

# Media Talk Back

Learn from  
**Influential  
Leaders**

from Exclusive Interviews

Learn from  
**Strategies to**

Spread Awareness

Decipher  
**MESC's**  
Vision

THE MEMOIRS OF

# RPL-4

Recognition of Prior Learning  
Best in Class Employers



Skill India  
असतो मा सद्गमय



Media & Entertainment  
Skills Council



N-S-D-C  
National  
Skill Development  
Corporation

Transforming the skill landscape



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## MESSAGE FROM CHAIRMAN

I congratulate MESC for taking forward the Recognition of Prior Learning RPL-4 initiative and helping the professionals and experts gain a well-deserved government-recognized certification, endorsing the passion, skills, and all the hard work they have put in towards the expansion of M&E Industry. I also would like to take this opportunity to congratulate all the RPL certified candidates and urge them to keep themselves constantly engaged in the industry as professionals and mentor to groom the new talent. I strongly believe the future of the entire M&E industry lies in the way we keep on skilling, upskilling, and reskilling our own self. Let the passion and dedication continue to make India the Skill Capital of the World



**MR. SUBHASH GHAI**



**MR. MOHIT SONI**

## MESSAGE FROM CEO

I extend my gratitude and regards towards everyone who supported and contributed in the creation of the 20th edition of the Media TalkBack Magazine - Memoirs of RPL Type-4 Journey which is specifically focused on the MESC's RPL Team's Experience of Achieving Success. Through this, you will get an insight on one of the biggest aspects of the Media & Entertainment sector with articles, information and one on one interview with some of the top professionals, Presidents of different organizations, Other Stakeholders from the industry giving scoops on their journey, upcoming projects, do and don'ts to have a successful career, etc.

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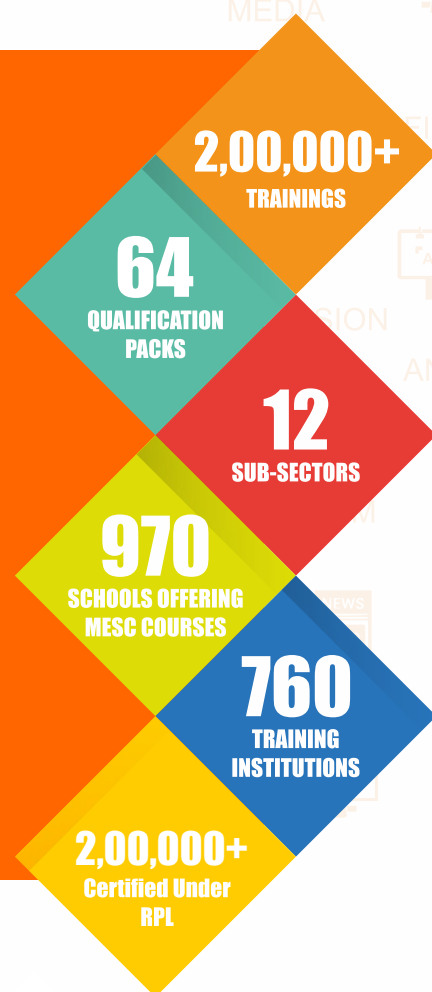


## About MESC

Media & Entertainment Skills Council (MESC) is the industry led sector skill council set up through Ministry of Skill Development and Entrepreneurship to create the skilled resource for the media and entertainment. Founded in 2012, MESC 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 from National Skill Development Corporation (NSDC).

MESC has 150 plus Affiliated Training Partners, 933 Total Certified Trainers, 24 plus Empanelled Assessment Agencies, 5,64,195 Trainings conducted under MESC, and 64 QPs across 12 Sub-Sectors

MESC aims to conduct skill gap study and develop occupational standards and also, to standardize affiliation, accreditation, and assessment process aligned with NSQF guidelines.



## Consortium Partners



## Thank You for Your Contribution!

## Leading Industry Associations creating employability

Bringing together knowledge across different industry sectors to guide on the development of required skills, with a focus on growth & competitiveness. Awards benefits of being supported by trades unions and professional bodies.

MESC RPL Team would like to say a Great Big Thank You to all our Outreach Partners, Employers, and Pvt. Associations who have acted as Vital Reinforcements for our RPL Mission which has emboldened our Success! They're the Real Champions who have contributed utmost efforts for our Victory! We are extremely grateful for their immense efforts which have helped us attain the Number we are at today!



## Introduction to RPL-4

### Best in Class Employer

Recognition of Prior Learning (RPL) is a platform to provide recognition to the informal learning or learning through work to get equal acceptance as the formal levels of education. It aims to appreciate prior learning irrespective of the medium of achieving it. In short, RPL is a process of assessment of an individual's prior learning to give due importance to learning as an outcome rather than learning as process.

RPL is an initiative of Government of India, Ministry of Skill Development and Entrepreneurship under PMKVY with the purpose of extending the NSQF certification to the large uncertified workforce existing, across employers in various sectors of the Country. Recognition of Prior Learning Project Type-4, Best in Class Employer” Project, which aims to put the reputed employer in the center of the activity.

### Objective

01

To enhance the industry acceptability of RPL certification and extend outreach of the scheme directly to reputed employers / industries

02

Collaboration with Top employers will help to enhance credibility of certification and help to promote mobility of the workforce across the media sector

03

Industry will be benefited from their workforce being certified under the National Skill Qualification Framework(NSQF)

04

Achieve economy and scale through a simplified procedure of assessment through manager/supervisor/departmental head for the other employees of his/her department

05

Co-branded certification to incentivize and recognize the industry

1. National Skill Qualification Framework
2. Qualification Packs (Qps)
3. National Occupational Standards (NOS)
4. Details of the employees
5. Information required for duly filling result sheets.
6. Result sheets must be shared with the PIA for certificate generation.

## Assessment

Assessment agency plays a vital role in monitoring and platform support considering the Assessment process. The process could be conducted in two modes-

1. Online - Through software/online assessment
2. Offline - Physical Pen, Paper-based assessment

## Co-branded Certification

1. 'Employer Assessor' shall share the results to the PIA in the prescribed format.
2. The government will issue the co-branded secured certificate and share the same with the Employer.
3. Employer would have to conduct a certification distribution ceremony at the employer premises to distribute to the certificate to the employees.

## RPL Execution

**MESC schedules the execution plan in sync with employer/association, at various locations of the BICE. RPL is conducted in two modes**

01

The data is pre-collected, registered henceforth batch creation over the portal, followed by the assessment at multiple locations requested by the employer.

02

RPL drive in case of association and contractual employees varies, as these professionals are humongous and work on daily wages. Therefore, the registration, the assessments are conducted under the supervision of the assessor.

There is a process of online assessment which is facilitated by the Assessment Agencies. MESC is having a dedicated team of 14 people handling RPL Project, including its regional team present at North, South, East & Western Region. Team conducts regular visits at the employer premises for a seamless and well systematized execution. Apart from this MESC engage extended arms to the facilitators who supports data uploading and assessments at RPL locations, nearly 700+ coordinators are deployed on ground to mobilize the working professionals. Team constantly monitors and conducts surprise visits at various locations while adhering the Project's guidelines.





# RPL IMPLEMENTATION STRATEGY



## Sensitization and Onboarding of Eligible Employers

From finding the employer to getting them onboard with MOU signing between MESC and Employer.

There are few indicative parameters are given below

- ☒ Turnover
- ☒ Number of employees
- ☒ MOU between PIA and Employer
- ☒ Years of operations
- ☒ Awards/ recognition
- ☒ Any other

## Identification of Employer Assessor and Employees

The process of Identification is to ensure that the assessors will adhere to all the responsibilities and guidelines like, assessment, awareness campaigns, or any employer/assessor data requirements to be delivered in time.

## Project Submission and Approval

- ☒ Employer are required to fill in the details and submit the proposal to NSDC in a prescribed format.
- ☒ The proposal must include details of the Employer, Job Roles List, Implementation Plans etc.
- ☒ SSC shall submit the proposal to NSDC which will be screened and forwarded to Executive Committee (EC) of PMKVY at MSDE.
- ☒ Details of the project implementation, mobilization, orientation, assessment & certification will be evaluated by EC for financial approvals.
- ☒ After the approval from Executive Committee, we shall be provided a go-ahead for the implementation of the project.

## Orientation of the Employer Assessor

This part of the process include an orientation program for Employer Assessor. Post the approval, PIA shall conduct an orientation for the identified 'Employer Assessor' covering the below mentioned topics:

# **IMPACT OF RPL BICE**

## **RPL Impact on the Working Professional**

**1**

**Increased morale and Sense of motivation**

**2**

**Increase in competition amongst existing manpower**

**3**

**Getting certification of National Value**

**4**

**Better career opportunities and recognition in the industry**

**5**

**Has frosted the standards of the working professionals**

## **RPL Impact on the Industry**

**1**

**Industry has given a great response and look forward to contribute more towards skill India Mission**

**2**

**More potential Employers are encouraged to be part of the RPL Scheme**

**3**

**Stepping milestone to bring revolution in the unorganized domain of M&E Sector**

**4**

**Manpower getting motivated through skill certification**



# RPL Impact on MESC

1

**Industry getting aware about skilling ecosystem and they are encouraging skill certification**

2

**Increased outreach with the industry**

3

**Creation of Job Role wise data base of existing manpower**

4

**Analyze need of skilled resource for the Industry**

5

**Understanding of future need for upskilling and reskilling**



# AWARENESS CAMPAIGNS

To create awareness amongst M&E Industry, MESCC used various platforms like Digital media, Press Coverage, Seminars, Summits, Industry Meets, Conferences and even information is floated on closed groups like WhatsApp etc. Digital media

## Digital media

MESCC has promoted RPL-4 through various social media platforms like Facebook, Twitter, LinkedIn, Instagram by using various hashtags like #RPL #Media #Entertainment #SkillIndia #Boostyourskills #Skillednation #Training #MESCC #Skills #Learning #BICENAME #PMKVY #MSDE.

## Press Coverage

Press Release has taken place in various Newspapers and News channels at national and regional level, giving a brief about the RPL drive, where the article or the news coverage also talks about the scheme and the stakeholders like BICE, NSDC, Skill India, RPL, PMKVY.

## Workshops, Conferences, Seminars, Summits

The team conducts and attend various workshops at different locations across the country while promoting and generating awareness amongst the employers and professionals working in M&E sector. MESCC has participated in various Summits and Seminars as a guest speaker, displayed stalls, distributed brochures and pamphlets addressing about the RPL scheme. Impeccable Academia Meet (Manthan) It is strongly believed to promote the scheme in all the dimensions associated under Skill India mission. The scheme has been promoted during the Academia Meet in order to generate awareness at all levels to maintain the skilling ecosystem.



**RPL-4**  
Recognition of Prior Learning  
**CERTIFICATE**  
**DISTRIBUTION**  
PROGRAMME  
On  
**21 JULY, 2020**  
Time: 3:00 PM  
For Enquiry Contact at:  
522-524, 5th Floor, DLF Tower A, Insola, New Delhi - 110025  
☎ +91 11 49048335/36 ☎ rpl@mescindia.org  
www.mescindia.org

Liked by vidya\_daan and 21 others

mesc\_india Media & Entertainment Skills Council is glad to be the part of the upcoming Recognition Of Prior Learning - 4 certificate distribution ceremony on 21 July in association with Bhartiya Vikalp Manch at 3:00 PM.

#RPL-4 Best in Class Employer  
@drmpandeymp  
@pmkvy\_skillindia  
@nsn\_india  
#nationalskilldevelopmentcouncil  
@subhashghai1  
@amubehl  
@resulpookutty

#skilldevelopment #skillindia #learning #recognition



**RPL-4**  
Recognition of Prior Learning  
**CERTIFICATE**  
**DISTRIBUTION**  
PROGRAMME  
On  
**24 JULY, 2020**  
Time: 11:30 AM  
For Enquiry Contact at:  
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**RPL-4**  
Recognition of Prior Learning  
**CERTIFICATE**  
**DISTRIBUTION**  
PROGRAMME  
On  
**21 JULY, 2020**  
Time: 4:00 PM  
At:  
New Relax Studio Compound, City Bus Stand Crossing,  
Ajay Nagar, Ajmer, Rajasthan  
For Enquiry Contact at:  
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## Impeccable Academia Meet (Manthan)

It is strongly believed to promote the scheme in all the dimensions associated under Skill India mission. The scheme has been promoted during the Academia Meet in order to generate awareness at all levels to maintain the skilling ecosystem.

