

August - September 2018 | Special Edition | Issue 8

Media Talk Back



IndiaSkills 2018



GRAPHICS | 3D GAME | PRINT

#ChaloJeetkeAaye



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Wishes from the
Honb'le Minister



Shri. Anant Kumar Hegde

Minister of State for Skill Development and
Entrepreneurship

I appreciate Media & Entertainment Skills Council for dedicating its 8th edition of the media talkback magazine towards "WordSkills" and giving us an insight of the competition through the experiences of experts, competitors, officials, and various other personalities associated with IndiaSkills. Wishing the best of luck to all the young aspirants participating in the competition and making the country proud.



Media Talkback 7th Edition with special focus on North East

Honorable Minister Shri. Chandra Mohan Patowary, releasing the 7th Edition of Media Talk Back magazine showcasing North-East as the Gateway to ASEAN Countries



Mr. Subhash Ghai, Chairman, MESC during his interaction with MESC Team at Delhi

MESSAGE FROM THE CHAIRMAN



Shri. Subhash Ghai

Chairman (MESC)
Renowned Indian Film Director,
Producer & Screenwriter



"MESC is new revolution & evolution to the whole education system of India with full emphasis for skill based education than only memory based education in the past. It's one of the finest initiative by govt of India. and I'm proud to be associated with MESC with a serious responsibility to develop a new generation skilled man in every field. Specially in our sector of Media & entertainment to explore & think beyond obvious in every art & craft we are in ". I'm humbled & thankful to everyone who entrusted me this great responsibility of taking it in right direction for next generation and I am sure we have a good team to achieve our targets soon.



MESSAGE FROM THE EDITOR IN CHIEF



Ashish S K

Founding Governing Member
of MESC



I extend my thanks and regards for supporting and contributing the information and insights required during the creation of our 8th monthly magazine highlighting about Media & entertainment Skills sector. I'm sure the subscribers will get a much better understanding of the industry, the focus today and plans for tomorrow. For budding aspirants, this magazine shall provide the direction to accomplish success in their careers. I congratulate, MESC for this initiative and request all stakeholders to come forward and support the 'Skill India' mission by contributing not just to the magazine but also to uplift the entire skilling ecosystem. Jai Hind!



WorldSkills

The start of journey

It was 1946 and there was a great need for skilled workers in Spain. Mr. José Antonio ElolaOlaso, who was General Director of OJE (Spanish Youth Organization), had an insight. They 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, MrOlaso 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. DrDiómedes 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 that Spain is the only country who has hosted the maximum number of worldskills competition which is 11.

Abu Dhabi was the largest WorldSkills competition ever.

Did you know that 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 & Abhu Dhabi.

"Passion, Commitment, Dedication, Focus, Smart thinking and Good Health is the most important thing required to be a winner at the World skills competition."

Sathish Narayanan

Chief Expert, Graphic Design Technology,
India Skills



The 2017 WorldSkills competition was held in Abu Dhabi 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 Kazan, Russia in 2019.

Currently it has 79 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



SIMON BARTLEY

President

Simon was elected President of WorldSkills International at the organization's General Assembly in October 2010 and took up his four-year post on 10th October 2011, the day after the Closing Ceremony at WorldSkills London 2011. Previously Simon had been Chief Executive of UK Skills and WorldSkills London 2011 as well as being the UK's Official Delegate to both WorldSkills International and WorldSkills Europe.



DAVID HOEY

Chief Executive Officer

David was recruited in November 2004 to provide professional management of the organization including strategic, operational and administrative responsibility. David has progressively developed WorldSkills International to be a global organization capitalizing on its unique and very important role in the showcasing and development of skills excellence.



JOS DE GOEIJ

Vice President for Strategic Affairs and
Chair of the Strategy Committee

Jos has been involved in international skills competitions since 2000. One of his key achievements at Skills Netherlands was the set-up of a national event called Skills Masters which became a widely-recognized and highly-publicized event across the Netherlands. Jos became the President of WorldSkills Europe and after serving two terms, he retired and became the Secretary General. He was directly involved and had the overall responsibility for the organization of the regional event – EuroSkills.



JANE STOKIE

Director of Skills Competitions

Jane joined WorldSkills in her current position in August 2008. Her prior WorldSkills experience includes being a Competitor in the skill competition of Graphic Design at the 1988 Youth Skill Olympics in Sydney, Australia. She was an Australian Expert in this skill competition from 1999 until 2007 including being a Chief Expert and Deputy Chief Expert at three Competitions.

India's Journey in World Skills



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. These 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 creates a 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 helps 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, jewelry, 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 .

This year during the IndiaSkills National Competition that will be held between 2nd - 6th October in the national capital, more than 400 participants from 27 states will showcase their talent across 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, 2019.

“ Have faith in yourself and whatever happens to you, continue your project and every time you should remember that you are the best, and give your best. ”



- Kiran Sudhakar
Bronze Medalist, Prototype Modelling,
WorldSkills, 2017

“ Prepare and practice well under the guidance of their experts and have a firm believe and conviction that you will put in their best and make India proud. ”



- Ranjan Chaudhary
Technical Delegate & Head,
WorldSkills India

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



- Sameer Prabhune,
Print Media Jury, IndiaSkills, 2018

“ World Skill is an incredible platform providing countless opportunities and a remarkable experience to the youth of our country. ”



- Zahurul Hasan
Jury, Graphic Design Technology,
India skills



INDIA SKILLS 2018



INDIA SKILLS NORTH 2018

LUCKNOW

IndiaSkills North 2018 was organized at Indira Gandhi Pratishthan with the support from industry & academic partners. The competition was inaugurated by Shri. Dinesh Sharma, Deputy Chief Minister, Uttar Pradesh.

