Is there anything better than representing your Motherland, your country, the citizens at an international stage with the flag of India flying high? I feel it's an honour to get an opportunity to represent India at an International level. And, WorldSkills is surely the Olympics of skills. This factor drives the energy in me to work harder for it. This is the only motivation and life goal for me as of now.





Vagesha Jain

Bronze Medalist - IndiaSkills 2021
Graphic Design Technology

Q. From where did you complete your education?

Presently, I am studying Fashion Communication at NIFT Patna.

Q. From where did you learn about IndiaSkills/WorldSkills?

A. I learned about IndiaSkills from our NIFT Patna director Mr. Sanjay Srivastava. Initially I didn't realize the importance of this competition and entered the competition coincidentally. After winning the silver medal at the regionals made me realize what I have enrolled for and lucky I am to be blessed with this opportunity.

Q. How has been your journey so far?

A. We had our two weeks training at Design Skills Academy, Pune under the guidance of Mr. Satish Narayana. I got immense support from MESC throughout the training. I feel so grateful and lucky to be a part of this training programme, as this level of professional training helped me enhance technical and creative skills in a big way. Participating in the IndiaSkills Nationals was an amazing experience altogether. As I won bronze in the nationals, I am eagerly looking forward to the further training for the world skills selection.

Q. Where do you see yourself in World Skills 2022?

A. I aspire to win gold for my country at WorldSkills Shanghai and I will give my best to do so.





Shrishti Mitra

**Bronze Medalist - IndiaSkills 2021
Graphic Design Technology**

Silver medal winner at IndiaSkills Nationals for Graphic Design technology Srishti Mitra represented Maharashtra state and won Gold at state competition held in September 2021. With excellence in her Graphic design skills Srishti is working with Niyo Solutions, a leading Fintech in Bangalore. Her roots are from West Bengal, and she loves the Bengali culture making her design represent the cultural values coming from Bengal.





Sathish Narayanan

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

Q. When and why did you take the responsibility to become a WorldSkills Expert?

A. I took the responsibility to become World Skills Expert during 2011, it was then I was working for Reliance Animation as a Line Producer. NSDC officials came to our office and requested our CEO Mr. Ashish Kulkarni to recommend some body to take the role of an Expert in Graphic Design Skills. The opportunity came to me, NSDC provided access to World skills web site for me to study and understand better, I took couple of week time to understand the roles and realized it's an intense time taking role not of monetary benefit but the country's betterment, also as an expert I get to learn from lot of other international experts and it will be useful for myself development, therefore I took the responsibility and became World Skills Expert Since 2011

Q. Please tell us about your skill and what's the best career opportunity available in the same?

A. I represent Graphic design, also known as communication design, is the art and practice of planning and projecting ideas and experiences with visual and textual content. The form of the communication can be physical or virtual, and may include images, words, or graphic forms. The work can happen at any scale, from the design of a single postage stamp to a national postal signage system, or from a company's avatar to the content of an international newspaper. The career opportunities are wide open from Design agency to corporate world and from entrepreneurs to Industrialist designers are in need. It can also be for any purpose, whether commercial, educational, cultural, or political.

Q. How do you prepare for the training and bootcamps before the IndiaSkills National competitions at AWSITC?

A. Authorized World Skills India Training Centers (AWSITC) are an integral part of the Media & Entertainment Skills council. This is a program launched all over India specifically dedicated to the training and grooming of candidates for different elite class skills competitions both for national and international levels. We provide candidates with skills training that are at par with the standards that are followed globally. The center should be well equipped with the latest hardware, software and with good infrastructure to provide trainings at various level.

There is multiple opportunity for the AWSITC center to get involved in bootcamps. (1) During the India Skills competition, small boot camps may be organized for the candidates competing at District / State Level / Regional Level (2) The Boot camp for the Regional Winners before the India Skills Finals and (3) After the India Skills the final 2 candidates will undergo special training for World Skills Internationals.

EXPERTS

Q. What is the 1 thing that you look in the final candidate before finalizing the candidate who will represent the country in WorldSkills Competitions?

A. Graphic Design skills has two components Creative Knowledge and Application Knowledge the first thing we look in the final candidate is Creativity, Hands on skills, Curiosity to learn, Originality in Design and Adaptability then comes the Software skills in Adobe products like Photoshop, illustrator and In-Design.

Q. How do you envision AWSITC?

A. I envision AWSITC as a mini center of excellence for all the Creative Art Courses. AWSITC aims to provide every candidate with the opportunity to showcase their skills nationally and internationally, while also offering them the advantage to work and learn from experts and aiding them in creating their own business. Our vision is to help groom and prepare students for elite class skill competitions that take place on a national and international level including India Skills and World Skills competitions. At present AWSITC involved in Graphic Design, Game Design and Print Media Skills going forwards we can include skills like Photography, Industrial design, Window Merchandising, Fashion Communication and other creative art skills.

Q. As 35% candidates that have reached India Skills National competition 2021; what's your opinion and say for AWSITC concept?

A. 35% is a good success rate and it shows the significance and purpose of AWSITC, going forwards we should be supporting all the AWSITC center with proper SOPs and standardization of the training methodology and materials so that during 2022 our success ratio will go above 50%.

Q. What motivates you to be an expert to train a candidate for WorldSkills?

A. Biggest motivation is to represent our country at the international platform World Skills International - happens once in Two Years, which is as good as a sports Olympics. The satisfaction is when we WIN Medal or Medallion for the country and see our countries position and status is at par with many leading countries.





Q. What's your aim for WorldSkills Shanghai 2022?

A. Common goal and aim is to bring the countries Ranking level on top 5 countries and personal target is of course GOLD for Graphic Design which we missed during 2019. We could achieve only Bronze.

Q. How do you see AWSITCs growing and preparing candidates for WorldSkills Lyon 2024?

A. During this pandemic uncertain situation we managed to work together and empowered AWSITC center to contribute significantly for the various competitions during 2020 and 21. There is still lot of scope for improvement and after the India Skills finals we will collectively take feedback from all the AWSITC partners and will build strategy and plan for 2024 Lyon.

Q. Your mantra or guidance to aspirants of WorldSkills and other international competitions?

A. Identify your natural skills and passion what you want to do in life. This World Skills is a once in a life opportunity you need to identify right kind of mentor and start your training and mentorship at the age of 17. Get knowledge & training on Creative, adaptive skills like Creativity, Art, Visual Aesthetics, communication Skills, Photography, Craft works and learn the software to deliver the desired outcome expected at an international level. This is for the Graphic Design skills I am talking about.



Q. Please share some memorable moments you've experienced at WorldSkills.

A. The closing ceremony usually happened in a football stadium or any big stadium capacity of minimum 60000 audience. When our Indian Candidates go onto the stage to receive the Medal whether it may be Gold / Silver or Bronze, that particular moment is priceless and cannot describe in words. We get goosebumps, tears and emotional moment. All the hard work put in by Ministry, NSDC, MES, EXPERTS, TRAINER and the Candidate for 18 plus months if for that particular moment. Then the life changes for the candidate, we have lot of many such success stories of World Skills Candidates since 2013.





Vinod A S

Jury - Graphic Design Technology
VP Academics - Toonz Animation

Q. When and why did you take the responsibility to become a IndiaSkills Expert?

A. Well, the responsibility to become a India skill expert is there in my mind. I would consider this as a privilege because I feel this is my responsibility to give back the experience what I've gained during the years to the youngsters of our country which will help my country in achieving success

Q. Please tell us about your skill and what's the best career opportunity available in the same?

A. I have over 21 years of experienced in this field. I also love mentoring and conduct workshops and seminars to educate and inspire the young creative minds.

Q. How do you prepare for the training and bootcamps before the IndiaSkills National competitions at AWSITC?

A. Will my preparations like it is there always I keep researching a lot and the training which happened that Pune by MESC during 2019 November helped me a lot in understanding about the whole conduct of competition. I also attended the training program by the Russia skills where in there was a five-day workshop and I got exposed to the processes and understood the levels of standard which they are looking at. Another area i really focused is to interact with lot of people (Satish Narayan, Pradeep etc.) who have mentored a bunch of youngsters and got to understand what went wrong and what went right during the earlier competitions.

Q. How do you motivate candidates during workshops and competitions?

A. I motivate youngsters by giving them complete awareness about the creative industry and make them understand about the seriousness of the competition then also inspiring them by showing artworks done by eminent artists and film makers.



Q. How do you envision AWSITC?

A. I would envisage AWSITC as a great platform which will motivate youngsters more youngsters from all part of our country to take up creative challenges and excel in this field .

Q. As 35% candidates that have reached IndiaSkills National competition 2021; what's your opinion and say for AWSITC concept?

A. The AWSITC concept is amazing the one and only platform it really gives a chance for youngsters to express and showcase their creative skills this is something amazing

Q. What motivates you to be an expert to train a candidate for IndiaSkills?

A. What motivate means to me to train a AWSITC candidates is purely because of the mentoring background I've got and with my experience of mentoring over 4500 students in the media and entertainment industry .

Q. Please share some memorable moments you've experienced at IndiaSkills.

A. I have participated as a jury for the North zone competition. It was an awesome experience. Was exciting to see the contest between the best creative minds from the zone. The interaction with experts was also nice.

Q. What's your aim for WorldSkills Shanghai 2022?

A. Inspire, Mentor, Practice, and hard work

Q. How do you see AWSITCs growing and preparing candidates for WorldSkills Lyon 2024?

A. It is awesome. AWSITC has the right vision .

Q. Your mantra or guidance to aspirants of WorldSkills and other international competitions?

A. Focus on your tasks, Believe in yourself & Keep working.....





Mohit Lakhmani

Jury - Graphic Design Technology, IndiaSkills 2018

Interviewed by FORBES, History Channel, NDTV Goodtimes, Hindustan Times, India Today and many more, Mr. MohitLakhmani has a 9 year in creative direction and design thinking into multidimensional fields, creating product which directly connect businesses to their users keeping human philosophy in mind. He is certified by CIE - Cambridge International Examination for 3D Animation and VFX and also has 4 years of direct exposer with international clients. He is a Creative Director, Art Director, Design Thinker & Philosopher, Graphic Designer, UI & UX Designer as well as a Brand Language Strategist.

Q. How important is art and creativity in the field of graphic design technology?

A. We should not see graphic design technology as a field of digital design; it's actually more than that and I prefer to focus primarily on communication design. Graphic design is a skill which helps us to build digital media which in turn assists us to communicate our idea, knowledge and thoughts to present it visually. We are in the era of high-tech information and human brain takes visual information faster. To conclude, communication or you can say graphic design is a medium to spread information clearer and faster in visual form.

Q. What has been your greatest achievement so far and why?

A. I believe my greatest achievement is not all about receiving any awards or rewards. Achievement is about being happy with what you do and if you are happy then you can achieve a lot from that. I love experimenting with my art and design skills. I was into 3D design industry and then evolved my skill into graphic design and this made me a happy-go-lucky artist. An experimental project bought a lot appreciation, both nationally and internationally. My project was 3D sculpted paper infographic resume for which was first internationally published in FORBES magazine. I still remember how things changed; from the series of interviews and publications, my work was then telecasted on shows like OMG YehMera India on History Channel, The Creative Indian on NDTV Good times, AajTak, Hindustan Times and more than 100 other online publications.