## Industry Meet (Sankalp)

M&E industry is dynamic and diversified having a pool of skilled manpower working as freelancer, full-time employee and contractual employee at various sub-sectors of the industry. In an ongoing process of industry tie-ups, MESC conducts Industry meets with the old and budding entrepreneurs, while updating, promoting the new and old initiatives like NAPS, RPL etc. of the government viz-a-viz benefitting the industry and help in formation of skilling ecosystem. Organizations like Jagran Prakashan Ltd, Dainik Bhaskar Corporation Ltd, Dhote Offset Technokrafts Pvt. Ltd, Imagica, Wizcraft International Entertainment Pvt. Ltd, Seventy Event Media Group, Deluxe Entertainment, Toonz Animation, Wackytoon Studio Pvt. Ltd, CINTAA, Red Chilies, Film Federation of India, Film Employees Federation of South India, Anibrain VFX India, Green Gold Animation, Vismayasmax Animation Studio and many more, are amongst the finest organizations who are our industry partners and have participated in numerous industry meets.



Liked by roshnisehgal and 14 others

mesc\_india @mesc\_india conducted the ceremony of certificate distribution to the Assistant Camerawomen and Editors of #TGVPWA, on the occasion of #Women'sDay2020. More than 50 women were honoured with the certificate, under the PMKVY - Pradhan Mantri Kaushal Vikas Yojna RPL (Recognition Of Prior Learning).

@drmpandeymp  
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@nsn\_india  
@worldskillsindia  
@hrdministry  
@pmkvyindia  
@subhashghai1  
@mohitsoni98  
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@resulpookutty

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#skillindia #rpl #pmkvy #skillednation #skills #boostyourskills  
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MESC INDIA @mesc\_india - Aug 10

@mesc\_india is delighted to be a part of an online certification ceremony organized by Photriya Academy. We congratulate all the candidates for the successful certification.

@DrMNPandeyMP

@NSDCINDIA

@PMKVY\_INDIA

@MSDEskillIndia

#RPL #skillindia #recognition #learning

**DISTRIBUTION  
PROGRAMME**

On

**12 AUGUST, 2020**

**Time: 3:00 PM**

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# The Memoirs of MESC's RPL Type 4 Journey

## Project Onboard

It all started with the target alignment of 17,533 (Refer to Termsheet-1). The Project went on board on 10- September-2018.

Mr. Saradhi Krishna from MESC was coordinating with the Employers at this time. Then on 15-October-2018, Initially, Ms. Panwar was marked in the mails to understand RPL Communications. Then, they had to face a "Delay in the project because till 14th November 2018, only 11 QP's were reflecting over the SDMS portal".

In coordination with Mr. Mithun Bhaskar, who has an intense knowledge and understanding the SDMS Portal, and Mr. Bhaskar planned the first Assessment during the 4th week of November with 2 Job Roles- Animator and Roto Artist.



Mr. Bhaskaran has been the backbone of the RPL Project in MESC. He has worked day and night to ensure appropriate deployment of manpower for seamless accomplishments. Since, RPL team was working in multiple states (15+), there was a lot of areas which required expert supervision from someone who knows the in and out of the entire process. Mr. Mithun proved to be an outstanding person whom you could approach at any hour of the day. He was available to solve any queries raised in time by the employers, partners or stakeholders. Though, the process requires an overwhelming amount of effort when it comes to generating reports, adding new employers, reshuffling the targets timely, coordinating with NSDC or dealing with portal related issues, Mr. Bhaskaran has never stepped back in being the master analyzer who took the challenges head on and identifying the solution as per the process and guidelines. The RPL Process is a tedious work and it requires a lot of patience and determination. Mr. Bhaskaran used to coordinate with the IT team personally to get any issues that were raised by the employers by keeping everyone in loop because of which the team has evolved brilliantly. He has also played an important role in recommending and suggesting the ways in which the challenges and issues on the SIP portal could be resolved for good by coordinating with NSDC.

Ms. Gunjan Panwar who has been the leading woman of RPL Type-4 from MESC was briefed by Mr. Mohit Soni (CEO, MESC) so that she could attain the absolute understanding of RPL Type-4. Ms. Panwar understands that, "It's important to understand the overall process and the guidelines to ensure compliance and resolve any queries." Ms. Panwar was involved in every possible role and responsibility of RPL. From identifying new employers, getting them onboard to ensuring compliance, taking follow ups, coordinating with outreach partners, resolving the challenges faced by them to strategizing the course of action according to the report and considering the timelines, Ms. Panwar is the reason of MESC's RPL Project success. She has also been coordinating with NSDC and Assessment Agencies for invoices, resolving challenges, timely briefing them about the updates. Since, she keeps a track of daily records and reports, she has attained the ability to analyze and work upon any situation or challenge that comes in RPL. She has played an important part in conducting orientations, attending meetings, seminars, conferences, regular review meetings with Ministry and spreading as much awareness as she can through any mode possible. Ms. Panwar has also ensured to take initiatives that will lead MESC towards the Pinnacle and has been the guiding light for Muskaan and other RPL team members.





## Experience- 1

Gunjan Panwar's 1st visit to Employers in Mumbai during the 2nd week of November 2018, where she planned a three days visit for orientation of RPL-4 at the Employer's premise that transpired to be quiet learning since all the questions were new.

Every meeting with an employer was a new form of learning because all the questions would differ and vary in respect of sectors, organizations, or associations. The first of the RPL Type-4 meetings took place in Maharashtra, Delhi, and Punjab.

### Experience 1 Challenges

- ☑ Employers were reluctant to share any data which slowed the process down.
- ☑ The employers were insecure that employees would switch the job after getting the certificate.
- ☑ This became an extra responsibility for the HR Team (to convince the employers and to help them understand).

### Challenges Recovered

- ☑ People who were hesitant while sharing the data of their employees signed NDA (Non-Disclosure Agreement).
- ☑ MESC academics and the HR of the employer had to freeze the Question paper.
- ☑ MESC proposed the question paper to be in-sync with the HR, post that they will freeze the questions for the Assessment.

On, 4th December 2018, MESC RPL Team got the confirmation of 34 Job Roles which were added to the SDMS Portal!

After understanding that new employers can be added to the Project, the MESC team continued their search for the new employers and successfully got them onboard. While the Team was rigorously approaching the new employers, NSDC was keen on understanding the plan and projection as there was no visibility of numbers on the Portal.

And on 18th December 2018, new and more employers were added to the portal.

## Experience 2

### Follow up meeting with Maya Animation

MESC's RPL team was really enthusiastic and excited about the whole process. During Ms. Panwar's meeting in Mumbai after catering to all the queries of the HR who agreed to share the data.

Post convincing the HR, Ms. Panwar was allowed to orient their employees about the RPL-4 Project. On the day of data uploading, after the assignment of a data uploading team, few personas from the higher management had a lot of queries and objections due to which the Team was forced to stop the orientation.

The entire enthusiasm was shattered when all their efforts turned out to be meaningless and the entire activity was called off.

On 23rd January 2019, the second proposal was submitted to NSDC, and it was approved with the total target of 27,500. On 6th February 2019, MESC had an Overall target of 45,033. MESC's positioning with the Complete Registration was 3,449 and 2707 Enrollment. MESC's Team had received the report from NSDC with this status, which was something that was unsatisfying as a number for MESC. After strategic planning and consideration, the time was here to move things to a higher pace.

By the end of January, considering the target of 17,500, MESC's RPL team managed to register 1616 while enrolling 887 candidates, out of which 111 appeared in Assessment, and 11 got certified.

Moving forward by associating and approaching more employers, MESC's RPL Team was simultaneously utilizing and getting more job roles validated by the Standard Team. Successfully, new job roles were added to the SDMS portal.

During the execution of RPL, there were political challenges that the Team faced with the Associations.

Subsequently, after adding 5-6 employer till January, there were a couple of unsolved queries. The Team was facing challenges in regard to data sharing and uploading. Meanwhile, the Team was also trying to find alternative ways they could achieve the target along with comprehending the roadblocks that they would face in a large scale implementation of BICE. The Team identified that there is resistance from employers to provide some data due to data privacy concerns, which could be a complication in data collection.

The process of uploading data over the Portal was quite tedious and time-consuming because it required a large number of data fields to be filled in manually.

Therefore, considering such challenges to ease down the implementation methodology, NSDC made some changes with reference to data fields required at the time of candidate registration under RPL with Best in Class Employers.

## The Queries which were resolved by NSDC,

- ☑ Sub-District field was made optional.
- ☑ Constituency was removed from the Candidate Registration Page.
- ☑ Religion: Minority was added in the dropdown.

This was the major step to make the process easy and convenient for everyone in the skill ecosystem.

As per the report which came out on 13th February 2019, received by NSDC, MESC had a total of 4232 Registrations and 3288 Enrollments. There were three symbolic colors that were dedicated to the SSC's participating in the RPL-4 scheme, where Green symbolized Good, Yellow-Average, and Red- Needs to improve.

On this parameter, MESC stood last in the line of yellow, which meant; the Team had to do a lot more hard work and coordinate. Ms. Panwar personally shared this report with Mr. Mithun Bhaskar, to determine a clear vision of "Achieving the Target by 31st March 2019". Then, they strategized upon how they can surpass the current number.

They identified the areas where the Team required focus;

### 1. Data Collection Efficiency

Multiple agencies with different online platforms were being tested and evaluated were in starting from collecting data in the form of Google Sheets, Hard Copies, Mobile Apps. Based, Links; using technology like Aadhar Card bar code reader was being tested.

### 2. Identifying new outreach partners

### 3. Data Uploading Efficiency

Mr. Mithun Bhaskar created nearly 60-80 logins for each Employer to increase data entry proficiency, as on the SDMS portal, it was only limited to a system. Only one person could log in per system.

4 Fasten the process of collection of employer details and onboarding them to the SDMS portal through the NSDC.

### 5 The timely reshuffling of the job roles and the data

For the employers in order to complete the batch creation process.



### 6. Batch Approval Efficiency

Batches were timely approved so that assessments take place on time, without any failure.

### 7. Platform Support

Since we opted for online assessments, we checked for multiple platforms having user-friendly features as here we are catering to people from different regions and job roles having varied knowledge of using the technology

### 8. Monitoring

In line with the action planned monitoring plays a very vital role in this process, for which we had assigned this task to the assessment agency.

### 9. Result Uploading

In order to decrease the time consumption, we approached a team of dedicated people who worked extra hours to upload the result.

After participating in meetings and covering regions like Mumbai, Chennai, Delhi, and personally attending all the seminars and employer/association meetings and simultaneously adding and approaching more Out Reach Partners.

## Our Geographical Presence

MESC's RPL team finally received confirmation from various employers covering regions like Delhi, Maharashtra, Kerala, Chennai, Odisha, Punjab, Rajasthan, Jammu and Kashmir, West Bengal, Bihar, and Hyderabad.



## Mr. Mohit Soni, Mr. Mithun Bhaskaran and Ms. Gunjan Panwar

“Almost every day we use to start our morning with the curiosity of NSDC RPL report, which was highly awaited to see our performance and SSC ranking, where we were still striving hard to get into the good category or the green zone.”



On 6th March 2019, MESC entered THE GREEN ZONE!

NSDC team had been highly cooperative in the process of onboarding the employers, reshuffling the job roles, and providing employer/job-role wise data bifurcation, which immensely helped the MESC Team to sail through.

With hard work and dedication, the RPL TEAM successfully attained the category 'Good' by having 13,452 Registration, 7,524 Enrollment, 2733 Assessed, and 332 Certified.

This report had immensely motivated the entire team to work harder as now the target seemed convenient and achievable.

On 11th March 2019, the code of conduct was executed by PAN India, due to which the Team was not able to do sufficient branding. Again, it was a setback to the goal as the awareness was a missing element of RPL Type-4.

On request of NSDC, MESC was supposed to submit a report on the future projection.

MESC's RPL Team submitted a report projecting, 15000 certifications by March 2019, and 1,50,000 by March 2020.