Competitors from Uttar Pradesh, Jammu & Kashmir, Uttarakhand, Chandigarh and Punjab competed at the event. Shri. Yogi Adityanath, Chief Minister, Uttar Pradesh felicitated the winners during the closing ceremony.



INDIA SKILLS SOUTH 2018

BANGALORE

IndiaSkills Bangalore 2018 was organized at Bangalore International and Exhibition Center from 21st to 23rd June 2018. Apart from BICC, the competition was organized at 6 different venues in collaboration with academic institute & industry partners.

A round table conference with industry stakeholders was also organized to mobilize greater support for Skill India. Shri. Anant Kumar Hegde, Minister of State for Skill Development & Entrepreneurship, Government of India, felicitated the winners during the closing ceremony at BICC.





INDIASKILLS WEST 2018

JAIPUR

IndiaSkills West 2018 was organized at Jaipur International Exhibition Center with the support from industry & academic partners. The competition was inaugurated by Mr. Rohim Momin, Bricklayer who represented India at WorldSkills, Abu Dhabi 2017.

Candidates from Gujarat, Madhya Pradesh, Haryana, Himachal Pradesh and Maharashtra competed at this event.



INDIASKILLS EAST 2018

BHUBANESWAR

IndiaSkills East 2018 was organized at Siksha O Anusandhan University from 15th to 17th July 2018. Apart from SoA, the competitions were organized at 3 different locations in collaboration with academic institute & industry partners.

Along with skill competitions, mega counseling camp, skill exhibition were major attractions among the youth. Industry round table conference and Panel discussions were organized which saw great participation from the industry. This helped in gaining support for the overall Skill India Mission.

Shri. Dharmendra Pradhan, Minister of Petroleum & Natural Gas and Skill Development & Entrepreneurship, Government of India, inaugurated the IndiaSkills East on the occasion of World Youth Skills Day.





Technical Delegate & Head, WorldSkills India

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

A. One of the greatest challenges in regards to skills and vocational traits in the country is perception, lack of awareness to different career options and also access to quality vocational training. The whole purpose of skill competition is essentially to advocate and change the perception of vocational education. Thus, to improve and multiply skills among the young people of the country there needs to be more focus on setting up of training centers which can provide quality training both theoretically as well as impart practical knowledge to the young people.

Q. Where do you see India skills in 10 year time?

A. In 10 years' time as far as WorldSkills goes, I expect India to be in the top 5 in terms of medal ranking and this should be faceable because if you look at it, India is in the 6th position in terms of GDP today and also its competitors are winning medals and performing well in the competition, making the country proud.

Q. For the first time India is participating in Print Media Technology & 3D Digital Game Art. What prospects did you see in selecting these trades?

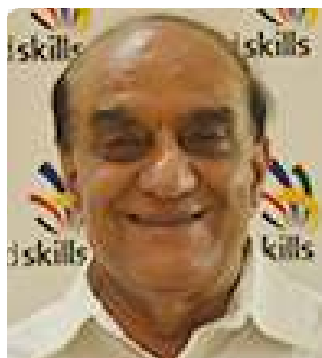
A. The endeavor this time around is to get India to participate in many more trades as compared to previous years and both Print Media Technology & 3D Digital Game Art were chosen because as an industry and skill set, both this trade roles are very much in demand in India and also the proficiency level in the country in regards to these two job roles are of a high order and hence it is only logical that India take these two skill forward in WorldSkills not only for benchmarking skills set of our competitors against the rest of the worlds but also using this as a feedback mechanism to bring global benchmark back to India through the experts and competitors who will be participating.

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

A. NSDC took over the responsibility of leading WorldSkills India in 2010 and the first competition that was organized by us was in 2011 and at that point of time it was done in a manner which was not very organized. India participated in around 15 skills but did not win any medal or medallion and since then, India has come a long way. if you look at the competition held at Abu Dhabi in 2017 India ranked 19 in terms of medal tally. India has not only improved in the no. of skills we participate in but also medal tally as well as the country ranking.

Q. Any message you would like to convey to the participants of India skills?

A. I would like to say that Indian youth have the knowledge and talent which is comparable to the best in the world and all they need to do is to apply themselves so that they can have a thorough understanding of the requirements of the WorldSkills competition. Prepare and practice well under the guidance of their experts and have a firm believe and conviction that they will put in their best and make India proud.



Ravi Kharbanda, Technical Head, WorldSkills India

Q. You have been associated with WorldSkills for quite some time now, what is the major change you notice between the competition then and now?

A. There has been distinct changes since we took on the membership. Now, the scene has become very competitive. Earlier when we started i.e in 2011, there were just 51 member countries participating in the WorldSkills competition and now it has increased to 79 in a matter of 8 years possibly because across the globe people have realized the value of skills. As far as the competition goes, it has become more automated to the extent that we now find Artificial Intelligence, cloud computing, cyber security and so on. The competition just keeps getting bigger and better.

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

A. You see, the most important thing to do is to create awareness of the various skills and also the value of the skills should be understood by them. Also, the people participating in this type of competitions should be acknowledged by means of giving them job opportunities, promotions, and so on.

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 the only thing is that they are being promoted. Skills is in our DNA thus only opportunities should be provided by means of proper infrastructure, trainer to guide the aspirants and we should also include curriculums in the institutes which are aligned to WorldSkill.

Q. Do you feel that technical knowledge is more important as compared to creativity? Why?

A. I think both are equally necessary and important because as one becomes creative they need more polished skills to see that their creativity and imaginations are rightfully put across to the people. Therefore I would say that creativity and technical knowledge goes hand in hand.