Q. How has graphic design evolved over the years especially in India?

A. Artists in India who were into graphic design used to design digital media and visually appealing graphics for companies and agencies. However, time has enabled them to improvise their skills. Indian artists have now evolved themselves and started creating impact in future growth and creating social change. They are using graphics as a tool to grow awareness in the users mind and making their life easier by creating visual messages and tools using UI/UX, which is also a part of graphic design.

Q. How has your experience in the India skills competition been so far? Do you feel that India has potential in winning gold?

A. I can see India is growing in every field and program. Community like skill India is creating a lot of impact in the young generation. They are getting exposure by participating in it. Firstly, they are getting a bigger platform and ways to meet new talented artists and secondly, it's a medium with which they can share their ideas & thoughts. This is a multi-culture environment which is also helping them to create strong mindset and learn new skills. As a jury my experience was phenomenal, got opportunity to meet skilled artists who see graphic design as a building block for better future.

Q. Where do you get the inspiration to create your work?

A. Inspiration comes from strong observation power. Everything around us have meaning in them; it's just we need to find it with strong observation. I do a lot of experiments with my design and experiments accompany failures. Failure is my key source of inspiration and I get tremendous ideas in-between those failures for many of my future projects.



Q. What is your advice to the young people who want to follow your career footsteps?

A. If young people have to follow my footsteps then they have to learn a lot of new skills and keep on experimenting with ideas and never stop. They need to learn those things also which are not at all related to their field but after some time they will get to realise that those skills helps them to create a strong career. My last and most important advice is to learn everything from basics and keep a mind-set of more is less.



Neelu Kapoor

Btech, MBA, 25 years of experience in Design Education

Q. When and why did you take the responsibility to become a IndiaSkills Expert?

A. I was part of the expert hunt program by MESC, and then I took part in Track 2 Jury during Oct 2021. Thereafter I was invited to be a Jury at Indiaskills Regionals (East) at Patna from 20 - 23 Oct 2021 and then again at Indiaskills Regionals (West) at Ahmedabad from 30 Oct - 1 Nov 2021. I took up the responsibility to be able to interact with, guide and motivate the designers of the country. I came across many gaps in their training and approach and wanted to help them. I guided each on their further roadmap to Indiaskills (Nationals). Some of them were never exposed to measurement whereas others were trained in the same, thus creating a non-level playing field for them.

I ensured that they were given immediate clarifications even though it was not the norm at those competitions.

Q. Please tell us about your skill and what's the best career opportunity available in the same?

A. I have been involved with Graphic Design and related domains since 1996, when I started out Training Graphic Designers as a Business. Students mentored with me have been considered in the Top 10 UX Designers of the country and are also leading the way as Design Heads of top organizations across India and the world like at Yatra.com, Gaana.com and Sony Ericsson. They have also helped setup leading organizations like Net Solutions, Intelligaia, Idea Catalyst, and Aleph Labs, Singapore. A good Graphic Designer today can start at salary packages such as 3 - 6 LPA with good design studios in the web and UI space or with leading Ad Agencies.

Q. How do you prepare for the training and bootcamps before the IndiaSkills National competitions at AWSITC?

A. I talk to the industry and understand the current practices as well as revise myself by interacting with recent practitioners. I focus on providing good critique to the competitors since critique is core to improvement in the design industry.

Q. How do you motivate candidates during workshops and competitions?

A. During competition and otherwise too, I maintain a very approachable stance and ensure that the competitor never gets stressed by the environment. I am happy to say that no competitor felt stressed out during the 2 competitions that I was part of (Stress out did happen in certain other regional).

I also personally interviewed and interacted with all wild card entries and gave individual advice to them as well. I am also in touch with the candidates and keep providing motivation to those candidates.

Q. How do you envision AWSITC?

A. I see AWSITC as an important bridge between academics and industry. I believe that we must make AWSITC to be the go to plateau for all skill hirings in future. This is totally possible with the right vision in place.

Q. As 35% candidates that have reached IndiaSkills National competition 2021; what's your opinion and say for AWSITC concept?

A. Let us make it 100% in future with AWSITC becoming the industry standard for training. We would collaborate with all National Institutions to take it forward.

Q. What motivates you to be an expert to train a candidate for IndiaSkills?

A. Reaching the Indian talent at the world stage as well as providing Indians a rightful place in the world market motivates me to be a Jury and Expert at Indiaskills.

Q. Please share some memorable moments you've experienced at IndiaSkills.

A. I shared wonderful camaraderie with my co-Jury and prior Worldskills medal winner Shweta Ratanpura so much that our judgement scores were almost matching at most places. Our pick of the final winners at Patna was same, whereas other Jury had a different lineup. Finally I am happy that our pick was the final medal lineup at Patna.

Q. What's your aim for WorldSkills Shanghai 2022?

A. I am open to supporting Indiaskills to develop the talent as well as a jury panel. I have even nominated other jury for the same, as my core aim is to promote the Skill not myself.

Q. How do you see AWSITCs growing and preparing candidates for WorldSkills Lyon 2024?

A. I see AWSITCs take a more proactive role in future and train candidates much before Indiaskills. For this we would require a lot of Government will and support since schools or candidates may not be able to cover the investment required to set up good training. I am ready to take up at least 60-100 trainees and prepare them for the world stage.

Q. Your mantra or guidance to aspirants of WorldSkills and other international competitions?

A. Represent the Country not yourself. You get represented by us. Do your best and do not worry about the results. You are deserving if you have been selected to represent the country!



Simoul Alva

**Winner - Mini Skills Russia & Medallion of Excellence - 2017
Graphic Design Technology**

Simoul Alva is a Graphic Design intern currently at Pentagram, New York, under Michael Bierut. Her merit has previously been recognised by the Ratan Tata Foundation for standing first in her entire first year batch at the National Institute of Design, India. She was subsequently awarded as one of the 25 upcoming designers under the age of 25 by TATA Gen X Nano in India. Her work has been recognised by the Type Director's Club, Print Magazine, Luerzer's Archive and The One Club for Creativity.

She is also the South Asia Pacific recipient of the Helen Landsowne Resor Scholarship by J. Walter Thompson and the 4A's Foundation for 2017. This award is conferred upon only five design/advertising female students from across the world. Simoul is also this year's recipient of the Patrick Kelly Scholarship by The One Show. In its history of 20 years, Simoul is the first person from India to win it.

In her senior year, Simoul was selected by NSDC and MESC, India, to represent India at the 44th WorldSkills Abu Dhabi for Graphic Design. She competed in Moscow, Russia and Abu Dhabi, U.A.E and won a Gold and Medallion of Excellence respectively.

Q. How did your interest develop in the field of graphic design technology?

A. I have been drawing ever since I was three. My mother encouraged me a lot and would wait for me outside drawing class for hours. That is what got me interested in art. When I grew up, I decided I wanted to pursue a career in this field and applied to the National Institute of Design, India. That was my first introduction to any type of design thinking and subsequently Graphic Design.

Q. How was your experience during the WorldSkills competition? Would you say that MESC helped you polish your skills?

A. It was a journey that taught me a lot about how much I could push myself and really helped me polish the technical aspects of my craft. I am grateful to MESC, NSDC and my expert, Mr. Anthony Lopez for giving me the opportunity and enabling all the training I needed to compete. Their faith and belief in me helped me get that far in the competition.



Q. Is there any difference in the approach method of designing a logo or establishing a brand identity in India as compared to the international market?

A. I think there is because of cultural factors, references you base your design on, insights that you gather from different stakeholders. I would say even within India, depending on what sector you are designing for your approach of getting at a solution is different for each case. I think the process of technically creating a logo is pretty much the same but what goes into that as a thought process varies.

Q. Graphic designing is considered as a storytelling tool. What is your opinion on that?

A. It is for sure. It helps businesses, individuals, organizations, institutions and represent what they are and who they want to be visually. It really holds the responsibility of communicating a lot more than words and images.

Q. Any words of encouragement you would like to give to the participants of the WorldSkills?

A. All the best! Take back the most you can from this journey and enjoy every minute.





Sriram Govindasamy

**Medallion of Excellence 2015, 10th Rank holder, WorldSkills, 2015
Graphic Design Technology**

The winner of Medallion of Excellence Award in Graphic Design Technology at the WorldSkills Sao Paulo Brazil in 2015, Sriram Govindasamy impressed everyone with his creativity & technical skills. He says, "The Responsibility of representing my country is a great honor and the learning experience I gained is tremendous. My journey of training for WorldSkills has been a great experience and it made me more professional in my skill. The competition essentially gives an idea about the international standards and prepares us for the international audience." Currently Sriram works with Freshworks Inc along with Mr. Arunraj and is guiding upcoming champions at India Skills competitions.

Q. How has life been after winning the medallion of excellence 2015 during WorldSkills?

A. Life has been quite different since Brazil. It has humbled me as a person as well as a designer. Having experienced a bigger stage actually changes one's perspective and approach towards the regular workflow.

Q. What do you wish to achieve in the coming future? What is your career goal?

A. I wish to achieve something that I can be proud of in the future. My career goal is simple: be better at what I do.

Q. What in your opinion is the most important thing one must keep in mind while competing in the world skills competition?

A. The scope and scale of the competition gets to you as the days progress. Plan and fight one day at a time and let that day and its result stay there don't carry them forward.



Q. What in your opinion is the most important thing one must keep in mind while competing in the world skills competition?

A. The scope and scale of the competition gets to you as the days progress. Plan and fight one day at a time and let that day and its result stay there don't carry them forward.

Q. If given an opportunity, will you change anything in the way you performed in the competition? Why?

A. Yes, I would probably follow the advice I just gave. Things would have been simpler.



Q. How important is it to practice relentlessly for the competition?

A. It is very important to train relentlessly. Train oneself mentally and physically to face what's ahead and probably practice what you have been trained to do.

Q. Any message you want to convey to the participants of WorldSkills?

A. The stage gets bigger. The game gets tougher. Only the one who dares will win.





Arun Raj Balasubramani

Medallion of Excellence 2013 & Best of the Nation Award Graphic Design Technology

Arun raj Balasubramani was awarded the Medallion of Excellence 2013 & Best of the Nation Award in Graphic Design Technology. Arun's career growth has been tremendous, after working in a multinational company for a year, he started his company and was able to give job opportunity for almost 60 people and then his company was acquired by Fresh Desk, a multinational company with over 2500 Designers on board and Arun became "Director of Design".

Q. How was your preparation during the WorldSkills competition 2013?

A. I was the first one who represented India in the graphic design category for the first time in WorldSkills international. My expert Mr. Sathish Narayanan and myself had to plan a lot to compete in that international platform. We literally didn't have any idea or experience about the competition. He trained me hard as the first attempt had to be the best. I had no academic background in design. Graphic Design is like Oxygen to me, I cannot survive without it. It's very rare to get the expert like Mr. Sathish Narayanan and the WorldSkills India brought experts like best of the best. He took care of me from my mental health to physical health. My expert even asked me to visit malls and do a research on packaging. I visited and did a user research for that. It was fun and helped me a lot in the competition. I worked in a branding agency for a month and worked on a real project. Learnt Adobe, printing technology as well as from one of the finest printing engineers in India. My expert and NSDC did everything they could to train me.