This was when they were moving toward the closure of the year.

Considering the work pace and moving at full swing, MESC on 19th March had 38,886 Registration, 29668 Enrollment, 8080 Assessment, and 4325 Certifications.

Post the discussions and evaluations, the Team concluded that they need some additional target. Therefore, MESC requested NSDC to allocate more numbers (15000 extra).

By 30th March 2019, MESC had Enrolled 41844. MESC entered the league of the Top 3 SSC's. Now, The Vision was to reach out to more employers, cover most of the job roles, and cover as many locations as possible. On 12th April 2019, MESC was at Number 1 position as per the NSDC RPL-4 report.

The Team was praised by our eminent CEO, Mr. Mohit Soni, where he mentioned, "It's a happy and proud moment for MESC." The RPL team from MESC attended the periodic review meeting with MSDE and NSDC, which was chaired by Mr. Rajnish K Gupta (Director, MSDE) to scale up the Enrollment and Certification numbers under RPL-BICE, where the SSC performance was required to be reviewed on a regular basis.

As part of the Project, MESC's RPL Team kept on achieving new goals with the main aim of adding new employers and timely reshuffling the targets, where they are currently looking at the target of 2,68,403. In the month of September 1st week, MESC Team requested NSDC for job role wise allocation and the balance remaining with the Current Status of the Project Status 365-456. Then, the MESC team requested them to reshuffle the target for which they submitted an Addendum along with the addition of employers with the target given by NSDC, which was 2,68,403. Considering the pace of work and manpower deputed during the month of October-2019, with the current target of 2,68,403 where NSDC has questioned the plan of action, MESC Team proposed on achieving 45,000 RPL numbers each month by December.

On 10th October 2019, the Team requested NSDC for the report Job-Role Wise and allocation/balance remaining. During this request, Mohit asked The Team to raise JIRA, and there was no response from NSDC till 30th October 2019. Then, Rochan from NSDC (RPL team) shared the report on 1st November 2019, which was incomplete due to which there was a delay in reshuffling the target.





Picture Credits : <https://images.app.goo.gl/CGAudFuXkRkTg4qU8>

## Introduction of **SIP - Skill India Portal**

On 8th November 2019, NSDC informs the SSCs that RPL Project under PMKVY would be migrated from SDMS to SIP, where fresh registration of candidates and enrollment of batches would stop. However, the batches created before 15th November will be allowed to complete the process on SDMS 2.0. After a few days of transition, the enrollment became active on SIP. The candidates registered on SDMS 2.0 were being transferred to SIP by providing a download to PIA. Afterward, SIP portal training was attended by the Portal Team. On 22nd November 2019, the MESC Team received an email from NSDC for the leftover target on the SDMS portal, for which a new addendum was created.

“SIP was a new experience with new challenges. There were a lot of new changes that everyone had to adapt and adhere to. There were certain fields along with the assessor app, which was new and was later reported to NSDC for which they have given us provision till 31st December 2019.” – MESC RPL TEAM

The major advantage of the Employer was the idea of having a single login that could be used in multiple systems.

There were certain challenges that SSCs were facing for which NSDC provided The Teams with the RPL Helpline Number for the ease in coordination. Initially, the MESC Team was also trying to understand the process and the Portal, but there were some glitches on the Portal as well as the Assessor App. The MESC Team requested for an additional target and a couple of changes in the Addendum through an email. NSDC responded to the email by taking up these challenges to EC. Later, as per the EC's decision, changes were not accepted in terms of criterion. This was the time when the MESC Team was struggling with a fewer number in hand since they were waiting for the clearance of the Addendum with a revised target of 7,71,300. During this time, the date change feature was introduced by NSDC for assessments. On 14th January 2020, the EC meeting took place for the new criterion and the evaluation of the target that was proposed by the MESC RPL Team. Meanwhile, MESC received the dump data of the SDMS portal, which was to be effectively incorporated over the SIP. This was the moment of immense pressure for the RPL Team as there was a delay in the approval of the target requested. Parallely, the outreach partners were pressurizing the Team as they already had the numbers ready to be uploaded. The employers weren't happy either with the delay. Since SIP was new, less user friendly, and was simultaneously going under a lot of changes at the backend, MESC Team was also getting used to the challenges of how the Portal works. From the month of October until mid-February, there were only a few numbers that the Team at MESC could achieve. During the process of data collection, the Team had almost 7 lac data ready to be uploaded to the Portal.

The numbers were moving up, and the Team was in full-time coordination with the employers. On 6th February 2020, MESC Team requested an additional target of 7,71,300. Simultaneously, the data uploading was in process. The Outreach Partners were playing a vital role in registrations and batch creation process for the Assessment.

The employers also did a great job by exceeding the number of registrations and batch creations that were allotted to them.

On 27th February 2020, MESC received an email from the monitoring team stating that the approved target is 101479 on SIP. Though, due to cap issues, MESC over-achieved the target by the enrollment of 331223, 175802 Assessed, and 242 Certified.

In the discussion, the MESC Team was requested to provide a suitable explanation for exceeding the target. The explanation was given to the Team, along with the facts enclosed.

On 4th March 2020, Tamanna from NSDC had requested Mohit Soni (CEO, MESC) and MESC Team to visit NSDC on 6th March to discuss it further.

During the visit, MESC presented the doccise comprising of evidence, the strength of employers, Media Coverage, Manpower Deputed, and the entire process was briefed.

This was the time when the work was halted, and the Team was expecting to find a plan of action from NSDC. MESC also discussed the number freeze by the monitoring team with NSDC.

MESC had registered 3 Lacs plus numbers in addition to what was reflecting on the Portal.

Post the meeting; MESC was expecting a target of at least 5 lac numbers to be released by NSDC. Although, they received approval from NSDC on 26th march 2020, where the target was approved for 2,29,744. The final target was 4,97,929, and the pending for assessment number was 38,179. As per the circular received by NSDC, the assessments were being kept on a halt until further communication.

During the lockdown, MESC organized a series of online certificate distribution ceremonies using Zoom or Google Duo, where the certified candidates were expressing their gratitude and the value which the certificate brings to them.

Taking into consideration of COVID-19 Pandemic, the provision of Remotely Proctoring Online Assessment was being proposed by NSDC, where SSC's were asked to express their opinion for its viability.

MESC had agreed upon the RPOA mode of Assessment, where they shared all the AI-enabled features. The platform was shared further with NSDC for its approval.

Initially, MESC was given a target of 499 numbers in the last week of July.

Post the approvals MESC planned a pilot assessment of 1 batch with 50 candidates.



Picture Credits : <https://images.app.goo.gl/q672oq1NtdJbYy6TA>

# Anaad Skills

## Journey Of An Outreach Partner with Mesc's RPL Team

### Our Association with MESC

Anaad Skills which came into existence in 2017, started with a mission to increase employability through skill development programmes as evidenced by strong market linkages, institute industry coordination, specialised skill development, a continuation of learning, etc. that is applicable to all sections of the workforce right from operators/workers to college-qualified students to junior-mid-and senior-level executives.

### The Journey of Recognition-of-Prior Learning

There's something special about Anaad Skills. There is a sense of pride that comes from the fact that Anaad skill is helping and contributing towards the success of "Skill India" mission and "Atmanirbhar Bharat" campaign. A component for assessment and certification of individuals with prior learning experience or skills was introduced under the Recognition of Prior Learning (RPL) component of the PMKVY Scheme, which aims:

- ☑ To align the competencies of the unregulated workforce of the country to the standardised National Skills Qualification Framework (NSQF)
- ☑ To enhance the employability opportunities of an individual as well as provide alternative routes to higher education and
- ☑ To provide opportunities for reducing inequalities based on privileging certain forms of knowledge over others.

### Approach

We started our journey with RPL- 4 with India's leading at-home services provider. With the advice and guidance from the service provider, we certified partners in over seven cities in trades that fall under FFSC, IPSC, DWSSC and ESSCI. With a basic framework in place, Anaad Skills enhanced dialogues with MESC. Our quality and consistent performance helped us to get an agreement signed with MESC to conduct RPL T-IV. Our focus was to reach out to various Media Production Houses that were either producing their own content, or involved in channel production, or movie production and had a multi-state work setup.

RPL was a new concept to the contacted production houses and their employees/contractors, and like any new thing brings in apprehensions and questions, so did this. The people involved had several questions for us, like:

### Next Steps

We are on a new journey of growth, building on our most formidable assets: our network and partnerships, our knowledge strength, our India-wide reach, our unique quality delivery system and the strong commitment of our management and employees.

Our journey focuses on leveraging these strengths to become a truly sustainable growth company and, ultimately, one of the most respected companies in India.

For us to achieve what we aspire to, we need to embrace the right set of technology, improve our workforce competencies to cater to the ever-changing situation and remain focussed on serving towards the greater good of our citizens and our nation.

As part of our immediate near future plan regarding RPL assessment, we are focussing on developing and introducing our own "Remote Proctoring Tool". We are conducting prototype testing in coordination with various partners. We are collecting the data around the success, improvement areas and pain points during this phase. We will analyse the data thoroughly and seek professional guidance and feedback to continuously improve the tool that would be acceptable to all agencies. We intend to share our learning and leverage our experience industry-wide as part of best practice sharing.



# The Journey of 5 Lubina Infotainment Private Limited

We are 5 Lubina Infotainment Private Limited, as an Out-Reach Partner with MESC our journey so far has been enriching & wonderful. We were aware of this RPL 4 project & figuring a way out to be a part of this Indian Govt. The flagship project, in the same line we had rounds of discussions with MESC CEO Mr. Mohit Soni & other office bearers of MESC. We got a go-ahead after completion of necessary formalities.

Being from the same industry, we used our connections and had meetings with 3-4 business houses. It took rounds of meetings to make them understand the whole concept.



They were mainly apprehensive of the facts that:

- ☑ They might be asked to pay a certification fee.
- ☑ They might suffer a loss of work man-days in case of assessment.
- ☑ They might be asked to reveal the details of agreements/contracts of their workforce.
- ☑ The entry-level workforce might not be willing to undertake any exam because of low literacy rate.
- ☑ The workforce might not be ready to undergo any training or assessment as it would result in their loss of wage for those days.

Once these points were clarified to their satisfaction and orientation sessions were organized having key people from the employer and few representatives from each level of the proposed stakeholders (workforce), they were happy & ready for onboarding. Still, they were reluctant to share the Aadhar hard copies and it again took a few meetings to make them understand the whole process.

A formal agreement was signed and the project kicked off. Again, there were issues on SIP like:

- ☑ Individual Aadhar revalidation of each candidate in case of bulk upload.
- ☑ Registered data took more than expected time to get refreshed and reflect on the portal.
- ☑ SIP server getting down on weekends.
- ☑ While searching/downloading the data from SIP one has to go page by page, bulk download or skipping page was a concern.
- ☑ Batches getting auto rejected.

If these small technical issues are taken care then life would be much easier for all the stakeholders. The entire batch was supposed to be at the same place to undertake an assessment that resulted in absenteeism due to work-related or personal exigencies if the use of technology is allowed and a person can be assessed (within the given time frame) from the place he is operating, then the issue of absenteeism (for employee) & loss of work (for the employer) can be addressed making it a win-win for all the stakeholders. So far, we have assessed 13000 odd candidates out of 19000 odd enrolled candidates. We have about 80000 odd candidates registered, once given the go-ahead we would be happy to bring them in the ecosystem. The workforce and the employers both are happy about the certification program & the insurance benefit that the participants are getting on successful certification.

## Edujoin Training Foundation

### The Journey of Edujoin Training Foundation

Edujoin Training Foundation Journey of RPL scheme RPL is an effective means of formally certifying prior learning and enabling the movement of workers into a formal system. RPL involves identification, assessment, and acknowledgment through Aadhar linked certification. It is implemented through multi-stakeholder engagement with participation from the Ministry of Skill Development and Entrepreneurship (MSDE), and Sector Skill Councils (SSCs). RPL is primarily a form of skills assessment that aligns the competencies of the un-certified workforce to the standardized National Skills Qualification Framework (NSQF). It recognizes and certifies a person's previous learning and work experience as per established standards in the industry. Hence, it is helpful in formalizing the knowledge and skills of the informal workforce, besides enhancing their mobility through virtual skill certificates which could form a key component of the Skills Passport. The journey of the RPL scheme of the Edujoin Training foundation was very successful because in this scheme we have certified 49107 in various job roles under the media Sector under RPL 4.0 & all employees of Employers are very happy because they get the certificates for their skill certificates which was not earlier, they having. As an employee of the employer now they can earn more money by other companies or they can establish their own business. So, we are very happy to run this RPL project under the Media & Entertainment Sector Council.