Q. Any advice you would like to give to the competitors?

A. You should be focused during the competition and they should realize that competing in a skills development competition is much more important than competing in any other field and very soon they will realize that because they are the once promoting the growth of the country.



International Expert, WorldSkills, 2017

As Graphic Designer, teacher and mentor Wolfgang Toechterle has a broadly-based education. A diploma in Graphic Design (Munich), sound technical knowledge of IT (Mathematics and Physics studies), knowledge of marketing, communication and strategic management (Master of Business Management, Innsbruck) and further training courses in psychology over several years complete the picture. Since 1996 Wolfgang Toechterle has held advisory and official posts in a variety of organizations. In these organizations the core concern continues to be development, training and further training programs for graphic designers on the local, national and international level. The testimony for this is that since 2004 he has been engaged as expert/trainer in the National Skills Competitions and since 2007 in WorldSkills.

Q. How was your experience training the WorldSkills candidates from India for Graphic design technology?

A. I had the honor of training the candidate from India for the profession of Graphic Design and Technology (Skill 40). It was the first time I visited India and I enjoyed my time there very much. I think I learned more from the Indian candidate (Simoul Alva) than she did from me. It is true there are certain cultural differences between Europe – Italy in particular – and India. Still, I could see that the differences on the vocational and professional levels were very small. When we talked about design, we quickly found we had a common basis. We use the same digital tools across the globe and the concepts for communication design are very similar. This explains why it is even possible to compare candidates from all over the world in the WorldSkills Competitions.

When training with the Indian candidate, I was able to rely on the professional environment in the Antony Lopez Agency. Here we found the ideal setting to start work straight away on the first day. Simoul Alva's preparation and commitment were overwhelming. The candidate's many questions right at the beginning of our session made it easier for us to start training.

Q. You are associated with WorldSkills since 2007. How has the journey been for you?

A. My work at WorldSkills Italy began in 2003. Italy-South Tirol was not yet present with the Skill of Graphic-Design Technology on the international stage. However we were still able to learn a lot about training methods from the other professionals in our team.

My first assignment as an international expert started at the World Championships in Japan 2007. The first gold medal came as a quite a surprise. This medal was very important for my country. What I found even more important was the experience and the exchange with colleagues and experts. This also made it a little easier to prepare for the next World Championships. So getting fourth place in Canada (Calgary 2009) was a nice confirmation, it showcased the candidate's expertise and the success of the joint work.

The next wave of successes from London 2011 (Gold) to Leipzig 2013 (6th place), Sao Paulo 2015 (BR) (Gold) and Abu Dhabi 2017 (UAE) (Bronze) were very satisfying for me in my role as an expert.

I am still very closely connected to the WorldSkills Family. I'm responsible for the selection of the Italian candidates as well as for mentoring the expert and candidates, so I'm still involved. Training the WorldSkills candidates takes place in my company and here we form a small team of experts who take over the mentoring and training for the next candidates.

Q. How much potential do you find in the young aspirants of India for winning the WorldSkills competition? What can they improve on?

A. Again, I can only talk about my experience with the Indian candidate from 2017, whom I got to know during training in New Delhi.

Moving forward, India definitely has very great potential to win one of the coveted medals in our profession at the WorldSkills. However, the huge selection of suitable candidates makes it more difficult for India to find the "ONE and ONLY" candidate. When preparing for the WorldSkills, the most important thing is to be able to concentrate fully on one candidate and to invest everything in his/her training over a period of at least one year.

Q. What do you think is the most important characteristic that a graphic designer should possess to win the competition or to be successful?

A. It always depends on a variety of different components. Technical preparation is usually the easiest. I count these among the hard facts that we designers learn well both in our academic and vocational training. The candidates usually bring these hard facts with them from the outset. Then, you only need to polish them here and there or strengthen on them during training.



Precision, concentration and stress resistance are soft facts, which are no less important for success in a competition. The ability to make the right decisions under severe mental stress is crucial during the four days of the competition. A relatively long preparation period also helps to train and reinforce these factors.

Let us also not forget that creativity also has a special place in our profession. Implementing a project faultlessly, professionally and creatively in a short time is a challenge that only few are equal to.

Q. How important are competitions like WorldSkills in bringing about young talents to the limelight?

A. The young talents have a big advantage in any case. They are given in-depth training and further education and can add a key component to their curriculum. The country where the candidates are from, can take pride in the creativity of its own talented young people.



You may know that all participants from Italy come from a single region. This is because we enjoy a special autonomy (not only in education) here in the northernmost region of Italy, South Tyrol. This also ties in with a special vocational path that only exists in our region. After the success of our team, there are efforts in the rest of Italy to replicate and also offer this training there. So you can see that the WorldSkills Competitions are also having an impact within our own country.

Q. Any message you would like to give to the participants of the India skills competition?

A. As a representative of my own country, I know only too well the amount of blood and tears necessary to take part in the WorldSkills competition. Each of my candidates has told me afterwards, how much WorldSkills has changed and inspired them to successfully continue their path in life. I wish everyone the happiness and the joy to embark on this path.





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 now makes us hopeful. We did not feel any pressure as 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.



Director, DOT - DHOTE OFFSET TECHNOKRAFTS PVT.LTD

Q. In a world that is becoming more inclined towards digital media, how do you think print media stands out?

A. Print is perennial as is evident from the fact that even the smallest of objects in our daily lives, incorporate some form of print or other. Digital media will only act as an impetus to Print Media. Not many are aware that Print encapsulates the best of technologies and scientific approach. The digital platform will help in spreading the vibrancy of print far and wide and will bring print closer to many more people. No doubt that digital media has made life more convenient, but print media brings a personal touch, viz. books, newspapers, cards, etc.