Q. You not only represented India in the graphic design technology competition but also won the medallion of excellence. How was your experience?

A. I wish I could have done more for our country. I was hoping to win Gold for the nation but unfortunately it didn't happen and I was awarded the Medallion of excellence. My expert made sure that I put everything I have got in the competition. We couldn't win gold. I stood at 7th position among all countries. We decided that we should come back and win Gold with next candidate. That's what we had in our mind. I won Best of the nation along with Medallion of excellence. It was a great journey and learning for me and my expert. I believe that we can win the Gold for sure in the next WorldSkills competition.

Q. It has been a few years since you participated in the competition, do you see any changes in the way the participants of the country are being groomed and trained?

A. Definitely yes. 100%. It's great to see the participants get a great exposure attending competitions happening in Australia, Indonesia, and New Zealand. It's a very thoughtful move from the government where participants get to feel the vibe and seriousness of the competition. It helps them to push their limit in the final competition. Participants got a lot of time for training.



Experienced experts, a Great reward from Government, Graphic design Technology never missed the medallion of excellence in the past 3 participation. I believe it's time for us to get a Gold Medal.

Q. How has your life changed after participating in the competition?

A. First of all, the competition changed me and the way I look at the world around me. I become more confident and yet humble which I learned from the professionals that I met in my world skills journey. The journey after WorldSkills still continues and it's really wonderful. I worked in ZOHO, founding member of a startup called Zarget which was funded within few months for 7.5M dollars from investors in India and Silicon Valley, Our startup grew with more than 90 employees and we recently got acquired by one of the fastest growing companies called Freshworks (Freshdesk formally). Now I am leading the design in one of the product called Freshchat to produce faster outcomes

Q. Where do you see yourself in 5 years?

A. I asked the same question when I had returned from the competition in 2013. I achieved that in 3 years. Founded a company with 6 best people from Zoho, became a director of design in that and we raised 7.5 Million Dollars. In 2 years our company was bought by one of the biggest software companies in India. I stay hungry for opportunities and don't want to miss any. I want to stay at my current company for 5 years and giving my best to make the company become a Billion Dollar company from India.

Q. Any advice you would like to give to the participants of WorldSkills?

A. Start somewhere! Craft whatever you do like never before! Put people/consumer first in your design! Be in a mood where you can reject your design and start from scratch at any point of time for the best result. Don't get attached with your design. Get a lot of critiques; take the good ones which make sense and put your 100% effort. Finally, you have a chance in your life to make our nation proud on the international platform! Make it worth and make us proud too. All the best for WorldSkills Competition Participants, go for Gold! Jai Hind!





Muhammad Bilal

Represented India in Euro Skills 2018, Graphic Design Technology

Q. How did you feel when you were selected to represent India in the field of Graphic Design Technology during the Euro Skills competition?

A. When I got the call from MESDC and they said that they will have a selection Competition for EuroSkills during the Pre-national bootcamp, like all other competitors I also became excited. After reaching Pune and meeting my co-competitors I understood that the Competition will be extremely tough because we all are the winners from each regional. The Competition was held at Design Media & Edutainment school in presence of NSDC & MESDC officials. I won the competition and now I'm representing India in EuroSkills2018, such a big event and I don't know how to express my gratitude in words. Now I'm very excited to wear the Indian tricolor jersey during EuroSkills 2018 and represent the country. I will use this opportunity to do my best. I would like to thank my family, teachers, friends, NSDC, KASE, MESDC, Sathish Sir, Sajeev Sir, Arun Raj for their unconditional support.

Q. What was your experience like during the India Skills Regional competition?

A. Before I talk about IndiaSkills regionals I would like to say a few things about IndiaSkills Kerala 2018. Actually that was my first experience in a big event. The Competition was very tough but at the end of the day I was awarded the first runner-up in Kerala for Graphic design technology. Later I came to know that I can also compete in regionals. So I started to prepare with more seriousness and we got 3 days pre-regionals bootcamp at New Delhi under Mr. MohitLakhmani&ZehrulHasan. It really helped me to learn something new about Graphic designing.

Now, Coming to South Regionals it was a bigger and better competition. As we know South Regionals is the biggest regionals in India. So it was a special experience for me and from there I met Mr. Arun Raj who represented India in WorldSkills 2013. The Competition was tough, all the competitors were given challenging tasks. When the results were announced and the winner was announced, it was a special moment for me, from runner-up at state to winner at regionals it was a dream come true and for that I would like to thank MESDC & KASE for giving me all the support to achieve this position.





3D Digital Game Art

The games development sector consist of three work roles: the Designer, the Artist, and the Programmer. The 3D Digital Game Artist takes a designer's brief and, through a combination of conceptualization, creativity, selectivity, technical, and specialist skills, completes the brief to the satisfaction of the client.

After interpreting the brief, the 3D Digital Game Artist must produce a 2D digital concept of the required assets for the game, which could include objects, characters, and environments. The skills required at this stage will be in developing good silhouettes so that designs can be recognized immediately without detail, to produce greyscale values that highlight the important details of an asset, to define a colour scheme based on their knowledge of colour balance, saturation, and mixing.

The 3D Digital Game Artist receives, conceptualizes, and interprets the design brief on the basis of their market knowledge and skill sets, and the given scope and limits of the brief. The skills required of the 3D Digital Game Artist can be broken down further into 2D concept art, texture painting, 3D modelling, rigging, and animating. This could be a process for one artist or a team that has specialized in each area of the pipeline process. An artist often works with a team of other artists led by an Art Lead or Art Director. In smaller companies, the artist will work closely with the programmer and designer. Depending on the size of the company, a large team of artists may work in an office and is likely to be open plan for creative involvement across the team. Sometimes an artist must work in isolation on strictly confidential assets in a game.

The sector has demonstrated tremendous growth in the last years and the skills and software changes constantly, however the core pipeline has remained relatively constant. The artist's role has evolved and split into various specialisms, yet all require an appreciation of aesthetics, colour, structure and form as well as movement. More recent developments in virtual and augmented realities have led to a strong need for artists who can produce assets that operate in these 3D environments. The best artists are able to lead art teams solving visual errors and producing assets that operate on the fringes of the available technology to achieve the most absorbing experiences possible in a videogame.



Pankaj Singh

**Gold Medalist - IndiaSkills 2021
3D Digital Game Art**

Q. From where did you complete your education?

A. I enrolled into Design Media Skills Academy after completing my high schools which helped me throughout everything. From drawing a basic line to creating high quality still life 3D models, I was learning a lot. Sathish Narayanan (Founder) also supported me a lot with my whole learning phase. He gave me opportunities that I don't think I would receive anywhere else.

My main support system throughout my whole journey was Prasad Salvi Sir. I can frankly say, that I owe him a huge part of my career. The appreciation as well as the critique that I received from him helped me and improved my work. I had mainly joined for a VFX diploma course. Then I started gaining interest in Game Art, especially character art.

Q. From where did you learn about IndiaSkills/WorldSkills?

A. One fine day, I learnt about this huge competition World Skills, and that was the beginning of a new chapter of my life. I consulted Prasad sir about this and he encouraged me to get into this. Prasad sir and Madhukar sir taught me almost everything I know about character art. Madhukar sir was mainly responsible for my digital art and conceptual skills. Alongside him, Prasad sir taught me every technical aspect I need to know about all the software and helped me improve my skills.

Q. How has been your IndiaSkills 2021 journey so far?

A. This whole journey from being a nobody in this industry, to being a Gold winner on such a huge platform IndiaSkills, I have learnt a lot and experienced a lot more. I had a lot of fun getting till here today. Thank you Media Entertainment Skills Council (MESC) for this huge opportunity. I thank everyone who supported me throughout my whole journey and my learning phase. Thanks to my friends, my colleagues, my institute faculty members. Special Thanks to parents for supporting my with my career choice, to Prasad sir for always being there for me, motivating me and for being the best teacher that I could ever get, to Sathish sir for always supporting me.





Abhinav Verma

Silver Medalist - IndiaSkills 2021
3D Digital Game Art

Q. From where did you complete your education?

A. I have done my schooling from Dehradun (Jaswant modern senior secondary school). I have done my Diploma in specialization of Video Game and Animation from Arena Animation, South extension Delhi. Presently, I am working as a Level 2 Video game Artist at Lakshya Digital Private LTD Gurgaon.

Q. What encouraged you to choose this skill?

A. The most common reply to this question is "I loved playing video games so I chose this field." However, mine decision was not really influenced from playing video games. I liked playing games and chose to move ahead in this industry.

Q. From where did you learn about IndiaSkills/WorldSkills?

A. I got to know about WorldSkills from my my manager at my Association. He told me about this platform and how it has transformed the lives of so many students.

Q. What motivated you to be a part of IndiaSkills Competition?

A. The truth is, I was not really motivated to participate in this competition but the moment I got myself into this skills competition I made sure that those three hours count in my life. There are many people who encouraged me to participate in this competition like my family, friends and people from SSC are the real motivators.

Q. How has been your IndiaSkills 2021 journey so far?

A. My journey was way too tough because I believe, neither I was talented nor was creative. I was just someone who never knew what struggles meant. What kept me moving forward was- "don't be sorry, be better" phrase. My main mistake was that I was too much focused with the fear of doing mistakes which made me realize that making mistakes is fine. Moving forward, I have worked very hard to develop that quality within myself and I am still learning. Maybe I have reached a certain level of skills at present but that's nothing as compared to well- known artists till date. My Journey is still on, and I long to be the among the greatly figures.

Q. Where do you see yourself in WorldSkills 2022?

A. I can't say and I will not be the most deserving to win the competition!!!





Subhajit Daw

**Silver Medalist - IndiaSkills 2021
3D Digital Game Art**

Q. How has been your IndiaSkills 2021 journey so far?

A. I have never seen such a big competition. Not just competition, I have had the opportunity to meet so many industry professionals across the country. It has been an amazing experience of my whole life. I call it a life-changing competition. My journey to this level is a mixture of fear, inspiration, satisfaction and hard work. I started my travel scene when my uncle gave me a pencil and a small drawing copy when I was 7 years old. Gradually the interest in drawing grew. I may have participated in many drawing competitions in my life but I did not succeed in any of them but I never forgot my passion. Then I transform my passion in another digital way. Since then I have overcome a long way with my passion and today I have reached National. And most of all, I'm very glad to be able to make a identity for myself through this Indiaskill competition.

Q. From where did you complete your education?

A. I come from a very small-sweet family where my parents are very helpful about my skills. And they gave me complete freedom to choose my own path which is another reason for my Silver medal at the IndiaSkills national. I have completed my diploma course in VFX from Arena Animation Chowringhee. Now I am working as a junior 3D artist in the Exigent 3D [India].

Q. What motivated you to be a part of IndiaSkills Competition?

A. I have been fascinated with drawing since I was a child, so I entered the yard and when I entered 3D, the sculpture suddenly became the best friend of my life. I can connect my feelings with it and I get satisfaction by doing it. So I want to turn my passion into a profession. My parents, mentors, my passion and the Indian Army is the motivation to be a part of Indiaskill Competition.