### Employer Disagree

The employer was very happy when he heard about this scheme & agree for do certify their employee. Only on one point, they disagree that they cannot send Maximum employees at a time for training. But when we brief that the assessment will conduct on their location or nearby their location then-employer agreed to send the employee for assessment.



## Co-ordination of Edujoin Training Foundation Edujoin Training Foundation

co-ordination for this scheme is as below

- ☑ Find out the company for certifying the employee who not having their certificates
- ☑ Find out the Location in which area the company having its branches
- ☑ Find out the Local center co-ordination manager to execute the scheme
- ☑ Co-ordinate with Employer
- ☑ Co-ordinate with SSC regarding require documents to provide them

## Experience on SDMS and SIP

SDMS & SIP is very helpful for maintain candidate records and other details. By this we can track batch-wise candidate record, we can't register duplicate candidate, batch-wise payment details, etc. The overall experience of SDMS and SIP was good but sometimes server gets slowed down which takes time in entering data on the portal.

## Improvisations in RPL

We feel that govt. should more focus on such recognition programs as lots of people in our country are skilled but they don't have any recognition if we talk about our informal sector has huge scope & now such skilled people have information that govt. is running such type of program where their skills can get certified. These programs can't be limited at one level (industrial/corporate) even in the Media & Entertainment sector; millions of people are waiting to get such type of recognition & their certification. NSDC should create a process to download the certificate within 10 days after assessment, in the current scenario, it has been observed sometimes it takes 2 months, this is the area where we need to work on and we should give such feedback to the technical team who is held responsible to mitigate all such technical issues. This RPL certification should be recognized at the National level, it should be recognized by govt. department as well as corporates as a qualification.

## Future Plan with RPL

The future for RPL in Media & Entertainment sector council is very committed as most of the targeted people lack in formal education, so providing this platform to all those skilled people is important who does not have any such recognition in the industry. While working on the ground we have noticed that under these employers we covered only these Bihar, Jharkhand, Odisha, Rajasthan, Tamilnadu and Uttar Pradesh states if time constraint would have not there then we would have covered those states as well where these employers have their remarks on the ground & then figures would also have increased. If we will get the opportunity and SSC gives mandate to us then we will try to cover such candidates from untouched states. We are also planning to engaged 8-10 such companies in the future who have thousands of associate members with them which will help in cater two to three lakhs media candidates in different job roles.



## Strength

- ☑ The employers are effectively promoted, acknowledged and recognized as a 'significant employer of the Country-BICE'.
- ☑ RPL 4 helps in enhancing the employability opportunities of an individual as well as provide alternative routes to higher education.
- ☑ Also, provides opportunities for reducing inequalities based on privileging certain forms of knowledge over others.
- ☑ Co-Branding on the Certification, having the logo of (MESC-NSDC-MSDE-Employer) which helps both MESC and the Employers to build long-term relations. It also enables further association in terms of future schemes and projects.
- ☑ The employers may also be a part of QP design and formulation.
- ☑ Outreach Partners have acted like pillars by reaching out employees and employers in different regions which helped greatly in propelling the target.
- ☑ The true sense of certification has been achieved through orientation, identification of the assessors, various media coverage and assurance of branding and certificate distribution ceremony in compliance to the guidelines.
- ☑ The accidental insurance (Upto 2 Lacs) has also been able to drive the zeal of professionals who work under severe conditions.



## Opportunity

- ☑ The NSQF Certification has benefitted many professionals (Photographers) to set up their own venture, certificate produced for loan under 'Mudra Loan' Scheme.
- ☑ Collection of a large amount of database which could be bifurcated as per the region for the ease of employers present in every region which would also enable employability options for professionals in all regions.



## Weakness

- ☑ Lack of participation of a huge amount of small businesses and freelancers because of RPL-4 criteria.
- ☑ Highly experienced professionals who have moved to OTT also miss out the opportunity of the RPL-4 Certification.
- ☑ Experienced Freelancers and project based working professionals are left out, as majorly they are not associated with any Pvt. Organization or Union.
- ☑ Candidates were apprehensive to share their bank account information and other data i.e., Aadhaar Card information etc.
- ☑ The absence of skilling and training led to lack of opportunity for the professionals to up-skill their knowledge and talent.

# The Journey of the **Assessment Agency**

## Glocal Thinkers Pvt. Ltd.

We at Glocal Thinkers Private Limited are one of the Assessment Agencies working on RPL 4 assessments with MESC Media and Entertainment Skills Council. We started the assessment process somewhere around October'19 and continued till things were put on hold due to this Covid-19 Pandemic. We feel proud to be a part of this journey where the people having requisite skills are being recognized and brought in the mainstream through certification by the Government and Media Council. Having used both SDMS & SIP our experience is of mixed type. While on SDMS it was easier for us to upload the results (as both the Assessor & Agency could submit the entire batch at one go) it is a bit cumbersome on Skill India Portal as the individual candidate needs to be submitted both by the Assessor as well as Agency). The Skill India Portal usually gets slow and down at times especially on weekends it makes our job more difficult.

## Knowledge Partner Technologies Private Limited

Knowledge Partner Technologies Private Limited is one of the empaneled Assessment agency under the Media and Entertainment Skill Council. We are regularly taken up assessments for the Short-Term Training Programs sponsored by Central and State Govt. departments. MESC has created a Space for Assessment Agencies to take part in the RPL-4. As an Assessment Agency, our prime role is to provide Platform support, Assessment Evaluation, and Results uploading. Though our roles are very limited but slowly our scope has increased by Providing Manpower at Large Gatherings, Exhibitions, and Employer's sites for guiding the prospective Employees and Association members to attend and complete the Assessment flawlessly. Our Team has also supported in Data Collection, Segregating the Gatherings based on their prior Skills and aligning them with NSQF Aligned Job Roles because most of them are multi-skilled and Multi-talented in varied roles. A large number of participants have attended Assessments because the activity has taken place at Movie Associations, Photographers Association, Film Federations, Artist Associations, Media Associations, and Exhibitions organized by the related organizations.



The Major Challenge for an Assessment Agency is to Estimate the footfall for that activity and bifurcating them based on Job role. Our team has raised to the occasion and continuously provided the Job Role wise Logins and Password to all the Participants and not let down anyone who wishes to take part in the Assessment. This activity has helped many Skilled/ Semi-Skilled workers to Assess where they stand in their Craft and graduated their Skills in line with MESC's NOS. This activity has brought us great Understanding about MESC's vision and Aspiration to help people in Career Growth. This activity of bringing every one on one Platform and help them to broaden their thought process and created path for future prospects.



# MESC's VISION FOR RPL

The major objective is to build an extraordinary experience for the entire M&E Ecosystem. Also, to reach, up-skill, and certify most of the people. RPL aims to become a dynamic hub of literacy, lifelong learning, curiosity, and new ideas, integral to the social and economic vibrancy of India. MESC has been working hard to create a geographical presence by creating awareness about RPL Type-4 and encouraging the true value of certification provided by RPL and the Government of India.

The aim is to ensure that everyone knows about it, it's a never-ending process that never has to stop. More hard work, analysis, organizational goals and personal goals need to be set to achieve the next step of this endless marathon. The Key Objective of RPL is to increase industry acceptance of NSQF aligned certification and to map the existing workforce vis-à-vis sectoral job roles. Also, to ensure that the candidates being assessed under RPL are also oriented to the standardized NSQF levels, QP-NOSs that would be followed under RPL will be the same as the one followed under fresh training. Special focus is given to RPL by recognizing prior competencies of the assessed candidates and provides a certificate and monetary reward on the successful completion of assessments. At the moment, we have in total achieved 515462 as a number but as mentioned before, we are definitely looking to move forward. It's an endless journey to attaining something meaningful.

It will also be helpful in the creation of national LMIS for better planning and strategizing. We certainly hope to become the "Number One Skill Capital of the World".



# The Future of RPL About Paid RPL

M&E Industry is highly dynamic and will continue growing due to high consumption of content and evolving platforms. This creates need of Learning & Development, where the professional need to enhance their skills to cope up with the pace of the Industry. Considering the demand of the Industry MESIC has launched Paid RPL(L&D) model. This model has the enriched capacity to increase and enhance the skill sets while creating better employability avenues with the growing dynamics. The focus is primarily to offer domain biased training delivered by renowned Professionals around the Globe while elevating the standards to the best of Industry practices in M&E Sector.

## Benefits of the Paid RPL Model

- ☑ With Specialized Training Programs, we will be able to deliver up-skilling methods and strategies online/offline as per the convenience.
- ☑ A large variety of courses will be a part of this Model. The aim to do this is to encourage up-skilling/multi-skilling.
- ☑ The model will also consist of a Placement Platform which will provide Job opportunities via Job fairs.
- ☑ Numerous training facilities would be a part of this program which will again contribute multiple opportunities for career growth.
- ☑ Integrating Industry and International Trainers using technology enabled blended training which will deliver Industry ready professionals and would also bestow Industry recognition.
- ☑ Live Interaction with trainers, webinars, counselling, placement assistance would be allocated. This will help provide more opportunities for a self-sustainable career allowing professionals to understand what they really want to do.
- ☑ Opportunity to build a strong network would be present.
- ☑ Affordability is the convenient factor.
- ☑ Value Proposition.





# RPL-4 Media Coverage



**సైబరాబాద్ సర్టిఫికేట్ నమోదుకు స్టంప్**

సైబరాబాద్ సర్టిఫికేట్ నమోదుకు స్టంప్

సైబరాబాద్ సర్టిఫికేట్ నమోదుకు స్టంప్

## నేటి మనదేశం

మహిళా ఫోటోగ్రాఫర్లకు పీఎంకేవీవై సర్టిఫికేట్లు అందజేశే



సర్టిఫికేట్లను అందజేస్తున్న శాన్తా బెనెమెయిన్ యర్రా

## పీఎంకేవీవైలో ఫోటోగ్రాఫర్ల పేర్లు నమోదు



సర్టిఫికేట్లను అందజేస్తున్న శాన్తా బెనెమెయిన్ యర్రా

సర్టిఫికేట్లను అందజేస్తున్న శాన్తా బెనెమెయిన్ యర్రా



## పీఎంకేవీవైలో ఫోటోగ్రాఫర్ల నమోదు

సర్టిఫికేట్లను అందజేస్తున్న శాన్తా బెనెమెయిన్ యర్రా

సర్టిఫికేట్లను అందజేస్తున్న శాన్తా బెనెమెయిన్ యర్రా

## 'పీఎంకేవీవై'ని సద్వినియోగం చేసుకోవాలి

మహిళా: శాన్తా బెనెమెయిన్ యర్రా

మహిళా: శాన్తా బెనెమెయిన్ యర్రా

## వృత్తిసైఫుళు సర్టిఫికేట్ నమోదుకు స్టంప్

సర్టిఫికేట్లను అందజేస్తున్న శాన్తా బెనెమెయిన్ యర్రా

సర్టిఫికేట్లను అందజేస్తున్న శాన్తా బెనెమెయిన్ యర్రా

## సాత్ ఇండియాలో మొట్టమొదటి మహిళా ఫోటోగ్రాఫర్ల వర్క్ షాప్ విజయవంతం

సర్టిఫికేట్లను అందజేస్తున్న శాన్తా బెనెమెయిన్ యర్రా

సర్టిఫికేట్లను అందజేస్తున్న శాన్తా బెనెమెయిన్ యర్రా

## బీబీసీ, ఫోటోగ్రాఫర్లను ప్రభుత్వం ఆదుకోవాలి

సర్టిఫికేట్లను అందజేస్తున్న శాన్తా బెనెమెయిన్ యర్రా

సర్టిఫికేట్లను అందజేస్తున్న శాన్తా బెనెమెయిన్ యర్రా

## ప్రధానమంత్రి కౌశల్

సర్టిఫికేట్లను అందజేస్తున్న శాన్తా బెనెమెయిన్ యర్రా

సర్టిఫికేట్లను అందజేస్తున్న శాన్తా బెనెమెయిన్ యర్రా

## ఫోటో, బీబీసీ గ్రాఫర్ల గుర్తింపు కార్యక్రమ పొందాలి

సర్టిఫికేట్లను అందజేస్తున్న శాన్తా బెనెమెయిన్ యర్రా

సర్టిఫికేట్లను అందజేస్తున్న శాన్తా బెనెమెయిన్ యర్రా



# RPL-4 Media Coverage

**సమస్యగా పోటీగ్రాఫర్ల సమస్యల పరిష్కారానికి కృషి**

ఆంధ్ర ప్రదేశ్ లోని వివిధ ప్రాంతాలలోని పోటీగ్రాఫర్ల సమస్యల పరిష్కారానికి కృషి చేస్తున్నారని తెలుస్తోంది. పోటీగ్రాఫర్ల సమస్యల పరిష్కారానికి కృషి చేస్తున్నారని తెలుస్తోంది.