Q. How according to you should a designer approach to the changing new software and advanced tools.

A. A designer's job is one of the toughest jobs in print. Right from conceptualising the design, to getting the colours right (colour management), to matching the same with the final output irrespective of the process used (offset, flexo, gravure, digital & screen), a lot of efforts go in the designer's approach. The designer's vision and creativity have to be matched with the right tools. The market is inundated with technological innovations and tools which help the designer with his job. Thus, awareness about these tools are very necessary and the designer needs to constantly keep on upgrading and reinventing his skills to get the best out of the technology and software.

Q. What career opportunities does a person interested in print media technology have?

A. It is a known fact that Print as a career has not garnered the kind of attention that it deserves. There is a general tendency to believe that Print is boring and not lucrative. It is only when you see print from close quarters that you understand the glamour of Print. It is a highly organized industry and one of the major contributors to the GDP of the country. Print is one of the most technologically progressive and vibrant industry. The medium of Print runs on perfectly synchronized and highly coordinated processes. Therefore, you need specialists for all areas of Print. Right from Design, to Pre- press to Production to Finishing each area requires highly skilled individuals at all levels. On an average there is a demand for more than 2 lakh print specialists every year and the numbers keep adding.

Q. Do you think the interest in traditional print media is fading amongst the youngsters?

A. On the contrary, overuse of digital media will drive youngsters to traditional print because of its personal connect; especially with its wide range of offerings. With the efforts of Industry stalwarts and dedicated institutes like ours, the print message is spreading far and wide. Tradition and modernity go hand in hand in any field and print is no different. It is an amalgamation of Print techniques backed by modern technologies. So, your imagination is your playground. One can be very innovative in Print and reach the pinnacle of success.

Q. What do you want the readers to know about print media technology?

A. We would like to tell readers to get to know print from close quarters; because you can experience print only on seeing & feeling it and we can guarantee that once you enter the field of print you will realize its endless potentials and will leave you with "Dil mange more".

Q. Since India is participating in print media technology for the first time what advice would you like to give to the competitors?

A. The very fact that they are participating in the competition should be a validation of their skills. Additionally, the kind of training they have undergone should equip them to face any challenges which may arise. Our advice is Observe, Understand, Evaluate, Adapt & Apply your skills as per the situation. Always have a good look at the finished product and work out your preceding steps keeping the work flow in mind. Have a clear picture of the entire process before embarking on the journey.





Chief Expert, Graphic Design Technology, India Skills

What started as a hobby turned out to be a career and a lifetime interest and passion for Art, acting, Photography, filmmaking, multimedia and animation. For Mr. Sathish Narayan, it has now been more than 18 years in the field of Multimedia, Animation and Visual Effects. Some of his many achievements include: Grant Jury – New York Film Festivals 2013-14 – International Television & Film production online judging, Expert – Graphic Design Technology – at World skills International at Leipzig – Germany, Indian Delegate (Observer) – at ASEAN skills competition at Jakarta – Indonesia. Jury for Graphic Design Technology 2013 – World Skills India, Grant Jury – New York Film Festivals 2012-13- International Television & Film online judging.

Q. You've been involved with World skills since the time it was introduced in India. How has your experience been?

A. It is a wonderful experience; personally it was very challenging for me when I started during 2012 as an expert for Graphic Design Technology. World skills give people an opportunity to experience the new and latest things happening around the world. World skills showcases our competitor's skills against a benchmark of other countries, therefore it is very important for us to maintain a standards to keep our country proud. World skills makes you grow as you learn so much about your job. During the competition you will get to know how other countries train their candidates and what we need to be doing to get our candidate in a competitive position. The benefits of participating in such competition increase our skills level and definitely help in the growth of our country's future and economy.

Q. What has been the most significant change that you observed throughout the years in India skills?

A. The way NSDC, Skills India and the Sector Skills promoted the competition for the past 6 years, it really made a significant change in the awareness of India Skills and World skills across the country. The competition also has helped the parents and young aspiring students to realize there are many skill oriented career avenues apart from MBBS and Engineering

Q. What do you look for in a contestant while they are participating for the competition?

A. There are 2 different types of qualities we look for -

- The core skills and the natural talents, which cannot be nurtured, each candidate has inborn talent, which makes a huge difference between the best student and outstanding student. Some time they may not be able to discover their talent and end up choosing the wrong path. If we can identify the person with some natural talent, it will help us to train well.
- Passion, Attitude and the Willingness to learn. As an expert in the skill, It helps us to upgrade our self and provide them better training

Q. Do you have any strategy in the training process of the participants?

A. One cannot decide strategy unless we know the strength of the candidates; it all depends upon the National Winner. Each candidate has their own strength and weakness. Once the final National Winner is shortlisted, we have to do the complete assessment and study the progress he made from the 1st round. Then, we have to come up with the strategy.

Q. Do you think that India is developing towards digitalization? What do you think of the current digital scenario of the country?

A. Digitalization is subjective; the idea of bringing digital revolution to mass people of India is a humongous task. Various events have been held in the presence of IT companies to cover the length and breadth of the country. Digital India moment started during 2015 is a big step taken by the government of India to make this country a digitally empowered country. Various schemes and plans have been unveiled such as Digital Locker, e-health, e-education, e-governance, AplusarkarSeva Kendra, national scholarship portal, e-sign etc. India, which has 63% of the literacy population, will definitely benefit, but our success and achievement will determine on how we are going to educate the rest of the 37% population.

Q. Do you think that India is developing towards digitalization? What do you think of the current digital scenario of the country?