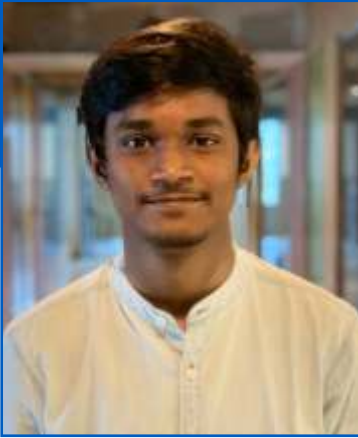
Q. From where did you learn about IndiaSkills/WorldSkills?

A. I got information of the competition from my institute Arena Animation.

Q. Where do you see yourself in WorldSkills 2022?

A. I would like to see myself at the stadium in Shanghai with the Indian flag.





K Durga Pavan

**Bronze Medalist - IndiaSkills 2021
3D Digital Game Art**

Q. From where did you complete your education?

A. I am from vizag, Andhra Pradesh. I did my schooling in vizag and moved to Hyderabad for further studies. I did bachelor's in Game Art and Design from ICAT college Hyderabad. I graduated in the year 2021.

Q. What encourages you to chose this skill?

A. Just like other Artist in this industry, I was really fond of video Games since childhood. My interest of playing video games turned into a passion of making them and my parents supported me throughout this journey, so here I am, competing at India's biggest skill competition.

Q. From where did you learn about IndiaSkills/WorldSkills?

A. I got to know about IndiaSkills through a friend of mine who participated in the regional competition 2018. I never got the opportunity to showcase my skills and compete with someone. I felt this would be the perfect stage for me. So I decided to give it a try and got till here.

Q. Where do you see yourself in WorldSkills 2022?

A. Currently I don't have any expectations, all I want to do is, to give my best in this competition and take the medal home. It would be a great opportunity for me if I get a chance to represent my country at on international platform of WorldSkills.





Manvendra Shukul

CEO - Lakshya Digital

Q. What made you choose a career in the field of 3D games and animation?

A. As it always happens, one's passion for something makes you do things that you would not really have planned for. The same happened with me. My passion for playing games at that time and my background in programming brought me towards a super niche area like games and animation. Being a programmer at heart, at that time, my only ambition was to make my own games engine, which I did and once the engine was there, I looked towards how I can utilise that to do what I loved the most that is video games. Animation being an integral part of any video games, it was the natural next choice.

Q. What is your success mantra that helped Lakshya Digital become the pioneer in the gaming industry in India?

A. People. I have always believed that if we get the right team in place, who believe in the objectives that the organisation wants to achieve, success will happen. Work will happen. When I was playing games, I used to see the amount of work that goes into creating the visual elements in the game. That was the time when outsourcing had made big inroads in many industries. Everybody was trying to reduce costs. So, at that time I realised, game art being a manpower intensive domain, very soon it will become an issue for the gaming industry. With rising manpower costs in the west, the success of a game would ride on how cost effective the development was. So, that gave me a sense that this would be an area where we can play a big role, if we get the right team in place and I got lucky that I was able to rally a team of amazing leaders and artists who believed in the vision that I had about where we can go in this initiative. Though, in the gaming industry at that time, outsourcing was the word everybody hated.

Q. How do you think the gaming industry has developed over the years?

A. Gaming is a hot business and everyone acknowledges it now. The transformation of a nascent, hobbyist engagement that was frowned upon by parents and teachers alike has mushroomed into a \$105 billion USD globally and is the largest segment within the entertainment industry, far exceeding movies or music.

The definition of gaming has changed and so has the gaming industry which is now redefining entertainment. India is no exception and the Indian gaming industry is currently valued at over \$300 million or approximately Rs 2000 Crores. The phenomenon that gaming has now become can be attributed to a string of factors that revolutionised the industry and made it into what it is today. With a population of 1.3 billion people and two thirds of them under the age of 35, India has the world's largest youth population. The growth is driven by higher disposable incomes, introduction of new gaming genres and the increasing number of smartphone

and tablet users following on the back of constantly improving connectivity across the country. With these distinct advantages, India is all set to become one of the world's leading markets for Gaming.

Q. What do you think are the challenges that designers face with constantly evolving technology in the industry?

A. The key challenge that designers and developers face today is to not only to keep abreast with developments and new trends in the industry, but also master new tools and technologies else their games will not look or play as well as other successful games. Technical aspects of game development are changing with lightning speed. With newer technologies and engines being introduced in the market every day, they themselves might find it difficult to be employed if they don't embrace the changes and evolve with the industry.

Q. How has your experience been with being associated with IndiaSkills?

A. So far, the experience has been exciting. As Industry partner, we have had the opportunity to design and execute each step of the process leading to World Skills 2019. The selection & evaluation process once again highlighted the availability of abundant talent in our country today. The free-of-cost Bootcamp that we organised in September gave exposure to participants from all corners of the country and we were thrilled to have been able to do that. On the administrative front, the association with India Skills is quite dynamic, (and we hope stability sets in by the end of this year) for but still we don't get a sense of a rollercoaster ride, yet. Looking at the skills and talent that we have around, not only in 3D Digital Game Art but, other categories too makes us hopeful of a win for India.

Q. Any obstacles you're facing since this is the first time India is participating in 3D Digital Game Art? Do you feel any pressure?

A. Considering that 3D Digital Game Art is a new category for India Skills that was started this year, things were not easy. However, Lakshya is known for setting benchmarks and so that is what we did. Right from developing and conducting assessments, setting up the evaluation and selection process, to preparing the competitors for the road ahead, all processes were designed from scratch. The preparations for these competitions started a bit late, but the talent that we have makes us hopeful. We did not feel any pressure and have confidence that as an Industry partner Lakshya will ensure that this category gets a fair opportunity. The passion to see India shine in 3D Digital Game Art is a huge enough motivator for us.

Q. What would be your message to the participants of IndiaSkills competition?

A. My message to them would be that never compare yourself to what is around you, you may be better than them. Always compare yourself to the best out there, globally. Are you as good as that? Only then you will drive yourself to be on the top, be the best that there is. Never settle for good enough. Aim to be the best. You should set the benchmark, not follow them.



Print Media Technology

The Print Media Technician is involved with all aspects of the printing process from the initial planning and preparation, through the print run, checking for consistent quality to cleaning up after the print run is complete. The work is usually large-scale production of printed materials for a range of clients. Specifically, Print Media Technology involves the production of printed material using an offset sheetfed press and other equipment to create finished, printed products for commercial and packaging industry. This occupation is responsible for producing all printed material at a printing operation. The Technician will usually work in printing businesses or publishers and will use complex specialist equipment. A detailed knowledge of the equipment and materials used is vital to produce high quality products that comply with the specification in a cost-effective and efficient manner. The Print Media Technician requires an in-depth knowledge of handling, troubleshooting, and maintaining printing factors such as ink, paper, and equipment. Generally, production of the printed product will use a traditional ink-on-paper process, but increasingly technicians are using digital printing technologies for occupation is responsible for producing all printed material at a printing operation.

The Technician will usually work in printing businesses or publishers and will use complex specialist equipment. A detailed knowledge of the equipment and materials used is vital to produce high quality products that comply with the specification in a cost-effective and efficient manner. The Print Media Technician requires an in-depth knowledge of handling, troubleshooting, and maintaining printing factors such as ink, paper, and equipment. Generally, production of the printed product will use a traditional ink-on-paper process, but increasingly technicians are using digital printing technologies for shorter runs and utilize variable data.

Print Media Technicians also have to be able to mix custom ink colours and operate cutting equipment to produce a job to a customer's specifications. Quality control equipment like densitometers and photo spectrometers are used to verify and adjust the print quality.



Omkar Kokatay

**Gold Medalist - IndiaSkills 2021
Print Media Technology**

Q. How has been your IndiaSkills 2021 journey so far?

A. IndiaSkills is a wonderful platform which takes your skills to another level. It gives me immense pleasure to share my experience as a candidate of IndiaSkills. It's not just a platform to compete in your own field but also an exposure to different trades (skills) and a competition to bring out the best within you. Some of the points that I learnt through my journey:

- Met different Industry experts and learnt new things from them.
- Improved my self-confidence, inspired me to give my best.

Q. From where did you complete your education?

A. My Dad has his own Advertising firm and I'm pursuing my degree in Printing Engineering and Graphic Communication from Pune Vidyarthi Griha's College of Engineering and Technology & G.K. Pate (Wani) Institute of Management.

Q. Why encouraged you to choose this skill?

A. I chose this skill as I am pursuing my degree in Printing Engineering and Graphics Communication.

Q. From where did you learn about IndiaSkills/WorldSkills?

A. I got the information about WorldSkills from my senior - Shrenik Gugale who represented India in the trade Print Media Technology at WorkSkills Kazan in 2019.



Q. What motivated you to be a part of IndiaSkills Competition?

A. The part that I will get an opportunity to represent India at International Level, motivated me a lot and also Shrenik'2019 experience throughout his journey was the second factor that made me register for IndiaSkills.

Q. How was your experience of Print Media Technology Competition?

A. It was a fun experience from the start. I competed with different people at State level, few of them were experts at some modules, learnt new things from them and moved on to regional level where the competition was much tougher than before. I gave my best and reached the nationals.

Q. Where do you see yourself in WorldSkills 2022?

A. I see myself giving my best efforts and representing India at WorldSkills 2022.





Swagat Choudhary

**Silver Medalist - IndiaSkills 2021
Print Media Technology**

Q. Please share your testimonials/experience.

"Reaching upto INDIA SKILLS 2021 Nationals was a great journey and an amazing experience to cherish. It was an amazing journey to be a part of INDIA SKILLS. The learning and the exposure which we get from the fellow competitors is just enormous."

Q. From where did you complete your education?

A. My Father is an employee at Rourkela Steel Plant (SAIL) and I'm pursuing my Bachelor's degree in C V RAMAN GLOBAL UNIVERSITY, Bhubaneswar.

Q. What encouraged you to choose this skill?

A. I chose this skill because I was interested in Designing and colours etc. and also got influenced after meeting Mr. Satish Narayanan (Chief Expert Graphics Designing) & Mr Sameer Prabhune (Chief Expert Print Media Technology) on a seminar conducted by MESO on Vidyadaan portal.

Q. How did you get information of IndiaSkills/World Skills?

A. I got the information about WorldSkills as India from the first ever Gold medalist 'Aswatha Narayana' from my college and who is also my senior. Previously we had a some discussion about this life changing competition and I just made my mind to step into the competition.

Q. What motivated you to be a part of IndiaSkills Competition?

A. The feeling to represent a country at an International level is just enough dose of motivation for me to get into that.



Q. How has been your journey so far?

A. It was a great experience from the scratch. Competed with different minds of different level, undergone through different training sessions, every time found some new errors and challenges to deal with.