పోటీగ్రాఫర్ల సమస్యల పరిష్కారానికి కృషి చేస్తున్నారని తెలుస్తోంది.

**AMPA (All Maharashtra Photographers Association)**

అమరావతిలోని పోటీగ్రాఫర్ల సమస్యల పరిష్కారానికి కృషి చేస్తున్నారని తెలుస్తోంది.



అమరావతిలోని పోటీగ్రాఫర్ల సమస్యల పరిష్కారానికి కృషి చేస్తున్నారని తెలుస్తోంది.

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**ఆసింగ్, బ్రెడ్లకాన్, మెక్-ఆప్-ఆర్టిస్ట్ కా తే రో ప్రశిక్షణ**



ఆసింగ్, బ్రెడ్లకాన్, మెక్-ఆప్-ఆర్టిస్ట్ కా తే రో ప్రశిక్షణ.

**సెన సమాజ కీ దక్షతా ప్రమాణ-పత్ర పరీక్షా ఆజ్**

అజమేర్: సెన సమాజ కీ దక్షతా ప్రమాణ-పత్ర పరీక్షా ఆజ్.



అజమేర్: సెన సమాజ కీ దక్షతా ప్రమాణ-పత్ర పరీక్షా ఆజ్.

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**ఫోటోగ్రాఫర్ల కౌశల్య త్యాగి కాదలెయా ఫోటోమధ్యే దిస్తే**

ఫోటోగ్రాఫర్ల కౌశల్య త్యాగి కాదలెయా ఫోటోమధ్యే దిస్తే.



ఫోటోగ్రాఫర్ల కౌశల్య త్యాగి కాదలెయా ఫోటోమధ్యే దిస్తే.

**దక్షతా ప్రమాణ-పత్ర పరీక్షా కా ఆయోజన ఆజ్**

అజమేర్: దక్షతా ప్రమాణ-పత్ర పరీక్షా కా ఆయోజన ఆజ్.



అజమేర్: దక్షతా ప్రమాణ-పత్ర పరీక్షా కా ఆయోజన ఆజ్.

**దక్షతా ప్రమాణ-పత్ర పరీక్షా కా ఆయోజన ఆజ్**

అజమేర్: దక్షతా ప్రమాణ-పత్ర పరీక్షా కా ఆయోజన ఆజ్.



అజమేర్: దక్షతా ప్రమాణ-పత్ర పరీక్షా కా ఆయోజన ఆజ్.

**దక్షతా ప్రమాణ-పత్ర పరీక్షా కా ఆయోజన ఆజ్**


అజమేర్: దక్షతా ప్రమాణ-పత్ర పరీక్షా కా ఆయోజన ఆజ్.



అజమేర్: దక్షతా ప్రమాణ-పత్ర పరీక్షా కా ఆయోజన ఆజ్.

**పోటీగ్రాఫర్లకు పీఎంకేవీఎల్లో సభ్యత్వం**

పోటీగ్రాఫర్లకు పీఎంకేవీఎల్లో సభ్యత్వం.



పోటీగ్రాఫర్లకు పీఎంకేవీఎల్లో సభ్యత్వం.

**సాఫ్ట్ ఇండియా ఆఫ్టెన్స్ ప్రతిభ పురస్కారకు సన్నాహం**

సాఫ్ట్ ఇండియా ఆఫ్టెన్స్ ప్రతిభ పురస్కారకు సన్నాహం.



సాఫ్ట్ ఇండియా ఆఫ్టెన్స్ ప్రతిభ పురస్కారకు సన్నాహం.

**ప్రధానమంత్రి కార్యక్రమాల పాఠశాల పాఠశాల**

ప్రధానమంత్రి కార్యక్రమాల పాఠశాల పాఠశాల.



ప్రధానమంత్రి కార్యక్రమాల పాఠశాల పాఠశాల.

**గౌరవ రాష్ట్ర ఫోటో అండ్ వీడియో గ్రాఫర్ల సంస్థకు సేవ**

గౌరవ రాష్ట్ర ఫోటో అండ్ వీడియో గ్రాఫర్ల సంస్థకు సేవ.



గౌరవ రాష్ట్ర ఫోటో అండ్ వీడియో గ్రాఫర్ల సంస్థకు సేవ.



# Certification Ceremony

## United Goan Photo&Videographers association : Testimonials

It is a great pleasure to be honored with the prestigious MESC Certificate issued by the Media & Entertainment Skill Council. I am from the United Goan Photographers & Videographers Association for being the first Association to bring the MESC Certification to Goa, and also thank the management of Media & Entertainment Skill Council India for their valued honor.

Prakash Mohankar  
Secretary United Goan Photographers & Videographers Association

MESC Certificate has come like a blessing to many of us who don't have formal training in our trade but are creating a living in this trade. It also helps in recognition for what we do as individuals and as a profession. I would like to thank Media & Entertainment Skill Council for the honour and also like to thank Prathibha Madam and her entire team for creating awareness of the benefits of this certificate and also for making it possible for us to be a part of making history in Goa by being the first Association to bring the Scheme to Goa.

Mr. Gokuldas Dhan  
President United Goan Photographers & Videographers Association

**SHAJIMON T.G.**  
PRESIDENT

I am really proud to get the MESC Certificate from PMKVY 181, Central Government of India. I would like to thank Mrs. Prathibha Pulijala Madam and the MESC team who worked hard for this achievement.

**Certificate**  
This is to certify that  
Mr. ShaJimon T.G. (Aadhaar Number: XXXXXXXXXX0000)  
has successfully passed the assessment for the job role of  
DIRECTOR OF PHOTOGRAPHY for the MESCOW project  
conducted in National Skills Qualification Framework Level - 7  
With Grade A.  
Issued on: 22/01/2024  
Certificate Number: 24/01/2024/00000000000000000000  
Issued by: Director, Media & Entertainment Skill Council  
Ministry of Skill Development and Entrepreneurship  
Government of India

Hi this is Murali from mulbagal town.

I am thanking to KAP and MESE for giving this certification, special thanks to PMKVY and Kolar Ranganth sir. Thank you all for making this success.

My name is Joy (Joy Robinson) I am working as a cameraman in Malayalam television industry for last 10 years. It's a great initiative taken by our prime minister Narendra Modi to recognise Professionals like us and certifying our trade and profession with this prestigious certificate of recognition, thanks to Prathibha madam and "Malayalam television fraternity" to enrolling us with media and entertainment skill council of India.

Thanks,  
Joy.R.V

**Certificate**  
This is to certify that  
Mr. Joy R.V. (Aadhaar Number: XXXXXXXXXX0000)  
has successfully passed the assessment for the job role of  
CAMERAMAN for the MESCOW project  
conducted in National Skills Qualification Framework Level - 7  
With Grade A.  
Issued on: 22/01/2024  
Certificate Number: 24/01/2024/00000000000000000000  
Issued by: Director, Media & Entertainment Skill Council  
Ministry of Skill Development and Entrepreneurship  
Government of India

It is a great pleasure to be part of the exam for each and every section of the work of the respected central government. also thanks to Mrs PRATHIBHA PULIJALA and other colleagues in charge of MESC south India under the central government. I am grateful to KSBA, our organisation who have elevated this area from a traditional occupation to a professional one. The MESC certificate which is now available is expected to do a great deal in the future. Once again, I would like to express my sincere gratitude to central government and the MESC, as well as all the people who worked behind it.

Harishkumar. V  
PALAKKAD

Thanks to all prathibha team members and special thanks to prathibha madam for taking much effort to this certification successful and our special thanks to KPA President. Mr. Paramesh and his team members from M.Gopala from KPA.



# Certification Ceremony

I am saji pk, a post production director and member of malayalam television fraternity. I have been working in Malayalam television industry for the past 20 years. I am truly honored to receive the mesic skill qualification certificate and I express my sincere gratitude to govt. Of India and other supporting authorities



+91 97447 09450 ~Robin Envees



I am Really Proud to get the certificate, from PMKVY RPL and thanks my Association AKPA S prathibha Pullijwala Mam (Robin Envees, state secretary, All kerala Photographers Association,



I AM REALLY PROUD TO GET THE CERTIFICATE FROM PMKVY RPL & THANKS TO MY ASSOCIATION AKPA & PRATHIBHA PULLJALA MAM

K K MURALEEDHARAN  
STATE MEMBER A K P A  
KOLLAM  
KERALA



Vishwanatha Singh,  
President,  
Srinivasapur taluk professional photographers  
welfare trust,  
Kolar district.

11/07/2020



I AM REALLY PROUD TO GET THE CERTIFICATE FROM PMKVY RPL & THANKS TO MY ASSOCIATION AKPA & PRATHIBHA PULLJALA MAM

HEMENDRA NATH K.R.,  
DISTRICT MEMBER AKPA  
THIRUVANANTHAPURAM DIST  
KERALA.



I am Valsala T.A  
K S B A member Trichur (Dt), Kerala

I have been working as a bridal makeup & hair dressing artist for the past 24 years. I am very glad to attend MESIC RPL exam and to achieve its certification. I hope this certification would be highly beneficial for me to work in this field. I hereby expressing my sincere gratitude towards our Central Government and all the officials who helped me to achieve this certification. Thanks Pradhibha madam, Anu & Chithra. Thank you all.

2/10/2020



# Certification Ceremony



# TESTIMONIALS

“

## REMYA MATHEWS

I am very happy and proud to be able to work with Mam in this ceremony. My name is Remya Mathew's. Coming from Ernakulam. I am professional Make up artists. I am Broad member of KSBA, I have two years of experience in this field, Glad to Share that I am enrolled for RPL certificate under MESC. This certificate has many benefits for me in my future life. Special thanks to our government, MESC RPL TEAM, Special thanks to South Advisor Pratibha Pulijala Mam. Special thanks to KSBA team members.

“

## HARISHKUMAR. VPALAKKAD

It is a great pleasure to be part of the exam for each and every second of the work of the respected central government. Also, thanks to MESC RPL TEAM under the central government. I am grateful to KSBA , our Organization who have elevated this area from a Traditional Occupation to a professional one. The MESC Certificate which is now available is expected to do a great deal in the future. Once again, I would like to express my sincere Gratitude to central government and the MESC , as well as all the people who worked behind it.

## Baburaj G

“

I am Baburaj G working as a television cameraman from the last 26 years for various television serials in almost all channels in Kerala as well as Dubaisama tv. feeling proud to be an active member of Malayalam television fraternity. as my profession I always like to work behind the camera .so am sending my thanking gratitude through this letter. expressing my happiness to receive the true certificate of skill excellence of my happiness to receive the true certificate of skill excellence of my profession after 30 years of my academic studies to the heights. Thank you RPL team and officials of mesc. Malayalam television fraternity and of course a big salute to the government of India

## PK Babu

“

I am PK Babu, from KSBA (Kerala State Barbers Association) Ernakulam District Vice President. I have 32 years of experience as a hairdresser. During this period, on behalf of MESC, for our labor division. I got an opportunity to develop this venture. Special gratitude to MESC for giving wholehearted support for those who are doing the professional job without getting any official training platforms. Once again giving my sincere gratitude to the Government of India and MESC, RPL team for all for the energetic way of approach towards the development of this venture and making it a grand success.

“

## RAHUL

I am very happy for attending this ceremony. Thank you to all participants and MESC RPL TEAM.