A. Passion, Commitment, Dedication, Focus, Smart thinking and Good Health

Q. Would you like to give any advice to the contestants participating in the Worldskills 2019 that is to be held in Kazan, Russia

A. Yes, I would like to share a success story of the 2013 Medal Winner, Arun Raj Balasubramaniam. Arun comes from a very humble background. His father is a small time tailor in Madurai and earns livelihood for the family in the village. Mother is a housewife, who assists her husband when required. The money they earn is not enough to support the education of two children. Arun started working at a very young age at Chennai, against his father's wishes, supporting his sister's education and following up his dream to become a graphic designer. He learnt most softwares like Photoshop and Indesign while working as a part time employee in an advertising firm. In 2012 he participated in World skill Regional, National and National final and stood National Winner. Thereafter, he was specially trained to become a champion at Lipzig, Germany.



He was specially trained and mentored under my supervision at Pune. During the 2013 Worlds skill Olympics, he brought glory for the country and his family.

Coming from a small state of Manipur located in the Northeast of India, Lin Laishram is an Indian model and actress. Her journey in Bollywood started more than a decade ago when she was casted for a cameo role in the movie Om Shanti Om. Since then, she has appeared in big production movies like "Matru Ki Bijlee Ka Mandola", "Rangoon", "Qaidi Band", among many others. She is best known for her role in the movie Mary Kom as Bem Bem, where she played the role of Mary Kom's boxer friend and sparring partner. The Manipuri beauty has also walked the ramp for designers such as Tarun Tahiliani and Shantanu-Nikhil. Along with projects in India, she has also been a part of commercials abroad which earned her fame and recognition not just in India but all over the world.

Today in 2018 Arun's career growth is 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" it's the same case with many of the 2013, 2015 and 2017 Winners and finalist.





Jury, Graphic Design Technology, India skills

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 wants 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.



Jury, Graphic Design Technology, India skills

Q. How does it feel being associated with Worldskills for the first time?

A. World Skill is an incredible platform providing countless opportunities and a remarkable experience to the youth of our country.

I am privileged to be a part of such a prestigious event as one of the jury members. It gave me opportunity to share the dais with some of the most eminent and renowned professionals of their fields. It is indeed a path breaking initiative by Government of India & Ministry of Skill Development for providing our young adults with such an amazing platform to nurture their unique talents and showcase their capabilities at such a magnificent International Platform and make our country proud.

MESC is providing all kinds of supports to the participants to make it to the international platform. Shortlisted candidates are provided with competent guidance and mentoring by subject experts and professionals which not only boost their confidence levels but also prepare them well to face prospective challenges.

Q. Judging by their performances in the regionals and state competition do you think that the Indian team will win the categories that they are participating in?

A. Well, I was associated with the Graphic Design State level competition, so I can talk from that front only. There is no doubt that the participants from all parts of our country are immensely gifted with unique creativity and aptitude. In the past few days we met numerous candidates appearing for the competition, I strongly believe that if they are provided with regular training and guidance by professional mentors of respective fields, these participants can enhance and develop their skills for international levels.

Yes! India has great potential to win and bring accolades from this competition. It has made a mark for itself in the past also by reaching the International Level, there is no doubt that it could happen again too. Determination, concentration with regular practice by participants will definitely help India win categories in the World skill Competition.



Q. Do you think creativity is the most important quality one needs to win in the graphic design technology? If no, what is your opinion is the most important?

A. Yes, Creativity is the key to success, not only for a competition but in every phase of your professional life. It gives you a unique voice and style. Graphic Design like any other Design field has always been about creativity, unique ideas and concepts, without which it is extremely difficult for one to face the enormous challenges and on-going demands of something new or creative. Also because, it is related to the ever-changing world of technology and digital applications, you have to constantly be on your toes in order to keep yourself updated with the upcoming / latest softwares and digital mediums in the market. Our participants must make time and strive to update themselves with the latest technological advancements.

Q. What do you look for in the participants of the India skills? On what basis do you select them?

A. As we already talked about Creativity. Creativity is the core area. If a participant has creative ideas and is capable to design and put them to work effectively, then nothing there is like it. Technology is all about adaptation, it is changing rapidly, and so all graphic designers need to keep them updated with the new and upcoming technological developments. However, without unique ideas, it is a tough game. Technology comes in handy only when you have unique ideas in your head, it will enhance your concepts and help you to produce faster outcomes.



Q. Any message you would like to give to the contestants of the India skills competing for worldskills?

A. I would just like to wish them luck and hope that they value and enrich this unique platform which not everyone has been able to achieve. So kids! If you have made it to the state level or national level, it is time to pat your backs, feel proud and move ahead. This platform is enabling you to come forward, connect with people from all over the world and an enormously huge stage to showcase your talents. Even if you don't make it to the top you should consider it as one of a kind learning experience.

Always remember – "There are no limits to what you can accomplish, except the limits you place on your own thinking." – Brian Tracy.



Print Media Jury, IndiaSkills, 2018

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!



Trades MESC is Participating in for WorldSkills



MEDIA & ENTERTAINMENT SKILLS COUNCIL

Media & Entertainment Skills Council has been taking part in the WorldSkills competition 2013. Since then, it has won 3 Medallion of Excellence in Graphic Design Technology. This year, MESC has taken up two more skills - Print Design Technology, 3D Digital Game Arts along with Graphic Design Technology for the WorldSkills competition that is coming up in the year 2019 at Kazan, Russia. It would be the first time India is taking part in the trades Print Design Technology and 3D Digital Game Arts.

Print Design 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 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.

3D Digital Game Arts -

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. 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.

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 must then work from the concept art to produce a 3D mesh of the asset.

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.

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.