Q. Where do you see yourself in World Skills 2022?

A. It's the journey or the process on which you have to work on and the result will be according to that. If you have cleared all the checkpoints then the result will automatically favor your side. So, work on the process and hope for the best. I am eagerly waiting for the quality training from the best trainers of India. It's a high time to get yourselves prepared and get the best out of it. Eventually in the upcoming days I would like to train myself to fit for an international platform. I would like to have the International exposure further so that I can deliver it further to the upcoming candidates from India so that they are nowhere lacking behind from rest of the part.




Aditya Hugay

**Bronze Medalist - IndiaSkills 2021
Print Media Technology**

Testimonial

IndiaSkills is an astounding platform where candidates from all over India can showcase their skills. It also helps you to increase your knowledge base, aids you to bring out the best version of yourself and helps you to connect with people from different walks of life.

Q. From where did you complete your education?

A. I'm currently pursuing my Bachelors in Printing Engineering and Graphic Communication from Pune, Vidyarthi Griha's College of Engineering and Technology & G.K. Pate (Wani) Institute of Management.

Q. What encourages you to choose this skill?

A. Because I am pursuing my degree in Printing Engineering and Graphics Communication, I thought this is the best way to explore and expand my knowledge.

Q. From where did you get information about IndiaSkills/WorldSkills?

A. I got the information about WorldSkills from my Senior – Shrenik Gugale who represented India in the trade Print Media Technology at WorkSkills Kazan in 2019.

Q. What motivated you to be a part of IndiaSkills Competition?

A. The part that I will get an opportunity to represent India at International Level, motivated me a lot and also Shrenik's experience throughout his journey was the second factor that made me register for IndiaSkills.

Q. How has been your journey so far?

A. The journey so far has been exciting. There were some ups and downs but that's the part of the competition. I got to meet some great people along this journey. This competition really brought the best out of me and helped me overcome some tough hurdles. Now I'm all set to give my best for the Nationals.

Q. Where do you see yourself in WorldSkills 2022?

A. I see myself representing INDIA and giving my best to bring the gold.





Sameer Prabhune

Jury - Print Media Technology, IndiaSkills

Q. What or who influenced you to pursue a career in print media technology?

A. I had an accidental rendezvous with the Print Media. I was looking for a different, off stream career after my college and I came across an Institute offering a Degree of Engineering in Print Technology. I was briefed about the course by Dr. P.B. Kulkarni whom we used to respectfully and affectionately call as Pa. Bha. Sir. I was thrilled to learn an Engineering course which dealt with Art as a base, and loved the connection between Design, Printing and Packaging, A complete knowledge branch.

Q. How has been your experience so far in IndiaSkills?

A. I was introduced to India skills by Mr. SathishNarayanan, the Expert for Graphic Design in 2013 for training the Medal Winner candidate, Arun Raj with Print media component of the Graphic skills. We had a fantastic interaction and had hands on training in Printing press as well as packaging units. I was also involved in Training Sriram, the 2015 candidate who also got a medallion of excellence at the world skills. I feel so happy and proud to represent my country, India at the National and International Level in the field of my choice i.e. Printing Technology, a proud moment for me!

Q. As it is the first time India is taking part in the print media technology category, how have you been training the contestants and what is your strategy?

A. Although it is the first time, I had some experience of the past competitions and thanks to the support and guidance by SathishNarayanan we have had rigorous training sessions for the candidates. Thanks to the Industry support, I could manage to train the candidate right from Paper handling, Plate making, Printing, Binding, Ink mixing and matching, Digital Printing and all the aspects covered under the Print Media. My candidates have complete confidence in themselves about their performances in India Skills and look forward to have a tough competition at Delhi and ahead to Kazan, Russia.



Q. Do you feel that the young people are hesitant to participate in such competitions? If so, how can we bring in more participation?

A. I feel our youth is not hesitant, but more ignorant. They need to be groomed to show more practical skills rather than just acquire theoretical knowledge. Also we need to use multimedia to reach to all the young minds and make them aware of such opportunities, and support them for more and more participations.



Q. What in your opinion are some of the things that you would like the participants to concentrate more on for winning gold in WorldSkills 2019?

A. In my opinion, the participants should focus more on color knowledge, Ink mixing and matching skills, controlling wastages, Achieving results in shorter time by regular practice and most importantly, concentrating on strategic planning to achieve the gold. We have the talent and the skills, so hard work and fundamental knowledge of Printing is the key to winning!





Industrial Design Technology

Industrial Design Technology is the professional practice of designing products, devices, objects and services used by millions of people around the world every day. Industrial designers typically focus on the physical appearance, functionality and manufacturability of a product, though they are often involved in far more during a development cycle. All of this ultimately extends to the overall lasting value and experience a product or service provides for end-users.

Industrial Design degree covers how to create design concepts and digital skills, including graphic modelling, multimedia, and web design. Industrial designers use their engineering, artistic, and digital skills to create concepts and products as per the demand of their clients'. Products have to be practical, safe, user-friendly, reliable, and aesthetically pleasing. As an industrial designer, you can work on any type of product, such as furniture, home appliances, automobiles, etc.

Some of the responsibilities of Industrial Designers include: Discussion with the clients to understand their expectations from the product Design. Development and test of the product to ensure safety policies and client demands Choose the best materials and design elements under the budget.



Kopal Ajay Gangrade

**Gold Medalist - IndiaSkills 2021
Industrial Design Technology**

Q. What's your background (family, education, socio-economic)?

A. I am pursuing my master in Product Design from the National Institute of Design (NID) Ahmedabad, India. Presently, am working as an Industrial Design intern at Whirlpool Corporation, Gurugram, India. I've done my Bachelor's in Mechanical Engineering from KJ Somaiya College of Engineering, Vidyavihar (Mumbai University). My father has been a professor of Mechanical Engineering for 30 years at Somaiya Vidyavihar University (SVU), Mumbai and Mothe is an M.A. and Gold Medalist in Hindustani Classical Music. She is an active YouTuber and Professor of Music at SVU, Mumbai.

Q. What encouraged you to choose this skill trade?

A. Industrial Design Technology involves the development of commercial products that must succeed in both form and function. Mechanical engineering concepts (such as mechanics, thermodynamics, materials science) work well with Product Design (design principles, user experience, and technology) to create new viable products or enhance existing products for competitive markets. IDT is the perfect skill for me to participate and excel in because I have a background of both Mechanical Engineering and Product Design.

Q. From where did you learn about IndiaSkills/WorldSkills?

A. In 2019, Indian candidate Ms. Shweta Ratanpura won Bronze Medal for Graphic Design Technology at WorldSkills, Kazan, Russia. She is a Graphic Design alumna of NID, Ahmedabad. Her achievement sparked my curiosity in the IndiaSkills and Worldskills competitions and I made my mind to be a part of this.

Q. What motivated you to be a part of IndiaSkills Competition?

A. Indiaskills is an excellent platform for individuals to develop their skills and demonstrate their talent to the world. It is a great opportunity to connect and learn from the leading professionals in the industry. In addition, I envisioned Indiaskills as a chance to reach a wider audience and bring glory to the nation from the international platform of the WorldSkills competition. India is a sea of talent and it's time to show it to the rest of the world.



Q. How was your experience of the Industrial Design technology Competition?

A. Art and Craft used to be my favourite classes in school. I made sure to never miss any of it. While growing up, I was equally fascinated by how things operated, and my favourite summer pastime was spending hours at the repair shop watching devices being opened and repaired. Naturally, I chose to study Mechanical Engineering and was a member of the SAE Formula Racing Car team in college. My design journey began in 2019 when I contributed to the design of a surgical device at IIT Bombay's Betic Lab as part of my B.Tech (Mechanical) project work. I achieved an AIR 3 (GEN) on the NID entrance test and was accepted into M.Des in the Product Design programme at NID Ahmedabad. A premier design institute of India. AWhen I found out that new skill trade IDT has been added in WorldSkills 2022, I was made my mind to participate in this competition.

Q. Where do you see yourself in WorldSkills 2022?

A. It would be a dream come true to compete in the WorldSkills 2022. I envision myself working hard for it and bringing home a medal for India. Furthermore, I am confident that it will be a life-changing experience where I'll meet a multitude of experts and experienced competitors, forging new connections and forming new collaborations. In the end, the true medal is won not only in the competition but also in what we do afterwards. I also hope to inspire and motivate many others just as Ms. Shweta's accomplishment motivated me.





Devika Jhunjunwala

**Silver Medalist - IndiaSkills 2021
Industrial Design Technology**

Q. How was your IndiaSkills 2021 journey so far?

A. Indiaskills and WorldSkills is a great platform that is giving recognition to the skills based education. This platform makes students familiar with the career possibilities in the wide spectrum skills. I feel proud to be associated with Worldskills India.

My experience has been great when it comes to raising the bar of quality that is needed to crack the competitions and it truly pushes me to stretch my boundary and perform better.

Q. What's your background (family, education, socio-economic)?

A. I pursued my Bachelor in design, majored in Product Design from MIT Institute of design, Pune. I have completed my graduation in 2021. Presently am working at Robert Bosch India's UX Studio as a product and experience designer. So far I've won a few design awards for the various projects by organisations like Associations of designers of India and NASSCOM Design4India.

In the formative years of schooling, I was good academically but found it difficult to understand and things the way conventional pedagogy is mandated. I found my solace in arts because it offered me so much liberty and allowed my ideas to thrive. I didn't want to be restricted to cramping theorem, I wanted to do something hands-on that could create impact and solve the numerous we face every day. I Learned about product design while applying for design schools. I had found my home where I could shine and excel.

I come from a middle-class family, my father runs a small scale plastic moulding workshop in Chandigarh. I had some exposure to the world of manufacturing and industrial technology. The design School experience was everything I could imagine. I genuinely enjoyed everything I was learning and doing. Excellence just came as a byproduct of passion and drive. My family has faced many hardships, but they never let it affect me or my education and excellence. Making them proud is my way of thanking them for all the sacrifices that have been made so far. I've won a few design awards for my projects from Associations of Designers of India, NASSCOM Design4India etc.

Q. Why did you choose this skill?

A. My Passion and drive towards Industrial Design. This is an opportunity to create awareness of this skill amongst everyone and get this skill valued on the world forum. I feel grateful and blessed to have this opportunity to be able to represent a skill that is my core competence.

Q. How did you get information about IndiaSkills/WorldSkills?

A. Sometime in 2017, we had an orientation from the Indiaskill team at our college. I was so delighted to know there is a platform that recognised hard skills and was extremely motivated to contribute to it making it rank on the top. However back then, IDT was not one of those well known skills. In 2019 I heard about it from Alomi and I really hoped that IDT would make it to the pool of trades. I started following the WorldSkills India forum and that's how I apply for it. Now that it is happening I am more than sure that we have the skill to make it to the top!

Q. What motivated you to be a part of the IndiaSkills Competition?

A. I could never miss the chance to show the world that India has what it takes to be the land of innovators. I want to share this gift of skill and make my parents, gurus and my country proud!

Q. Please share your journey to this level.

A. It has been an adrenaline-inducing journey. The Competition is getting to challenge as the levels progress. There is a significant amount of upskilling, learning and unlearning with every new stage of the competition that is helping candidates evolve as well. The training provided by MESC has been very helpful. I am very grateful to all the partners and mentors of the competition who have coached us and motivated us to do better. I strive to upskill and refine my skills before the nationals. I look forward to the next challenges.