“

## NEHA

Thank you so much KSBA co-ordinators for MESC session. All the very best.

“

## BIJU KB

I am Biju kb. I am very proud to attend this inaugural program. This Certificate very useful to members. Thanks to MESC RPL TEAM

“

## ANITA

It is a great initiative taken by our government recognize professionals like us and give certificate of recognition, Thanks to Prathiba madam and MESC RPL TEAM and KSBA.



# Success Stories of Our Employers

My name is Raju Vadlakonda. I have been in the dance industry for the last 20 years. , Running Successfully With Three Responsibilities My Life Is Do So Happy Now Many Reality Shows Events In My Career Audio Ring Audio Release Functions These Are So One Side However The The government has given us recognition through the RPL Program in the Skill India Scheme introduced by Modi and many young people our Honorable Prime Minister Modi ji for encouraging so many young people to support their art and leading such a Great way forward by developing their SKILLS through the Prior Learning Program. Thank you Ghoe Ji & MESCKamal Haasan ji



My name is Lissy Joseph. I am a professional make-up artist. I work in Thrissur district in Kerala. I have an experience of over 15 years in the field. I've been managing my own beauty parlour for the past 10 years. I'm a chairperson of KSBA in Thrissur district. The certificate of MESCK exam has proven to be quite useful for me. This certificate could help me to seek work in any state in India or in Gulf countries. Hence, I would like to sincerely thank the government for finding us deserving and providing the above mentioned certificate. I would like to mention my sincere thanks to Ms. Pradhibha Pulijala ma'am and all other officials who have been indulged in providing us the certificate. Special thanks to Chitra ma'am and all the people who have worked under KSBA and supported us. I used to live in Mumbai earlier. I got my certificate as a makeup artist in Mumbai before shifting in Kerala. Coming here, I had to achieve another certificate to work in Kerala. Those certificate didn't provide an opportunity to seek work in other states or different countries too.



Hi my Name is S.Nareshkumar I am from Hyderabad Telangana I have Dance the passion from childhood .from teacher encouragement I performed in school those days in farewell parts later I join dance school few years I trained under some other masters are a lot of struggle slowly give training to kids and adults in Dance Academy like that my dance journey started later I did a kathak Dance 2 years certificate course from posriramulu Telugu University. After a few days, I get a job abroad And work as a Dance instructor at national and international level presently the owner of Dream2Dance studio I came to know about RPL and got to know more about from orientation program. I register for the online assignment and finally got myself certified. I am happy that through the RPL certificate my skills have now been recognized! Would like to thank not only MSDE but also media & entertainment skills council. Thank you.





# Success Stories of Our Employers

My journey started with any thought in my head wanting me to become a dancer. However to turn that thought into action was difficult, having to face pessimistic opinions and discouragement whether it was within the 4 walls of my house or the outside world. That any thought in my head wanted to grow and those unsupported situations proved to help. I at the age of 14, found a good guide who helped me to finally grow into the man I am right now. My previous experiences motivated me to teach and remold what the world thinks of a "dancer". I am grateful that MES has provided me with the right platform.



We are pleased to extend our sincere gratitude for the training program conducted by MES and the Central Government approved training certificates, which is indeed a great achievement for the members of AKPA. In fact, it literally aided the workers who were striving to find a self-employment. Me, as a state president of AKPA hereby extend our gratitude and appreciation and expect MES's backup in all our endeavors. Girish Paambi State President Of All Kerala Photographers Association Thank you.

My Name is G. Raghavendra Prasad (Raghu) Our Union name is Telangana Makeup Union. I am serving as the President of our Union. I have been working in the film industry for over 20 years and I have learned a lot of different make-up styles. And I did makeup to politician leaders like CM. KCR, Harish Rao, and KTR for the TV shows, but I didn't get any recognition, now I recognized makeup artist from the government of India through the RPL program. I thank them for coming and giving me the certificate as well as our fellow members to MES. I think I will get a lot of benefits from this certificate." I will dance to express and not to impress" thus making a difference. Thank you.



I Pavan Kumar Sharma, working as a wedding photographer for 6 years under Photriya studios. Being a professional photographer for this period of time, I got a chance to improve my skills and became a good professional photographer, but I never got a chance or opportunity to show my work by a certified manner or through any certificate. As Wildlife photography is my ultimate goal, it is compulsory for me to show my work through a certified way to the higher institutes and channels. At my earlier stage after completion of my bachelor degree, I worked in the IT sector under TCS company. But there wasn't any satisfaction for me there, so I quit that field and searched for the work in which I can put my mind and soul completely. At a point, while memorizing my graduation days I got to know my photography interest, where I used to click pictures for my friends and for the college events. So I searched for the details for becoming a professional photographer, I got to know that a bachelor degree in Fine Arts is required to be a certified photographer. Which will again take a 5 years time to get a degree, but my age is already 23 at that time, so I was stuck

in confusion what to do, while that time through one of my closed one I got to know about Photriya Venky. When I met him for the first time he immediately noticed my passion and interest in photography and given me a chance to work under him. That's one of the important movement and starting point for photography life. I literally thank Photriya Venky for my whole life for that. But as I mentioned Wildlife photography is the ultimate goal I should be a certified one. But being a good wedding photographer I got a good impression and recognition up to few people only but didn't have any certificate to show my skills in a systematic manner. But now the Ministry of Skill Development & entrepreneurship government of India under the Skill India programme took an initiative to find and certify the skills which are worth to be certified and helped them to get a certificate in their respective fields. Which is a great step taken by them and I thank them with my whole heart for this. Now with this certificate which is recognised all over the nation and also in other countries, it will be easy for me to achieve my goal. Thank you Skill India and N.S.DC under the PMKVY program along with Photriya Venky for this great opportunity.



## Featured Success Story

# Rachat Patni

My name is Rachat Patni from Jaipur I was born and brought up there. So, talking about my journey of being a Radio Jockey [RJ], I never wanted to be a Radio Jockey. In fact,

I always wanted to become a Chef. I was always inclined towards cooking which is still my hobby and I like cooking. So I was very much into Inter-School Debate competitions which is why I was quite popular as I used to be the winner of almost every debate competition. Consequently, I was the Head Boy of my school back then.

That was the time when Commercial Radios were introduced in Jaipur. My Principal was an English Teacher. One fine day she came to me and suggested: "Why don't you try Radio?" Since then I've started listening to those newly launched Radio channels more attentively and my interest grew in it as I found it quite interesting.

When I was in class 12, I got to know about an institute that was offering an RJing Course. However, that course's duration was 3-Months which had already started a month back. The course fee was Rs. 9000 which was too much 12-13 years back. I dropped that thought by myself thinking "who is will be paying that much amount and that too for a 2-Month course? I am not doing it."

Later my father told me to pay attention to what is important and leave the superfluous. Hence, I enrolled myself for the course. In that 2-Month course, one thing was clear in my head and that I want to do RJing only. Meanwhile, my school reopened as I was doing the course during my summer vacations and in some time my school resumed. Now I was supposed to go to attend some session in some of the radio stations that were partnered with my coaching institution. So, I shared this concern my Principal and she allowed me to attend the session because it was her class that I had to miss in order to participate in the session and told me that she'll provide me, extra classes as I should continue the Radio course.

Thus, I used to go in my school uniform to attend those practice sessions and used come back to cover up what I missed.

Generally, this is not allowed in schools as entry and exit timings are fixed, unlike college.

After completing my school, I found about an institution that was offering a one-year Radio Jockey course with fees Rs. 75.000. Again rejected this idea, thinking that the course was too costly as neither I was getting the degree nor the certainty of job. Again my father said the same thing and asked me to go for the course. 75.000 was a big amount 13 years back for a Radio-Jockey Course and today in 2020 also it is an expensive course. Unfortunately, that institution didn't do well and it reached the stage of close down. Luckily, in those 5-6 months, I've learned enough from that institution get an internship in a Delhi-based Radio station where I completed my very first internship. That was how my very first interaction with Radio started. Soon I got the opportunity to join a community Radio Station in Jaipur which is different from commercial Radio and I continued working there along with my graduation.

After my graduation, I quit my RJ job for my Post-Graduation and I went to one of the most prestigious Mass communication Institutions of Asia that is "Jamia Millia Islamia" for AJK MCRC.

After completing my Diploma from there, I was involved in a Project of Ministry of Information and Broadcasting, Government of India for a short time. It was on the launch of community Radios pan-India. Meanwhile, I was taking guest lectures in a few colleges of Delhi.

Later I was offered a full-time job in one of those colleges as a faculty. The good thing about that college was they had their campus radio set-up where students used to do all the radio activities like scriptwriting or Radio Program packaging.

Today I feel immense pleasure while sharing that many of my students are in a good position in Radio Industry such as Creative Writers, Producers, Radio Jockey and other profiles also.

However soon I realized that whatever I had learned I taught my students already and teaching was not that I wanted to do full time.

And I was in that phase of the age when we are not very certain what we should and what we shouldn't.

Soon I realized that "Radio" is my call and I started looking for the opportunity. However, it's not that easy to enter the industry because was paid very well in the college as a faculty.

So, when I reached to Radio Stations they offered me internships only as didn't have any experience of any commercial radio. I've only worked for a community Radio. I also brushed up on my skills and started doing RJ talks and recording. Shortly I got an opportunity from Kota Radio Station which I joined immediately with almost half salary of what I was being paid in Delhi. So, I joined it as I was passionate to do that. I was an Executive Radio Jockey there and I hosted the morning Prime Time in Kota, Rajasthan. I was tremendous there. After 8-9 months I left the organization and joined MY FM which is where I work currently.

I really want to Thank MESCS's RPL Team for their constant support which has helped me achieve all that I am today.

# Success Stories of Our Employers



It gives us immense pleasure and honor to have our members and our association recognized by media and entertainment skill council of India, by such a prestigious certificate for our existing skills and profession. Its indeed a great initiative taken by our prime minister Sri Narendra Modi Ji to recognize skilled professionals like us by this prestigious certificate. It was a well-executed program under the leadership of your team. They take a great effort to create awareness among our members and encourage each one of us to get registered this RPL program. Team visited our head office during our state committee meeting. She explained well about the concept of RPL, and getting enrolled under the same, and the benefits once we have registered under this program. I am very thankful to MESC for recognizing us as professionals and blessed us with this prestigious certificate of recognition. I thank Government of India and Media Council for such great support and guidance given by them for achieving this milestone and getting us recognized. Again, I thank you all and promise to enroll more professionals from KSBA in future in MESC.

**E. S. SHAJI, President**

It gives us great pleasure and honor to have our members recognized by the Government of India with the prestigious certificate for our skilled and professional people. It is indeed a great initiative taken by our Prime Minister Shri. Narendra Modi Ji to recognize skilled Professionals like us with this prestigious RPL Certificate. It was a well-executed programme under the abled leadership of the entire team of MESC who left no stone unturned in creating awareness within the Photographers community and encouraging young professionals to register under the scheme. The team beautifully explained the concept of getting enrolled with the scheme and the benefits that came from the side of the Government. I am very thankful to the Media & Entertainment Skill Council for having recognized us as professionals and bestowing on us the prestigious certificate of recognition. Again, I thank you all and promise to enroll more professionals in the Council in the future.

**S. Paramesha, President**

Karnataka Photographers Association

It gives us great pleasure and honor to have our members recognized by the Media & Entertainment Skill Council of India with the prestigious certificate for our skills and profession.

Its indeed a great initiative taken by our Prime Minister Shri. Narendra Modi ji to recognize skilled professionals like us with this prestigious. It was a well-executed programme under the abled leadership of the entire team who left no stone unturned in creating awareness within the photographer's community and encouraging young professionals to register under the scheme.

We had invited the whole RPL team at Shegaon foto fair to Maharashtra and then we did the registration for the RPL-4 Scheme at exhibition of Shegaon foto fair itself. I am very thankful to the Media & Entertainment Skill Council for having recognized us as professionals and bestowing on us the prestigious certificate of recognition.