“ Always have a good look at the finished product and work out your preceding steps keeping the work flow in mind ”



- Uday Dhote
Director, DOT -
Dhote Offset Technokrafts Pvt. Ltd.

“ 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

“ “Practice with all your heart and be motivated all the time. Everything will turnout great at the end.” ”



- Mohit Dudeja
Silver Medalist, Patisserie &
Confectionery, 2017

List of skills to be witnessed at Indiaskills

Here are the list of skills India is participating in during WorldSkills 2019 that is going to be held in Kazan, Russia. Participants from different states all over India will showcase their talents in the International platform and represent the country.

1.	Automobile Technology	25.	Floristry
2.	Beauty Therapy	26.	Health and Social Care
3.	CNC Milling	27.	Information Network Cabling
4.	CNC Turning	28.	IT Network Systems Administration
5.	Cooking	29.	Jewellery
6.	Fashion Technology	30.	Mechatronics
7.	Mechanical Engineering Design - CAD	31.	Painting and Decorating
8.	Restaurant Service	32.	Plumbing and Heating
9.	Web Design	33.	Refrigeration and Air Conditioning
10.	Electronics	34.	Visual Merchandising / Window Dressing
11.	IT Software Solutions for Business	35.	Wall and Floor Tiling
12.	Welding	36.	3D Game Art
13.	Autobody Repair	37.	Industrial Control
14.	Bricklaying	38.	Architectural Stonemasonry
15.	Car Painting	39.	Aircraft Maintenance
16.	Carpentry	40.	Plastering and Drywall Systems
17.	Confectioner/Pastry Cook	41.	Concrete Construction Work
18.	Electrical Installations	42.	Heavy Vehicle Maintenance
19.	Graphic Design Technology	43.	Manufacturing Team Challenge
20.	Hairdressing	44.	Industrial Mechanic Millwright
21.	Mobile Robotics	45.	Polymechanic and Automation
22.	Plastic Die Engineering	46.	Landscape Gardening
23.	Bakery	47.	Prototype Modelling
24.	Carbinetmaking	48.	Print Media Technology

SSCs and Their Trades for WorldSkills





Medallion of Excellence 2013 & Best of the Nation Award in 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 4 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. 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 2019 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 2019, go for Gold! Jai Hind!





Medallion of Excellence 2015, 10th Rank holder, WorldSkills, 2015

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 2019 that is to be held in Kazan?

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





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 MESDC, 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 world skills competition? Would you say that MESDC 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 MESDC, 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. What would you say is the most important quality that one needs in order to win India skills or WorldSkills for that matter?

A. During your training, you learn so much and you are really trying to get better than you were yesterday. I would say that one needs perseverance, humility, patience, dexterity and a lot of concentration. The WorldSkills journey is extremely holistic, so being open to new experiences is also important.

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 world skills 2019?

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



Media and Entertainment Skills Council Joins Hands with **Artistize** to Generate Opportunities in Art-Media-Entertainment Space



Media & Entertainment Skills Council signed MoU with Artistize. The council along with Artistize aims to work together to empower the entertainment-media industry in developing requisite resources, identifying talent, provide job opportunities, freelance assignments, work projects and workshops, eventually to create as well as provide access to relevant economic opportunities for professionals from this industry. They share a common vision of creating a new ecosystem to provide opportunities to artists and artistes globally along with fulfilling the requirements of the industry, both MESCC and Artistize will help each other create and fulfil the purpose.

Artistize is an online platform launched in 2016 with a vision to provide massive visibility and exposure to artists from across the globe thereby bringing economic opportunities closer to them. The portal provides artists and seekers with networking, learning opportunities and collaboration possibilities, which makes it a unique, upscale and innovative platform. Deepa Chawrai, the co-founder of Artistize felt that a quick and handy global networking portal was lacking in the creative professionals' sector.

Artistize provided a solution by delivering a free full-fledged profile & portfolio display feature with networking abilities on a global scale. Artistize does everything to empower the artists and make them available to be identified and approached for opportunities. In addition, the platform facilitates other activities such as, publishing their offerings (services and opportunities); promoting them by creating content as posts / blogs / articles; creating agencies; engaging for social, professional or business networking. Artistize aims to bridge the ever-increasing demand supply gap in the artist industry.

With constant support from the art, media and entertainment sectors, Artistize within a time span of just 2 years has created home for over 34,000 artists and art-media-entertainment professionals from more than 165 countries. An ideal platform to fulfil an Artist's necessary needs, Artistize is a progressive stage for artists, artistes & creative professionals worldwide to provide the exposure Artists require in this booming, yet competitive industry.



"I would just like to wish them luck and hope that they value and enrich this unique platform which not everyone has been able to achieve."

Zahurul Hasan

Jury, Graphic Design Technology,
India skills





Sliver Medalist, Patisserie & Confectionery, WorldSkills, 2017

Q. Which aspect of Patisserie & Confectionery interested you the most and how did you decide on taking it up as a career?

A. It wasn't the most thought about decision and I never thought it would turn out the way it did. I got really interested in patisserie after my internship and it kept getting more intense while I was training in Bangalore at Lavonne academy. The diversity within patisserie and the creative aspect of it really got to me and now I'm exploring more within the field and really enjoying it.

Q. Who introduced you to the competition and did you enter the competition thinking that you would win a silver medal against so many other contestants of different countries?

A. Chef Vikas bagul at Oberoi, Nariman point first told me about this on my last day of internship. At that point, we were two years away from it and honestly I only wanted to somehow win the Indian nationals at

that point. It was only after I came back from Korea, that I started realising that we were at par with the last year's winner and getting a medal wasn't so difficult at all.