Q. Where do you see yourself in WorldSkills 2022?

A. Standing on the podium, receiving the gold medal for the skill trade: Industrial Design Technology, while the Indian flag is unfurled on a global platform and the audience standing up for the National Anthem of India

Q. Share your insights for social media coverage and your interview.

A. My mantra is to aim higher and give 110%. I am more than sure that the result will be in our favour. I can control what efforts I put in and there is never going to be a falling short on that!





Amal Teerthankar

**Bronze Medalist - IndiaSkills 2021
Industrial Design Technology**

I am Amal Teerthankar, a final year student at The National Institute of Design, Ahmedabad pursuing Bachelor's in Industrial Design as my specialization. Currently I am working on a Project with The Railway Design Center, where I am designing a Post Covid System for Indian Railway Platforms and Train Coaches with necessary Interventions wherever required.

Q. From where did you learn about IndiaSkills/WorldSkills?

A. I take inspiration about IndiaSkills from my seniors who have already competed and won places in this competition before. Winning a Top 3 position in the country was a very astonishing moment for me, as it was my first recognition in the field of design, where there was a lot of learnings and lessons involved throughout the entire process. This is the only chance to prove myself, which I won't let go. To make it even more delightful for me,

Q. From where did you complete your education?

A. I am aiming to stand proudly on the highest podium at Shanghai with The Indian Flag in my hand, so that my dream of achieving something for my country becomes a reality. I am very much excited to learn a lot of things from WorldSkills & Industry Experts, so that I don't miss a single point during the competition.





Vineet Raj Kapoor

Game Designer, Mentor SXILL, Dean Chitkara University & CEO VirtualSoft

Q. When and why did you take the responsibility to become a IndiaSkills Expert?

A. Since, I have been grooming candidates for India Government initiated National Level competitions even way back in 2018 with the first Smart India Hackathon, I was happy when MESIC invited me to join a Worldskill Experts Training camp in April 2021 and then again in June 2021. Later I was invited by Future Skills to be a Jury at Asiaskills friendly games, and then Indiaskills Regionals (South) [North I had opted out as it was my region]. Later, I also was Jury at Autodesk Futureskills Competition on 9-10 Dec 2021. I also was a part of the Future Skills/ World Skills initiative to groom candidates Internationally from 27 Nov 2021 to 19 Dec 2021 alongside Experts from Worldskills, Russia and Worldskills, Croatia. I have been mentoring 1000s of students across India through Shiksha.com (Where I was their first Chief Mentor) and Quora.com (where Millions of students across the world were reaching out to read my guidance and answers to their queries). I am habitual guide, mentor and motivator, and have never declined an opportunity to raise the next generation. I am already a regular jury at Serious Play Awards, at University of Central Florida, USA, besides jurying at Wharton QS, Smart India Hackathon 1.0 and many others. I have mentored many students to be entrepreneurs and leaders in their domains of interest. Many are today considered leading experts in the world or the country in their domains.

Q. Please tell us about your skill and what's the best career opportunity available in the same?

A. My skill at Worldskills is Industrial Design Technology, and my Bachelors in Mechanical Engineering (1988) where I was exceptional in Engineering Drawing and Machine Drawing gives me an advantage that modern Industrial Design people trained with less depth in Engineering may not possess. Later my MBA (1990) and subsequent jobs in Engineering as well as management gave me the dual advantage of being able to understand the market as well as customer behavior, alongwith the financial implications and market feasibility of the products that are design. My qualifications combine a 7 year of learning all aspects of engineering, design and business backed by 31 years of experience in various aspects of design including 6 years as Dean at Chitkara University. There are a lot of opportunities available for Product Designers especially if they are aware of the modern versions which include digital as well as IOT based products. The current figures indicate that between 80-90% of all IIT/ IIIT graduates land up into UX Design, which is again my forte. These careers are fetching easily between 6-12LPA for the right freshers on an average. Even those from lesser qualifications start from 3 LPA.

Q. How do you prepare for the training and bootcamps before the IndiaSkills National competitions at AWSITC?

A. I gave seminars on Design Thinking to the entire set of applicants before the Indiaskills Regionals. It had tremendous

response with some winner coming back to me about how they were benefited by the Seminar. I organised for Future Skills/ Worldskills, a 50 hours FREE International Workshop for all 10 selected Indiaskills candidates alongwith Experts from Worldskills, Russia and Worldskills, Croatia. During the competition, I involved and motivated all other Jury. I fully involved other Jury in development of the Test Project, thus bring a new approach at par with the Worldskills approach, in comparison to the earlier approaches.

Q. How do you motivate candidates during workshops and competitions?

A. I personally meet them and discuss very relevant and contemporary ideas with them, like I recently discussed about a bad product design for a PET bottle that was given to them for mineral water during Indiaskill Regionals (South). I also lend a keen ear for any problems they face or any questions they may have during the competition. Even during Asiaskills in July 2021, I reviewed the projects on their viability and later during the Future Skills Competition too. I also personally involved and motivated all other Jury and helped them out in case of difficulty with immediate problem solutions and the jury was finished in record time. During workshops, I create relevant problem statements where they are able to look at product design in a more sustainable way. I also offer them multiple ways to look at problems that the singular approaches that are often taught at leading institutes. I have always been keen to learn from my peers across the world (and always acknowledge their contributions to my knowledge). During the Future Skills Training I was able to train the candidates on advanced topics as well as approaches to Design and the same was appreciated heavily by the SCM (Skill Competition Manager).



Q. How do you envision AWSITC?

A. AWSITC is a great initiative to serve the interests of developing the Skillset of Indian Candidates and even beyond, since the larger goal is to understand the standards of Worldskills and then offer training as per Worldskill Standards to the masses. I believe AWSITC has not seen even a small portion of the potential it holds and am keen to develop this concept if an opportunity is given to me to do so.

Q. What motivates you to be an expert to train a candidate for IndiaSkills?

A. I have been grooming candidates for India Government initiated National Level competitions even way back in 2018 with the first Smart India Hackathon when I groomed and mentored candidates in Robotics. The candidates mentored by me finished 1st in India and another set groomed by me finished 3rd. This was the best podium finish across all SIH categories. As a Jury I get the opportunity to be a role model through my personal approach to problems, and I believe that it is the best way to groom a future designer.

Q. Please share some memorable moments you've experienced at IndiaSkills.

A. I could motivate all the Jury to collaborate with me, to design the test project, as well as conduct the jury seamlessly, to deliver the fastest compilation of results by 6:00pm to MESCTeam (within 90 minutes of the ending of competition). I took on all the tough parts like compiling information in the required formats, as well as tweaking the assessment to suit the given project. All this happened without any incident. Being appreciated by all co-Jury was the most memorable moment of Indiaskills for me. It was collaboration at first sight for me with each individual Jury member and there was not a moment of distrust between us, which was a totally different experience for the Jury in comparison to the previously held event. I must mention here, that Training other Jury had not been a norm at Indiaskills, which I tried my best to correct. I kept a very approachable space, as well as proactively told everything required instead of embarrassing the jury into having to ask me every time.

Q. What's your aim for WorldSkills Shanghai 2022?

A. If given an opportunity I would be aiming for a huge Indian footprint on Worldskills Shanghai, both in terms of Indian Talent as well as Jury. Indian Talent should be envied for it's approach which is not only visible through it's scores but also through it's methodology. Indian Jury must be taken more seriously - and I have taken the first step towards that by collaborating on the Future Skills platform of Worldskills, and consider it a great and prestigious breakthrough to be recently personally being offered to be the Chief Expert at Worldskills Shanghai by Mr. Andrey Ermakov, the Skill Competition Manager, Industrial Design Technology. I hope it materializes since it would be India's Entry into Worldskills as a Chief Expert - a step towards recognition of Indian Expertize.

Q. How do you see AWSITCs growing and preparing candidates for WorldSkills Lyon 2024?

A. We need people who can play a lead role in capacity building, especially in Skills Competition Management, Test Project Development, Assessment Methodology, Competition Information Systems, Workshop Setup and Management, Health and Safety, Skill Development and Promotion, and Skills Training and Curriculum Mentorship. This is not possible till we have a core group which is collaborative and committed. We may also need a few full time people for each skill that we need to grow.



Q. Your mantra or guidance to aspirants of WorldSkills and other international competitions?

A. Be fair and ethical in your approach. You are representing a nation. India doesn't cheat! And the world must know that! It would bring a lot of work to India. So be the role model for Industrial Design Community of India.

Q. As 35%+ candidates that have reached IndiaSkills National competition 2021; what's your opinion and say for AWSITC concept?

A. AWSITC has had a good start, and the enormous number of candidates that are successful at Indiaskills is a pointer to that. This concept needs to be grown further, and a sustainable model for AWSITC is required. I would be happy to develop this concept if an opportunity is given to me to do so.





Prerna Shaurya

IndiaSkills 2021 Participants
Graphic Design Technology



Q. From where did you complete your education?

A. I am Prerna Shaurya, currently pursuing my Bachelor's in Graphic Design from National Institute of Design, Ahmedabad. I come from a common middle-class background. My father has a small business. My mother is a homemaker. I completed my schooling from Patna, Bihar. Currently, I am working as a UI Designer for a multinational IT company in Bangalore.

Q. What encouraged you to choose this skill?

A. Since my education and current training incline towards the domain of Graphic Design and Visual communication, I chose the skill trade of Graphic Design Technology for India Skills.

Q. How did you get information about IndiaSkills/WorldSkills?

A. I got to know about IndiaSkills and WorldSkills when its representatives visited my institute: National Institute of Design, Ahmedabad. Also, one of our seniors, Shweta Ratanpura who won Bronze for our country also made us aware with this biggest skill competition of the nation.

Q. What motivated you to be a part of IndiaSkills Competition?

A. The chance to represent my country on an international level motivated me to participate in this competition. IndiaSkills is a once in a lifetime opportunity for me, I couldn't have missed this chance.



Q. How has been your IndiaSkills 2021 journey so far?

A. It was a great experience to compete with so many talented students. The competition gave me a great opportunity to learn and polish my skills. Everything was organised very properly. The kind of exposure and the opportunity I got to meet extremely talented people, made my journey memorable and worthwhile. Everything from reaching in Delhi, staying in the hotel, health and hygiene and participating in the competition was really amazing and duly taken care of. I also got to connect with different people from different professional backgrounds and skills which was a next-level experience that I never had. Qualifying regionals was such an overwhelming feeling for me and I really hope that this insightful experience will take me to the next level in my life.

Q. Where do you see yourself in WorldSkills 2022?

A. I see myself representing India in the skill of Graphic Design Technology and winning a Gold Medal for my country.





Dwaipayan Chakraborty

IndiaSkills Regionals - Silver Medalist
Graphic Design Technology

Q. What encouraged you to choose this skill?

A. As a kid, I was fascinated by the painting skills of my mom, I watched her making paintings for hours and wonder how she makes such paintings and one day while she was not at home, I took her painting brush and started painting. I've a very good observation skills and I had applied them all in making of my first painting, when she arrived, I thought that I might get an scolding, but instead she felt glad and appreciated me and she became my art teacher, I continued in the field of art and won many awards in painting competitions. Later when I was 15 years old I become attracted to digital Illustration and 3d hard-surface modeling of other artists I found Online, I first started making them on an old PC gifted to me by my mother's brother. Later when I came to know about graphic design, my interest grew in it and I became eager to learn more. However, there was no collages for learning graphic design in my town and nor I was in an condition to take admission in a good design collage or to move to another place to study. So I started learning through online resources. I choose this skill because I want to make a career in Graphic Design and to do best in it.