**Ganesh Gharat, President**

**Annapurna Yarlagadda**

Occupation: Working as a Photographer in Photriya Studios

Story: This is Annapurna Yarlagadda, I finished my MBA, I am married with two kids. Photography was my hobby. I love taking pictures but I was completely lost on how to start it as a full-time career, then I met Venky through my friend and he gave me an opportunity to learn Photography in his studio as a photographer I did not had any evidence to prove it, but now I am proud to say that I am an experienced. Then Venky told me about RPL scheme and its benefits, now through this certification, I can proudly show my certificate and say that I am a certified photographer. Once again, I thank Mr. Venky and the RPL team for introducing me to skill India program. I thank government of India for this.



# Pratibha Pulijala

Advisor to MESC



## Q1. Tell us about your journey of Rpl-4?

A. Voyage to Victory, with my extravagant and diligent Career, I always epitomized myself this new rise, with gratifying attitude to the most modes and humble experienced professional who deserve to be recognized for their talent and experience. With a strong passion to contribute to the nation's mission is to make India 'Skill Capital of the world' I Welcomed the new dawn launched a "Hi" Campaign HONHAR INDIA, reaching to all corners of South India and creating awareness about the most reputed and credible RPL ( Recognition in Prior Learning) program under Pradhan Mantri Kaushal Vikas Yojana. Started with one city, with Four QPs, Extended to 7 states to 40 QPs and certified 50,000 working media and entertainment skills and still counting.

## Q2. How did it start?

A. Having said this I always nurture a thought since my childhood after watching a shooting, the hardships gone through by the real heroes to entertain us. These informal professionals spending their valuable years of life in learning and pursuing their passion through trial and error method have been evolving with experience. Hence at the launch of RPL I left no stone unturned to make sure that all technicians talented creative minds with rich experience are recognized and certified under National Skill Development Corporation which they rightly deserved.

## Q3. How did you approach the employers?

A. I started creating lot of awareness about across industry. RPL program was a positive welcome in unorganized segments like Film and television and Event organization, association. Because they were working a very informal structure, which help to get into the uniform eco system. While in structured organization RPL program is taken by employers as HR tool to appraise their employees and align them with Industry standards.

## 4. How was your co-ordination?

A. Our Pilot batch was conducted with Telugu Film association, we made presentation on the orientation about the program in Film chamber inviting all the board member of the 24 crafts and covered it the print and electronic media. Phase-2 was Trainer the Trainer program of approved QPs and followed with registration process as per the NSDC guidelines. Phase-3 NOS training conducted to the registered professionals for 2 days followed by the assessment, the schedule was prior planned as registered members were all working professional, we planned and co-ordinated with the associations with available members. Phase-4 certification was conducted at association in the presence of association board members and MESC officials and covered with print media.

## Q5. What are the general queries that Employer ask about RPL?

A. Most importantly all the employers ask about how it would help them as Employers. And what support Would Govt. provide to regularize the inequalities of revenue across industry.

## Q6. What are the areas the Industry Disagreed?

A. Firstly The Industry is very apprehensive in sharing the member data. Secondly very uncomfortable to come on the date of assessment scheduled to the given location, as they are working on shootings which are very unpredictable and uncertain, coming from outdoor makes it very difficult for them, hence in turn they lose the opportunity to be certified, if they are not able to present themselves physically.

## Q6. What are the areas the Industry Disagreed?

A. Firstly The Industry is very apprehensive in sharing the member data. Secondly very uncomfortable to come on the date of assessment scheduled to the given location, as they are working on shootings which are very unpredictable and uncertain, coming from outdoor makes it very difficult for them, hence in turn they lose the opportunity to be certified, if they are not able to present themselves physically.

## Q7. Experience on SDMS and SIP.

A. The transition from SDMS and SIP could have been more simpler by piloting few batches which would help to shrink the time consumed for the transition, which in turn affected the slowing down of Uploading of data which was registered but could not be uploaded. However the SIP is more refined.

## Q8. Any Improvisations you'd like to see in RPL?

A. To make the Skilling ecosystem more robust for informal organizations, the way going forward by way of up-skill will strengthen the industry. Align Trainers from the Industry. Making online assessment to be conducted remotely, which would enable more member to avail the certifications program. Future Plan: Looking forward for adding more QPs in the NSQF and the Industry is vast more categories have to be aligned with RPL program, and Online would help us reach many members across the country.

# E.S. Shahji

**President, KSBA**

## Q1. What is your opinion on RPL Type 4?

A. Best in class Employer (Type 4) will help to achieve a valid national and international quality certification at lower operational cost and manpower within a short period.

## Q2. Any recommendation or suggestion regarding RPL Scheme

A. Online registration can help to reduce the Operational Convince. Moreover most of us prefer a regional language for online assessment.

## Q3. Do you think the domain specific certification will add value to the individual profile?

A. Definitely, domain specific certification can help individuals a lot, specifically those who don't have a good academic background.

## Q4. In what ways can RPL certification bring value to a person's profile?

A. Most of the skill acquisition takes place through informal channels such as family occupation, on-the-job training under master craftsman, etc. These skills go unrecognized as they are not acquired through formal means and are never formally recognized. This prevents some section of skilled, workforce from accessing formal employment opportunities, utilizing their experience to, further taking up educational course and benefitting from other career progression, opportunities available through formal training system. Through this program individuals specific skill will be recognized, and certified by Government of India.

## Q5. What are the benefits you've experienced while associating with RPL Type 4?

A. Enhance the chances of employment of individuals and provide them with more options for higher education. Rpl certificate will help to reduce the inequalities that are present due to the informal education and work experience.

## Q6. What according to you is the feedback of the members of the association/Employees?

A. Most of our members are happy to receive this certificate and they all are well aware about its benefits.

## Q7. What is the scope of RPL in your sector?

A. It gives us tremendous opportunity in self employment and gives credibility to enrolled as entrepreneurs.



## Q8. What is your opinion on the value generation through RPL certification?

A. The Recognition of Prior Learning (RPL) process can help individuals to acquire a formal qualification that matches their knowledge and skills, and thereby contribute to improving their employability, mobility, lifelong learning, social inclusion and self-esteem, this is how RPL generates adequate value to individual's life.

## Q9. How is RPL certification helping in leveling the gap between people who are degree holders and people who are RPL certified?

A. RPL bridges our current knowledge and skill levels to reach a competency level or go for higher skills for professional growth by upskilling. Moreover, it shortens the time necessary to earn a qualification, which motivates us more and more.

## Q. Why is RPL certification important according to you?

A. As we mentioned above, most of our members acquired skills through informal channels. So we don't have a document to show our skill. RPL gives us a certificate that we are skilled professionals. More than that, it gives us an opportunity for higher education and better salary.



## **M. Ummer**

### **General Secretary, KSBA**

**Q1. What kind of benefits as an Association have you experienced with RPL BICE?**

A. Recognize existing skills of employees through NSQF certification will increase our association's visibility all over India and abroad through this co-branded Government recognized Certification. Skilled and certified workforce can provide a better customer experience. It will help to build a positive approach to the work environment through learning culture and upskilling.

**Q2. How is RPL certification important in your profession?**

A. Today's beauty and trend setting market is highly competitive. Therefore, we need to stand out by showing our potentiality with evidence of our capabilities. Nationally recognized qualifications are a highly effective way to show our talents and it will help us to keep our skills current and up-to-date.

**Q3. How has RPL been beneficial to your employees/members?**

A. Provide due respect, pride and dignity in the society through national recognition and reward. Opportunity to reflect on existing knowledge, skills and competencies and thereby take necessary steps for enhancement. Co-branded secured certificate with Employer logo with lifetime validity. INR.500 per certified candidate through Direct Benefit Transfer (DBT). 3 years of accidental insurance as per Pradhan Mantri Kaushal Vikas Yojana (PMKVY) guidelines under Pradhan Mantri Suraksha Bima Yojana (PMSY).

**Q4. How has been your experience with RPL BICE process?**

A. We would like to express our deepest gratitude to the Government of India for the RPL BICE program. It was a great experience, and we got a chance to overview how our central government takes such a task and executed it in a well-organized manner.

**Q5. What's the most important part of RPL process according to you?**

A. We think, creating awareness and orientation among our members are the most important part of this program and likewise assessment part also similarly important.

**Q6. What benefits would RPL bring to your sector?**

A. RPL program brings equality and respect in our sector. It standardizes and eliminates uneven salary distribution.

**Q7. How many certifications have been done by your organization?**

A. 4229 Members are applied for RPL certificate. We have around 30,000 members in our association. So we are waiting for another chance for participating in the RPL program.

**Q8. What's the major difference you've seen before and after RPL certification?**

A. Of course, there will be a benchmark and a major hike in respect and dignity. Definitely, we can mark two eras before and after RPL certification.





## Q1. What is your opinion on RPL Type 4?

A. A new type of RPL category is being envisaged under PMKVY to ensure certification of skills available in the organized sector with best in class employers. This will help achieve certification at scale while ensuring the quality of certification at lower operational cost. This RPL project type-4 would like to ensure wider outreach to the large uncertified workforce across the country, primarily in the organized sector, through direct partnerships with Sector Skill Councils and Industry/ Corporate.

## Q2. Why is RPL certification important according to you?

A. Recognition of Prior Learning (RPL) a process through which the existing experience, skills and knowledge of an Individual/employee can be assessed and recognized with a formal certification as per National Skill Qualification Framework (NSQF). This Certification will not only allow organizations to recognize employee's skills but also provide them due respect, pride and dignity in the Society.

## Q3. In what ways can RPL certification bring value to a person's profile?

A. RPL certification is very important for Photographers. Since it is issued by the Government of India, it plays a big role in the employability of a person. No matter where you go, the certificate will boost your credibility. It is something which we do not know the value until we are certified.

## Q4. What are the benefits you've experienced while associating with RPL Type 4?

A. It helped the employee in identifying his skill gap and provides an opportunity to upgrade his skill for personal and professional growth in future.

\*The employee will receive a co-branded certificate from the Government of India, Sector Skill Council and the Employer.

\*RPL can be used to support employee growth and development, especially those who lack confidence and /or are reluctant to engage in formal learning.

## Q5. How many certifications have been done by your organization?

A. Currently, 200+ members from Photriya academy are a part of this program. We are planning on involving as many students as possible and hopefully make their future brighter.

## Q6. How is RPL certification important in your profession?

A. As I mentioned earlier, this Skill India RPL certification shall be of immense help, maybe to get a worthy job or even finance for a business start-up or as an immense social value as it may so happen an official accreditation shall always lead to a better and brighter path.

## Q7. What is the scope of RPL in your sector?

A. Based on the benefits of RPL, its scope in Photography is very wide and effective. The initiative targets at bringing out the best Photographers and this scheme is putting an effort in awarding the best among them. This will create more and more talents to come forward. Also, the RPL certificate will help to showcase the abilities in the coming days which will assist us to get good remuneration accordingly.

## Q8. How does RPL certification crucial for those who want to work abroad?

A. Because of a lack of appropriate qualifications, a significant percentage of people experience a severe disadvantage in getting decent jobs, migrating to other regions and accessing further education, even though they might have the necessary knowledge and skills. The RPL process can support such people acquire a qualification that suits their knowledge and skill set, and therefore contribute to improving employability and ensures lifelong learning.

## Q9. How has RPL been beneficial to your employees/members?

A. As we know the majority Indian professional photographers laid under informal training. They might not get a chance to attend universities or Media schools but they experts at their work. The RPL assessment and certification of a skilled person recognises and certifies their skills that were acquired by a person over a period of learning 'on the job' or skill acquired through 'informal training/apprenticeship' this enables and qualifies a person to seek and participate in opportunities within the country or abroad.

## Q10. What's the major difference you've seen before and after RPL certification?

A. RPL certification possesses immense value. Before we were RPL certified, I felt photographers were not identified but since being RPL certified, there has been a huge difference. One of the primary advantages is that we as are recognised by the central government hereafter getting directly benefited from it. This Certification not only allowed society to recognize the Photographer's skills but also provided them due respect, pride and dignity in the Society.



## Parmesh

### President, KPA Association

Q1. What is your opinion on RPL Type 4?

A. Recognition of professional photography paternity by RPL is one of Ideal Idea of Govt. of India.

Q2. Any recommendation or suggestion regarding RPL Scheme?

A. KPA recommends all Photography professionals, one who were not able to get the training & the RPL Certificate. We suggest RPL Scheme should continue and updated training to be given all the RPL Certified. In a RPL Certificate, please mention the full address of the candidates. Also, issue the printed RPL Certificate.