Q. How has life been after WorldSkills?

A. Life has been great. Worldskills really helped me change my perception about a lot of things. Being able to teach and inspire others is what I am really grateful for. I have switched to entrepreneurship now and have a vegan cafe and pastry shop in Rishikesh, so things are a lot more different now. I've new goals to chase and new things to work on.

Q. Did you feel any kind of pressure representing your country in such a big platform? If so, how did you handle it?

A. I only felt the pressure once and that was a day before my competition was about to begin in Abu Dhabi. The fact that so many people were looking forward to how I was going to perform got me tensed and I couldn't sleep that night. My mentor got me eased up next morning at breakfast but I cherish those moments as well.

Q. What will your advice be to the current participants of WorldSkills?

A. Find people who are really admired in your field and then get to their level. Practice with all your heart and be motivated all the time. Everything will turnout great at the end.





Bronze Medalist, Prototype Modelling, WorldSkills, 2017

Q. How was your experience participating and representing India in such a huge platform like "World Skills"?

A. It was a wonderful and life time experience for me to participate in such a big skill competition and that too representing the nation was the proudest moment in my life.

This is the place where we get to know the level of our skill and where we are really, comparing with other countries.

It was tough competition since I had to compete with the countries like Japan, China, Switzerland and Germany and also there was a big change in the raw material that we used during the test project, it was too soft that machining was not easy comparing with the material that I had practiced.

Still, that was the same case for all the competitors. Finally I could complete it within the time and it was a great experience.

Q. How did it feel winning the first bronze medal for India? Do you feel that you could've done better?

A. First of all, I am very proud to get a medal for my country and that moment when I was holding our national flag in front of the people was a great moment.

My company Toyota Kirloskar Motor (TKM) supported me a lot to reach this position. Because when I was studying in TKM, I thought of discontinuing my education. At that time my company supported to me by giving moral support also free education and finally an opportunity to show my skills.

During competition, I could have done better, especially during the last-minute I did a small mistake by breaking one part while handling it, because of that I missed around 0.5 marks and may be that mark made a difference between the silver medalist and me. So, I missed the silver medal that's why I feel I could have done still better.

Q. What was your secret mantra throughout the competition?

A. Even though there was a material change, I did not consider that as the problem, because the situation is the same for all the competitors. It's not only me who is undergoing this situation. That was the right to show my skill without losing my hopes and whatever lessons I gained from past 2 years of practice, my trainers' effort etc., I wanted to use it effectively.

During my regular practice, my company & my trainers taught us to face utmost critical areas to develop my skill by creating tougher challenges, changing drawings, reducing the tolerances for the job etc. which supported me a lot to yield a good result.

By keeping all these things as a platform in my mind, I could give my best performance during the competition.



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

A. A lack of awareness among the youths about this platform. Please do more publicity about the skill to all emerging students all over India especially in Colleges & Universities.

Q. What will be your message to the participants of the India Skills competition and also for the upcoming World Skills, Kazan, 2019?

A. The situation will not be same as we face at WSC 2017 at Abu Dhabi or during my practice time. Mentally prepare for the worst situations during your practice so that during the competition you can give your best performance in the worst situations.

Body & Mind is the Key factor for any activities. A Healthy Body with peaceful mind can create wonders. Hence, I suggest upcoming contestants to give equal focus on Body & Mind along

with their regular skill. Have faith in yourself and whatever happens to you, continue your project and every time you should remember that you are the best, and give your best. If you put in your full efforts, definitely you will get a medal.



Representing India in Euro Skills Graphic Design Technology

Q. How are you preparing for the Euro Skills Competition?

A. I'm doing my EuroSkills preparation under my mentor Mr. Sathish Narayanan at Pune. We are discussing previous EuroSkills question papers, new trends in Graphic Design & its related aspects among many.

This training actually helped me a lot to learn more about graphic designing. As I'm a self-taught graphic designer, I was lacking somewhere in many aspects. Sathish sir really helped me to overcome all those problems. Also the Pre-national bootcamp along with other co-competitors helped me a lot to learn more.

I'm sure all these training and experience at EuroSkills&IndiaSkills will become a great asset for my future.

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 MESC & KASE for giving me all the support to achieve this position.



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 MESC 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 & MESC officials. I won the competition and now I'm representing India in EuroSkills 2018, 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, MESC, Sathish Sir, Sajeev Sir, Arun Raj for their unconditional support.





About MESC

Founded in 2012, Media & Entertainment Skills Council is a Not-for-Profit Organization, registered under the Societies Registration Act, 1860. The Council has been promoted by Federation of Indian Chambers of Commerce & Industry (FICCI) with financial support by National Skill Development Corporation (NSDC). MESC has a mandate to create 11.74 lakhs (1.2 mn approx.) skilled workforce by 2022 and contribute to the National Skill Mission of creating 500 million skilled workforce by 2022.

The key objective of MESC Council is to create a robust and vibrant eco-system for quality vocational education and skill development in Media & Entertainment Space in the country.

In addition, the Media & Entertainment Sector Skill Council aims to serve as a single source of information on M & E sector with specific reference to Skill and Human Resource Development in India. The Council is also implementing Standards, Training, Accreditation & Reward (PMKVY) scheme of Government of India. Under the PMKVY Scheme, MESC has introduced the training programme in affiliated institutes and completed the assessment and certification of approximately 8,000 students.

PRIME OBJECTIVES OF MESC:

- Develop National Occupational Standards
- Standardization of Training Process & Certificate
- Establishing Industry Academia Interface
- Set-up effective Labor Market Information System

600+
TRAINING CENTERS

54+
QUALIFICATION PACKS

25+
ASSESSMENT AGENCIES

400+
TRAINERS TRAINED

150+
CERTIFIED ASSESSORS

MESC Consortium Partners





The Winner of 3D Digital Game Art Mr. Nidhin Prem at the Regional Skills Competition.