Q. From where did you learn about IndiaSkills/WorldSkills?

A. I was doing a Computer diploma course in an institute on Hailakandi named IIT - CEC. All of my teachers there loved my works and they always encouraged me. During the last month of my training one of my teacher came to me and told me about IndiaSkills and recommended me participate in it and since then my life have takes so many beautiful turns.

Q. What motivated you to be a part of IndiaSkills Competition?

A. I don't think there's anything more bigger than representing you country on an international stage holding the Indian flag. It will be an honor to be blessed with an opportunity to represent India, at international level at WorldSkills which is also known as Olympics of Skills. And this is the only thing that motivated me to be a part of the India skills competition.

Q. How has been your IndiaSkills 2021 journey so far?

A. The journey has been very exciting, It was an amazing experience to compete with so many skilled students. The competition gave me a great opportunity to learn and polish my skills. Starting from the state level to qualifying the regionals I literally had the best experience of my life which I never experienced in any other competitions, In this competition I met with many talented people from different skills from my state and many other states which made the journey worthwhile. I'm eternally grateful to my parents, my teachers, my best friend who supported me and in this journey. Special thanks to ASDM for all their support. Thanks to MESG for the informative online sessions with experts that helped me in my preparation.





Shweta Bankura

**Silver Medalist - IndiaSkills 2021
Graphic Design Technology**

Q. From where did you complete your education?

A. I am a final year student of B.Des Graphic Design Course from UPES Dehradun.

Q. Where did you learn about IndiaSkills/WorldSkills?

A. One year back I honestly had no idea about this platform but one sudden day I came across a social media post about Shweta Ratanpura winning a Bronze medal in Worldskills Kazan and that too in a skill I'm familiar with. So I did my part of research and came to know about this competition. Representing your country in a world level platform is surely great but never thought that could be even possible in skills like design. I did know about other design competitions which happens on a submission basis virtually but the practical process here was something which I never imagined.

Q. How has been your journey so far?

A. The journey to nationals has been quite an exciting, fun and adventurous one. I represented Uttarakhand since I've been staying here for my college studies, so before getting into the state level I talked to Media and Entertainment Skills Council officials who helped a lot throughout my journey till nationals. After clearing the state level, I went for Regionals where the experience was at a grand level and as I was clearing more and more steps, I've been more excited for the upcoming journey. Winning a gold medal in Regionals led me to the nationals before which MESC and Design Media organized an offline bootcamp for all 10 of us in Pune even through this covid situation. And this bootcamp was the best part in this entire journey. We made good friends, got industry level

experience and guidance by Sathish sir, did some amazing fun projects and explored Pune too. Honestly all of us got into the equal level during the training, we got through each other's strength and weaknesses and trained together for the nationals. In the end I was not really concerned about winning or losing, it's the journey we have come through, MESC Interview.





Sourav Dhali

**IndiaSkills 2021 Participants
3D Digital Game Art**

A B.Tech Computer Games and Programming Skills from Centurion University of Technology & Management (Odisha); Sourav Dhali is a passionate gamer and game designer. He is an expert in 3D Modelling, Texturing, 3Ds Max and many more technology driven platforms. With an aim to generate employment in the state, Sourav wishes to open a game design studio in Nabarangpur, Odisha.





Sakshi Bansal

IndiaSkills Regionals - Silver Medalist
3D Digital Game Art



Q. How has been your IndiaSkills 2021 Journey so far?

A. It was a very amazing experience for me. I learnt a lot of new things and methods to improve my skills as an artist. I got the opportunity to meet renowned industry professionals. I would recommend everyone having skills to participate in this great competition so that they can also have this once in a lifetime experience. I would like to thank Media & Entertainment Skills Council and National Skills Development Corporation for organizing skills competitions so that we cannot only showcase but also compete in our skills. I am confident that everything that I have learnt from this journey would help me to thrive in future.

Q. From where have you completed your education?

A. I was born and brought up in Indore, Madhya Pradesh, I completed my schooling from there only. I have done my bachelor's in Fine Arts in Digital Art & Animation from Asian Institute of Design, Bangalore. Currently I am working as a Texturing Artist in Xentrix Studios, Bangalore.

Q. From where did you learn about WorldSkills?

A. I got the information about WorldSkills from my professor in my college and the Instagram page of WorldSkills India.

Q. From where did you learn about WorldSkills?

A. I got the information about WorldSkills from my professor in my college and the Instagram page of WorldSkills India.

What I learnt during my journey

I registered for Indiaskills back in 2019 and lost all hope of it taking place due to the covid but finally it did happen. From Indiskills prelims, state level, regional level to Indiaskills nationals, my journey was full of excitement. I learnt a lot of skills which improved me as an artist. I got to know a lot of different methods and tricks during the training and interacting with other competitors. I enhanced my skill as an artist and gained confidence to manage the tasks in the given time limit. The most important skill I learnt during the nationals was how to stay calm under stress and manage time properly. I will work harder each and every day implementing what I learnt to become a better 3D Artist than I was.





Mayank Bharti

IndiaSkills Regionals - Silver Medalist
3D Digital Game Art

Q. From where did you complete your education?

A. Mayank Bharti and my skill is 3D Digital game art, and I am from Delhi there are four members in my family my father, mother, elder sister and me. I have done my schooling from Delhi, (Navyug school mandir marg). I have completed my graduation from Delhi University, and I am pursuing my diploma in 3D Animation from Arena Animation South extension, Delhi.

Q. What encouraged you to choose this skill?

A. I have chosen this skill because I share a creative background and my father is an artist and I have an interest in art and craft. So after completing my schooling I decided to make career in the creative field with some digital touch, so I chose this skill and this is the fastest growing sector and I think I am not wrong at that time, and I am doing well in this field.

Q. From where did you learn about IndiaSkills/WorldSkills?

A. I get to know about WorldSkills from my Institute and I think representing your country at world stage is the biggest motivation for this competition.

Q. How has been your IndiaSkills 2021 journey so far?

A. My journey was tough because after schooling, this field was something new for me and I was not able to understand anything of this skill. I worked hard and this competition turned out to be a game changer in my life. It gave me the exposure and understanding about the industry.





Siddarth Narayanan

**IndiaSkills Regionals - Silver Medalist
3D Digital Game Art**

Q. How has been your IndiaSkills 2021 Journey so far?

A. It was an amazing year long journey that I would probably never forget, a lot happened through the year and things just kept getting more competitive and Interesting and was probably the best learning experience

Q. From where have you completed your education?

A. My Father is the expert for the graphic design skill so naturally the platform wasn't new to me, others in my skill were from the same area and had met them before the skills commenced, so we knew each other and could learn and grow from each other.

Q. Why did you choose this skill?

A. I've always been passionate about Video games and game design and made small characters on the last pages of my notebooks in school, so game design was my home ground. To think that this would be my career is a dream come true and to find a platform like WorldSkills to prove that im the best is an opportunity of a lifetime.

Q. Where do you see yourself in WorldSkills 2022?

A. I got the information about WorldSkills from my professor in my college and the Instagram page of WorldSkills India.

What I learnt during my journey

A. My performance as the nationals was insufficient, and hence I couldn't make it. but this was a learning curve for me, hopefully I will try harder next year and dominate at IndiaSkills 23" and WorldSkills Lyon.





Amit Patel

**IndiaSkills Regionals - Silver Medalist
Industrial Design Technology**

My name is Amit Patel, and I am a Nationals candidate in Industrial Design Technology. I am originally from Varanasi, Uttar Pradesh. I am currently employed as an industrial designer at Hubbell Incorporated, a multinational corporation. I received my bachelor's degree in industrial design from the National Institute of Design.

Q. How was your IndiaSkills 2021 journey so far?

A. My experience at Indiaskills North was incredible; it was a fantastic event. I learned a lot not just from my domain expertise but also from the other great people who were present. I must say I had a good time from the since day one. I would like to thank the entire Indiaskills team for organizing such a wonderful event and providing youth with this great opportunity.

Q. What's your background (family, education, socio-economic)?

A. I come from a middle-class family; my father is a bank officer and my mother is a homemaker. My elder sister, who is a UX/UI designer, currently running a studio in Bangalore. As far as my education, I did my schooling in Varanasi, Uttar Pradesh and graduation in Industrial Design from the National Institute of Design [NID].

Q. Why did you choose this skill?

A. I never miss a chance to grab the opportunity that helps me to explore more about industrial Design, I like tangible products and the process behind developing it, I would say this is one of the skill I enjoy most and its my passion.

Q. How did you get information about Indiaskills/WorldSkills?

A. I first heard about WorldSkills through a friend, but I learned more about the event from my college's discipline coordinator.

Q. What motivated you to be a part of Indiaskills Competition?

A. Well, there is no one who wants to miss the opportunity to make his country proud. That is a sufficient and significant reason for me to compete in Indiaskill 2021.



Q. How was your Industrial Design Technology competition experience?

A. I would say that each level of the competition has been intriguing up to this point; I have learned a lot and am thoroughly enjoying myself; the bootcamps have been quite beneficial. We have been extensively trained for the Indiaskills Nationals 2021. The regionals competition was thrilling and challenging; we had to do difficult tasks within short period of time, and we were trained on difficult parameters. I believe that Indiaskills involve a great deal of concentration, presence of mind and, most importantly, time management. To be honest, I have never thought that I will reach this level but now it is a responsibility. So far, the journey has been incredible, and I am doing everything I can to prepare for Nationals. Am excited for the event that awaits us in New Delhi.



Q. Where do you see yourself in WorldSkills 2022?

A. I believe in "living the moment" and planning for the future without thinking about the outcome, but the goal is to win a gold medal for the country and seeing Indian flag unfurling on the stage of WorldSkills.





Krishna Gilda

IndiaSkills Regionals - Silver Medalist
Industrial Design Technology

Q. From where did you complete your education?

A. Currently, am pursuing Master's in Industrial Design from the National Institute of Design, Ahmedabad. I come from a common middle-class family. My father works in the hardware trading business and my mother is a homemaker. I have completed my schooling at Latur. I graduated in an Electrical Engineering discipline from the College of Engineering, Pune (COEP) in 2017.

Q. What encouraged you to choose this skill?

A. Well, my education and current training are inclined towards the domain of Industrial Design so decided to register for Industrial Design Technology.

Q. From where did you learn about IndiaSkills/WorldSkills?

A. I got to know about IndiaSkills and WorldSkills when representatives of India skills visited my current institute National Institute of Design, Ahmedabad. They made us aware of this skill of Industrial Design Technology.

Q. What motivated you to be a part of IndiaSkills Competition?

A. The chance to represent my country on an international level motivated me to be a part of the competition.

Q. How has been your IndiaSkills 2021 journey so far?

A. The competition gave us a great opportunity to learn and polish our skills. The competitions were organised in a well-planned manner. I got the opportunity to get trained under the guidance of industry professionals and prepared me for the nationals.