Q3. Do you think the domain specific certification will add value to the individual profile?

A. RPL Certificate will definitely add value to the individual profile.

Q4. In what ways can RPL certification bring value to a person's profile?

A. An individual can add the RPL certificate in different projects and can use it across the globe.

Q5. What are the benefits you've experienced while associating with RPL Type 4?

A. A. Organizing proper training, Communication, Interaction, Guidelines & Individual Identity through a MESC & Govt. of India are some of the benefits we have experienced.

Q6. What according to you is the feedback of the members of the association/employees?

A. KPA Members across Karnataka are very happy because of the proper facility provided by MESC, South India Head Prathiba Pulijala & Team. At the time of assessment they interacted with all the members at their place in District and Taluk.

Q7. What is the scope of RPL in your sector?

A. The Professional Photographers are not certified academically. Those individuals who are certified by the RPL Scheme have the Positive Energy to interact with client and all company showing their recognition through RPL certificate.

Q8. What is your opinion on the value generation through RPL certification?

A. The recognition of RPL Generate the strength of an individual standing in a crowd.

Q9. How is RPL certification helping in leveling the gap between people who are degree holder and people who are RPL certified?

A. RPL Certification helps the professionals who are not able to study academically and get the degree certificate. An individual with talent with RPL Certification can find many ways to work which will really help in minimizing the gap between degree holder & Professionals.

Q10. Why is RPL certification important according to you?

A. RPL Certification is most important according to me because across the global village, there is a scope of import & export of the human resource through a proper recognition given by the govt. of India which is commonly believed by others.

Q11. What kind of benefits as an Association have you experienced with RPL BICE?

A. We are associated as Best in Class Employers with RPL BICE.



## **Girish Patabhi**

### **President, All Kerala Photographers Association**

**Q1. Do you think the domain specific certification will add value to the individual profile?**

**A.** Yes, it will certainly add value to an Individual's profile. This will give them a professional Certificate.

**Q2. In what ways can RPL certification bring value to a person's profile?**

**A.** RPL Certification will bring value to a person's profile, because the photographers, videographers or by means of other allied workers are not professionally qualified persons academically. With RPL, they attain a professional Certificate.

**Q3. What are the benefits you've experienced while associating with RPL Type 4?**

**A.** In our Experience of RPL, with the help of the Professional Certificate provided by MESC and Govt. of India, we can conveniently apply for professional jobs.

**Q4. What according to you is the feedback of the members of the association/Employees?**

**A.** The members of our Association are really happy with their professional Certificate. But certain people are still waiting for their certificates.

**Q5. Why is RPL certification important according to you?**

**A.** RPL Certification is a gift to our members. Most of our members, aged above 45 years are not qualified persons academically, but they are very talented and have proven their professionalism in their field. They are recognized by the Central Government which is another importance of RPL Certification that we have experienced.

**Q6. What kind of benefits as an Association have you experienced with RPL BICE?**

**A.** With the collaboration between MESC and AKPA, we got the chance to coordinate RPL programme in Kerala that is for Photographers and allied workers. No other Association has got this chance. By means of this programme, the photographers outside our Association have expressed interest to join our Association.

**Q7. How is RPL certification important in your profession?**

**A.** In our profession, I mean photography, there are only a limited certification courses available. And at the same time, all our members have practiced photography from local studios. They don't have any certificate from anywhere. Their Identity as a photographer is only through their Identity card provided by our Association (AKPA) that may not be authorized or valid for a job opportunity in a firm or for foreign country but the Certificate from RPL is valid across the globe.

**Q9. How has RPL been beneficial to your employees/members?**

**A.** They get more chances for better employability options.

**Q10. How many certifications have been done by your organization?**

**A.** 7,000 members from our association have been certified by RPL.

**Q11. What's the major difference you've seen before and after RPL certification?**

**A.** The major difference is the social recognition one can attain through certification.

**Q12. How has RPL BICE helped in recognizing skill set of your employees/members?**

**A.** People who are certified feel professional in themselves and show that across in their work.



# Madhava Rao

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## President



**Q1. Do you think the domain specific certification will add value to the individual profile?**

**A.** RPL Type 4 adds personal identity as well as the identity of professional associations and the value of their logos, so that each professional is united in their community.

**Q2. Any recommendation or suggestion regarding RPL Scheme**

**A.** The Central Government best-in-class employer recognition is best owned by RPL. With the financial and technical assistance provided by the government to those who are recognized, every professional will register their data with the government, and the government will be more likely to hand over the data of each professional to them.

**Q3. Do you think the domain specific certification will add value to the individual profile?**

**A.** Domain Specific Certification Personal Profile is a guarantee that every professional will have on them, increasing respect in the community for everyone.

**Q4. In what ways can RPL certification bring value to a person's profile?**

**A.** RPL certification gives government recognition to their profile and experience for their presence and growth, both socially and financially.

**Q5. What are the benefits you've experienced while associating with RPL Type 4?**

**A.** Respect for government recognition by the association when affiliated with RPL Type 4.

**Q6. What is your opinion on the value generation through RPL certification?**

**A.** Value in our profession through RPL certification increases our customers.

**Q7. How is RPL certification helping in levelling the gap between people who are degree holder and people who are RPL certified?**

**A.** Professionals with an RPL certificate have equivalent value with the professional who is a degree holder.

**Q8. Why is RPL certification important according to you?**

**A.** According to us RPL certification has given us government recognition.

**Q9. How has RPL been beneficial to your employees / members?**

**A.** Our members have government recognition through the RPL certification.

**Q10. How has been your experience with RPL BICE process?**

**A.** We have experience and a clear understanding on a policy in the RPL BICE process.

**Q11. What's the most important part of RPL process according to you?**

**A.** According to us an important part of the RPL process is government recognition as our best in-class employer.

**Q12. What benefits would RPL bring to your sector?**

**A.** RPL provides economic benefits in our sector through government and public policies.

**Q13. How many certifications have been done by your organization?**

**A.** 8000 Members from our association applied for RPL certificate. We have around 17000 members in our association. So we are waiting for another chance for participating in RPL program



## NAVYANDHRA PRADESH FILM & TV 28 CRAFTS UNION

### Q1. What is your opinion on RPL Type 4?

A. Best in Film sector (Type 4) will help to achieve quality certification at lower operational cost and manpower in short period.

### Q3. Any recommendation or suggestion regarding RPL Scheme?

A. There should be guidelines mentioned in the online registration.

### Q4. Do you think the domain specific certification will add value to the individual profile?

A. Definitely, especially those who don't have a good academic background, domain specific certification will add value to each individual's profile.

### Q5. In what ways can RPL certification bring value to a person's profile?

A. Through this program individuals specific skill is recognized which intern will add value to their respective professional profile.

### Q6. What are the benefits you've experienced while associating with RPL Type 4?

A. What according to you is the feedback of the members of the association/Employees?

### Q7. What according to you is the feedback of the members of the association/Employees?

A. Most of our members are overwhelmed to receive this certificate and they are availing its benefits.

### Q8. What is the scope of RPL in your sector?

A. It gives us best opportunity in self employment and it is add-on credit to movie shooting.

### Q9. What is your opinion on the value generation through RPL certification?

A. Recognition of Prior Learning (RPL) generates adequate value to individual's life and increase in getting cinema acting roles.

### Q10. How is RPL certification helping in leveling the gap between people who are degree holder and people who are RPL certified?

A. RPL bridge our current skill levels to reach a competency level for professional growth by up skilling. To add more, it shortens the time necessary to earn a qualification this motivates us a lot.

### Q11. Why is RPL certification important according to you?

A. As we mentioned above, most of our members acquired skills through various ways. So, RPL gives us a certificate that we are skilled professionals. More than that, it gives us an opportunity for more chances in films and better payments.

### Q12. What kind of benefits as an Association have you experienced with RPL BICE?

A. Recognize existing skills of employees through this certification will Increase our association visibility all over India. It will help to build a positive approach to the work environment though learning culture and up skilling.

### Q12. How is RPL certification important in your profession?

A. Today beauty and trend setting market is highly competitive. Therefore, we need to stand out by showing our potentiality with evidence of our capabilities. Nationally recognized qualifications are a highly effective way to show our talents and it will help us to keep our skills current and updated.

### Q13. How has RPL been beneficial to your employees/members?

A. Provide due respect, pride and dignity in the society through national recognition and reward. Opportunity to reflect on existing knowledge. Secured certificate with Employer logo with lifetime validity. INR.500 per certified candidate through Direct Benefit Transfer (DBT), 3Years of accidental insurance as per Pradhan Mantri Kaushal Vikas Yojana (PMKVY)

### Q13. How has been your experience with RPL BICE process?

A. We would like to express our deepest gratitude to Government of India for RPL bice program. It was a great experience, and we got a chance to over view, how our central government take such a task and executed it well organized manner.

### Q14. What's the most important part of RPL process according to you?

A. We think, creating awareness and orientation among our members are the most important part of this program and likewise assessment part also similarly important.

### Q15. What benefits would RPL bring to your sector?

A. RPL program brings equality and respect in our sector. Its standardizes and eliminated uneven salary distribution.

### Q16. How many certifications have been done by your organization?

A. 278 Members are applied for RPL certificate. We have around 2000 members in our association. So we are waiting for another chance for participating in rpl program.

### What's the major difference you've seen before and after RPL certification?

A. Of course, there will be a bunch mark and a major hike in respect, and dignity. Definitely we can mark two eras before and after RPL certification.



## SVN RAO

**President TGPVWA (Telangana photo & Videographers Welfare Association)**

**Q1. What is your opinion on RPL Type 4?**

A. Well-designed to recognize a group of photographers under the umbrella of association.

**Q2. Any recommendation or suggestion regarding RPL Scheme?**

A. Process of issuing certificate needs to upgrade.

**Q3. Do you think the domain specific certification will add value to the individual profile?**

A. Yes, very much.

**Q4. In what ways can RPL certification bring value to a person's profile?**

A. RPL certificate helps in attaining authentication and is also helpful in all respects.

**Q5. What are the benefits you've experienced while associating with RPL Type 4?**

A. RPL certificate helps in attaining authentication and is also helpful in all respects.

**Q6. What according to you is the feedback of the members of the association/Employees?**

A. Satisfied and thankful for the RPL scheme.

**Q7. What is your opinion on the value generation through RPL certification?**

A. It gives a new life for a creative profession of photographers.

**Q8. How is RPL certification helping in leveling the gap between people who are degree holder and people who are RPL certified?**

A. Supporting most of the photographers in this profession who got trained under their skillful Masters, they were having a knowledge without certificate the RPL scheme fill the gap by receiving the certificates.

**Q9. What kind of benefits as an Association have you experienced with RPL BICE?**

A. We, as a Association are always trying to do something better for the needy and this profession RPL scheme really helped us a lot.

**Q10. How has RPL been beneficial to your employees/members?**

A. Being RPL certified and recognized helped us in getting commercial contracts.

**Q11. How has been your experience with RPL BICE process?**

A. Being RPL certified and recognized helped us in getting commercial contracts.

**Q12. How has been your experience with RPL BICE process?**

A. Friendly and excellent.

**Q13. What's the most important part of RPL process according to you?**

A. User-friendly processing.

**Q14. What benefits would RPL bring to your sector?**

A. Easy to approach for loan to finance institutions and getting commercial contracts.

**Q15. How many certifications have been done by your organization?**

A. About 12000 are certified and more are expected shortly.

**Q16. What's the major difference you've seen before and after RPL certification?**

A. Great experience after receiving RPL scheme support to photographers and associations reorganization means complete professional person.

**Q17. How has RPL BICE helped in recognizing skill set of your employees/members?**

A. Greatly helpful.

**Q18. What challenges have you faced during RPL BICE process?**

A. No issues, everything was fine except receiving of the certificate which was been delayed.

**Q17. What according to you are the limitations of RPL-4?**

A. Compared to academic institution bagged up certified professional RPL scheme certified professional carry second position.

**Q5. What are the benefits you've experienced while associating with RPL Type 4?**

A. RPL certificate helps in attaining authentication and is also helpful in all respects.

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# Leading Media & Entertainment

## Industry Partners



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Skills Council**

**Media & Entertainment Skills Council**

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