Runner up Graphic Design Technology Ms. Saishree Mishra



Winner of Graphic Design Technology Mr. Mohammad Bilal



Honorable CM, UP - Shri. M Yogi Adityanath felicitated the winner Mr. Sidharth Kumar for Graphic Design Technology.



Jury with Print Media Technology Competitors



Runner up Graphic Design Technology Ms. Shweta Ratanpura (East)



Winner of Graphic Design Technology Mr. Suraj Asawa (East)



1st Runner up 3D Digital Game Art Mr. Pankaj Kholiya (South)

Happenings at MESC



Mr. Subhash Ghai, Chairman, MESC signing his first Certificate of Industry Partner for the Council



Mr. Subhash Ghai, Chairman, MESC participating wearing the VR and exploring the future skills in the M&E sector at the NSDC



Mr. Subhash Ghai, Chairman, MESC, along with Minister of State for Skill Development Entrepreneurship Shri. Anantkumar Hegde and COO, MESC, Mr. Mohit Soni.



Mr. Subhash Ghai, Chairman, MESC along with Mr. Mohit Soni, COO, MESC in conversation with Mr. K. Narayan, MD, Nbcfdc & NSKFDC



Subhash Ghai, Chairman, MESC at Global Skills Summit 2018.



Mr. Subhash Ghai, Chairman, MESC addressing the team at NSDC



Mr. Subhash Ghai, Chairman, MESC interacting with MESC team

Happenings at MESC



MESC team with Mr. Ramesh Sippy at RSACE



MESC team with Ms. Kiran Joneja at RSACE



Shri. Dharmendra Pradhan, being presented a sketch by MESC team



Ms. Ritu Dhawan, MD & CEO, India TV along with Mr. Anand Mohan Jha, NSDC & Mohit Soni, COO, MESC



MESC team along with TSM



MESC team at Nsfed-Skill Development Training Programme

Happenings at MESC



Mr. Mohit Soni, COO, MESC speaking at the Skill Conclave 2018



Mohit Soni, COO, MESC with Actor, Deepraj Rana during skill exhibition, Bhubaneswar



MESC signed MoU with Kayatech & Robotech



MESC signed MoU with Artistize



Mr. Subhash Ghai Chairman, MESC along with Dr. K.P. Krishnan - Secretary (MSDE) & Chairman NSDA and Joint Secretary (MSDE) Mr. Rajesh Agarwal



Actor, Mr. Deepraj Rana showcases Media Talk Back magazine along with MESC team.



MESC team in discussion with the officials of DIGC



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 1,000/-

MEMBERSHIP FORM

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

Single Point of Contact (for Organizations)

- Name _____
- Designation _____ Landline No _____
- Mobile No _____ Email Id: _____
7. Segment of interest ☐ Instrumentation ☐ Automation ☐ Surveillance ☐ Communication (Broadcast)
8. Mode of Payment ☐ NEFT ☐ Cheque ☐ Cash

Signature

Name of the Bank: UNITED BANK OF INDIA
Bank Account Name: MEDIA & ENTERTAINMENT SKILLS COUNCIL
Bank Account Number: 359018039336 Branch IFS Code: UTBI0TNM709
Contact: +91 11 49048335 | 49048336



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

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) _____

Signature

NAPS

NATIONAL APPRENTICESHIP PROMOTION SCHEME

National Apprenticeship Promotion Scheme (NAPS)

scheme of Government of India to promote apprenticeship. Apprenticeship Training consists of Basic Training and On-the-Job Training/Practical Training at workplace in the industry. The main objective of the scheme is to promote apprenticeship training and to increase the engagement of apprentices.



Benefit to Employer:-

- ❖ Sharing of 25% of the prescribed stipend, subject to a maximum of INR 1,500 per month per apprentice.
- ❖ Industry can engage apprentices within a band of 2.5% to 10% of its workforce.
- ❖ Introduction of 'optional trades' with discretion to industry to design course.
- ❖ Full discretion to industry to design its own courses
- ❖ Sharing of cost of basic training with Basic Training Providers (BTP); up to INR 7,500 for 3 months/ 500 hours

Why NAPS is required:-

- ❖ To promote apprenticeship training
- ❖ To incentivize employers who wish to engage apprentices.
- ❖ To increase the engagements of apprentices from present 2.3 lakh to 50 lakh cumulatively by 2020.



resource@mescindia.org



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PMKVY

प्रधानमंत्री कौशल विकास योजना

“Let’s make India the Skill Capital of the World”

- Shri Narendra Modi
Honourable Prime Minister

PMKVY(Pradhan Mantri Kaushal Vikas Yojna) is one of the biggest project led by MSDE(Ministry of Skill Development and Entrepreneurship). The goal is to skill a huge number of Indian youth by providing industr related skill training so that they can achieve a better livelihood. The Short Term Training imparted at PMKVY Training Centres (TCs) is expected to benefit candidates of Indian nationality who are either school/college dropouts or unemployed. Apart from providing training according to the National Skills Qualification Framework (NSQF), trainings for soft skills, entrepreneurship etc is also being on the list. Individuals with prior learning experience or skills shall be assessed and certified under the Recognition of Prior Learning (RPL) component of the Scheme. RPL aims to align the competencies of the unregulated workforce of the country to the NSQF.

JOB ROLES offered by MES C under PMKVY (Pradhan Mantri Kaushal Vikas Yojna)



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MESC launches GRAPHIC DESIGNER

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