Q. Where do you see yourself in WorldSkills 2022?

A. I see myself representing India for Industrial Design Technology Skill and winning a Gold Medal for my country.





Vishwa Hiremath

**IndiaSkills Regionals - Silver Medalist
Industrial Design Technology**

Q. How has been your IndiaSkills 2021 journey so far?

A. The first two levels of the exam were comparatively easy going for me. Then came the regionals where I got an immeasurable experience in terms of how I should be managing time. Time was a crucial factor which dominated my skill sets. I understood the importance of working smartly in order to produce better quality work within the given time. This skill test was very helpful in estimating my strengths against the weaknesses. I learned about the level of dedication needed and practice I should be doing for Nationals. This was an eye opener for realizing the intensity of the skill and overall industrial design technology.

Q. From where did you complete your education?

A. I am a 3rd year student of Bachelors of Design, Product Design at MIT Institute of Design, Pune. I have completed my 12th grade from Indira National school in Science, CBSE. I have also won swarshankar award as I scored 100/100 in Hindustani vocal music (optional subject in 12th grade)

Q. What motivated you to be a part of IndiaSkills Competition?

A. I am passionate about product design since my childhood. I have pursued my passion as my career and choosing this skill was to develop my design skills and perspective. This skill competition will not only help me gain knowledge in my field but also lead me to become stronger, competitive and patient enough while designing products in professional life and as a source of earning. Hence, I chose this skill to become better at my passion and being dedicated to refine my skills and pursue a great professional career.

Q. From where did you learn about IndiaSkills/WorldSkills?

A. Shweta Ratanpura is one of my family friends. I have got detail information about the skill competitions held from her. I went ahead and researched about India Skills and World skills from its website and finally registered to compete and valuable experience.

Q. What motivated you to be a part of IndiaSkills Competition?

A. I wanted to grab this opportunity to gain knowledge and learn in depth about Industrial design technology during my college days which will support my education and build my personality. The motivation behind being a part of this competition was to meet people with equivalent or higher level of skills, experience, knowledge, and personality. Overall environment of such competition helps you learn a lot about yourself, and the career path chosen. I wish to compete sportively without thinking of the result because at the end this competition is providing a lot of satisfaction in terms of learning and overall experience.

Q. How has been your IndiaSkills 2021 journey so far?

A. I had not prepared at all till regionals level. Whatever knowledge and skills I had during my college years, the same was used to appear for all the exams. After learning about the weaknesses and strengths during regionals, I have decided to strengthen my strengths and work more on my weaknesses. I will be utilizing this time before nationals to work passionately on my skills and perform better than my capability today.

Q. Where do you see yourself in WorldSkills 2022?

A. I see myself representing India proudly. I wish to get Gold for India in this Industrial Design Technology.





IMAYA GANESH S

**IndiaSkills Regionals - Silver Medalist
Industrial Design Technology**

Q. From where did you complete your education?

A. I am from a typical lower middle class Indian nuclear family. I currently am pursuing my Bachelor's in Mechanical engineering at KPR Institute of Engg. and Technology, Coimbatore, Tamil Nadu. I'm at my 3rd year of study. I'm also a Fusion Catalyst intern at Autodesk.

Q. What encouraged you to choose this skill?

A. As an Engineer, the design stuff we do in academics are so definitive and constrained, I wanted to experience and express myself in the design field in a more creative and elaborate way. Which is why I chose Industrial Design Technology to challenge myself against what I've been learning in engineering and ultimately touch new horizons.

Q. How did you get information about IndiaSkills/WorldSkills?

A. I came to know of this opportunity through my professor and by working with some related activities as part of my internship.

Q. From where did you learn about IndiaSkills/WorldSkills?

A. I was amused by the sheer vastness of WorldSkills when I came to hear about that, So I thought I'd try my shot at getting in through IndiaSkills.

Q. How has been your IndiaSkills 2021 journey so far?

A. Initial rounds were not that hard since I'm familiar with the concepts, regionals was a really great experience, It was challenging me to perform at the best of my abilities, I got really surprised to know that I was one of the candidates selected for nationals and a sense of accomplishment is with me ever since.



Q. How was your Regionals experience?

A. Initial thought; how could people miss this? I was really surprised by the scale of this event, it felt like I was in a national level event. Mainly, I was moved by the extent MESC, NSDC and IndiaSkills were willing to go to ensure that all the competitors have the best experience possible, I had zero things to worry about since they took care of transportation, accommodation and everything else. Secondly, the place, Vizag, such a lovely city and the primary venue was kissing

the Bay of Bengal, it was an experience to behold. And finally the people, all the people from juries, organizers, skill councils, sector skills were busy as bees and also found the time to ensure that none of the candidates are unattended for.





Hitesh Kumar

**IndiaSkills Regionals - Silver Medalist
Industrial Design Technology**

Q. Please share your testimonials/experience:

A. It was a great experience to compete with so many talented students. Unlike all the other design competitions, Industrial Design Technology of IndiaSkills, was one of a kind with a very smooth process. Everything from reaching, staying and participating was really amazing. I got to connect with people from different backgrounds and skills. And I hope this experience will take me to the next level in my life.

Q. From where did you complete your education?

A. I come from a town in the Jalore district of Rajasthan from a middle-class family. My father, along with my two elder brothers has an accounting & taxation firm in the town, Ahore. I did most of my schooling at Govt School in the town from RBSE (Rajasthan Board Secondary Education). I went out to study for bachelors in Electrical Engineering in Ahmedabad and I am currently pursuing a Master of Design in Ceramic and Glass Design at the National Institute of Design, Ahmedabad. My design journey started in the final year of my bachelor. My first venture in a professional design career happened when I won a national competition for designing a logo for India Post Payments Bank in 2017 at mygov.in. This motivated me to further my education in design and eventually I fought the NID exam and got the opportunity and recently I was awarded 2nd prize at the 10th JumpTheGap Roca International Design Contest, Spain, for one of my industrial design projects of NID. Currently, I am working as a Multidisciplinary Designer for a startup company in Hyderabad.

Q. What motivated you to choose this skill?

A. As an Industrial design student with an interest in technology, it was the best option for me to choose from. As I am already an industrial design student, I have had in-depth basics and learning that revolves around industrial design. From ideations, sketching to developing 3D models, it comes quite handy. Having these skills may help me further my position in this competition.

Q. From where did you get information about IndiaSkills/WorldSkills?

A. I received the information through NID email and however, it was well known before when one of the senior Shweta from Graphic Design got a medal in Graphic Design Technology at WorldSkills.

Q. What motivated you to be a part of the IndiaSkills Competition?

A. India skills is a once in a lifetime opportunity for me. Along with that, Design is something I do with all my heart. Participating in competition for me is a way to explore my abilities in a constrained environment. IndiaSkills being the biggest skill competition of India is an honour for me to attend with so many participants with different skills and backgrounds.

Q. How has been your journey so far?

A. It has been a long journey since the registration for this competition back in January 2021. Though I might have missed some workshops and friendly competitions, it was exciting to participate in the state competition to reach the regionals. Regionals competition actually gave me some insights on how things are going to get if I qualify further, and now that I have qualified the regionals, I can get back to learn what I enjoy the most, DESIGN.

Q. Where do you see yourself in WorldSkills 2022?

A. I see myself representing India on the international ground and doing my best to make our country proud by achieving the precious. "No less than dream come true."





Ajeet Kumar Singh

**Silver Medalist - IndiaSkills 2021
Print Media Technology**

Ajeet Kumar Singh; A young engineering student of computer science from Lovely professional university is from Patna, Bihar. Coming from a lower middle-class family he dreams to be working in printing technologies, block chain or design technologies. He came across the information of IndiaSkills via one of the workshop of Vidyadaan and decided to try his luck in Print Media Technology.



IndiaSkills 2021

Participants



Priyanka

Graphic Design Technology

Priyanka is a passionate graphic designer with a vision on minute details when it comes to design. Coming from a humble family in Punjab, she aspires to be among the country's top designers and wish to have her name written in the golden words in the history of her hometown, Phagwara. Currently she is pursuing her graduation in Lovely Professional university.



Daksh Rahul Salva

Industrial Design Technology

A 24-year-old aspiring designer Daksh Rahul Salva is an asset for the nation with the conceptual knowledge and strong hand on design. He is pursuing his degree at National Institute of Design Ahmadabad. With passion and zeal to excel in life Daksh aims to be an industrial designer. Daksh represented Maharashtra state and showcased excellent work during the competitions.



Raniya Thotton Puthiyapurayil

Graphic Design Technology

Winning gold medal at IndiaSkills 2021 was one of the best moments of my life. I had the best experience of my life at IndiaSkills that will stay with me forever. I always wanted to pursue a career in Graphic design and being a part of this competition was an add on. I got to learn a lot from industry professionals, all the experts, jury and MESCC has been supportive in this journey. Thank you for such a great experience.



Shreyash Pradip Gujarathi

Industrial Design Technology

A B.Tech from MIT Pune Shreyash Pradip Gujarathi is a passionate industrial designer. He is an expert in 3D Modelling, Texturing, Autodesk and many more technology driven platforms. With an aim to generate employment in the state, Shreyash wishes to open a design studio in Pune, Maharashtra. His vision is to give solution to the practical problems faced by mankind and design products that are easy to handle.

IndiaSkills 2021

Participants



Vivek Kashyap

Print Media Technology

Vivek represents the beautiful land of Assam and won silver medal at the regional level competition held in Patna. A graphic designer and sketching artist Vivek is a passionate worker and will be an asset for any organization. Post completing his degree he wishes to open a studio and generate employment for many aspiring designers and artists.



Dhruval Patel

Print Media Technology

Participating in Indiaskills 2021 has been a great experience in itself. I had a great experience that I stay with me forever. I want to open a Studio in Karnataka. I want to become an entrepreneur and generate employment for the country so that no skilled youth will be unemployed. This is my goal, and I am optimistic that soon I'll be able to achieve it; I am learning every day from the industry and getting one step closer to my goal.



Sai Kumar Panditi

Print Media Technology

Being a part of great event like Indiaskills is nothing less than an achievement for me. I never have thought that my skills would take me to the country's biggest skills competition someday but here I am. I would like to thank every single person who has supported and guided me in this journey. Thank you all the experts and juries and MEC for giving me the best experience of my life. This competition has made me learn so much about Print Media Technology and helped to learn various aspects of the industry.



Shashi Ranjan

Print Media Technology

Shashi Ranjan; Versatile engineering student from Lovely professional university is from Punjab. Coming from a humble family in a small town of Punjab; he aspires to be working with the country's leading printing industries and showcase his talent to the world. He feels print industry will always be on the top having packaging and other modes. He came across the information of IndiaSkills via one of the workshop of Vidyadaan.

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

Name of the Bank: UNITED BANK OF INDIA
Bank Account Name: MESC
Bank Account Number: 359018039336
Contact: 9999194676

Branch IFS Code: UTBIOTNM709

Signature

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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5. Phone No _____ Email Id: _____
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Signature

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