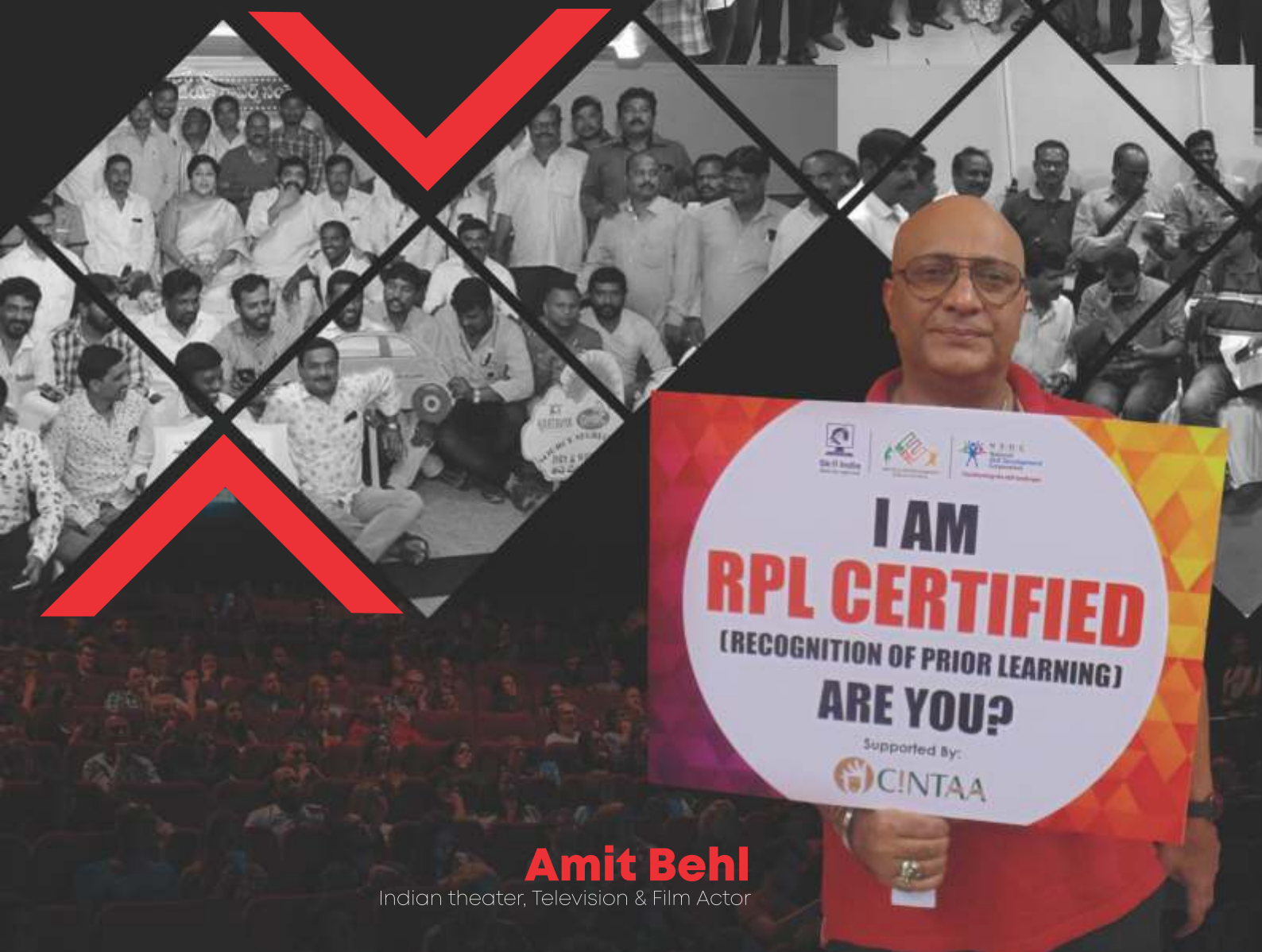


# September 2019 Media Talk Back



**Amit Behl**

Indian theater, Television & Film Actor



1 LAKH +  
RPL  
CERTIFIED  
PROFESSIONALS





# SHRI DHARMENDRA PRADHAN JI

Hon'ble Minister of Petroleum & Natural Gas; Skill Development & Entrepreneurship Government of India, New Delhi



धर्मेन्द्र प्रधान  
धर्मेश्वर प्रधान  
Dharmendra Pradhan



मंत्री  
पेट्रोलियम एवं प्राकृतिक गैस ;  
कौशल विकास एवं उद्यमशीलता मंत्रालय  
भारत सरकार, नई दिल्ली  
Minister  
Petroleum & Natural Gas ;  
Skill Development & Entrepreneurship  
Government of India  
New Delhi

## MESSAGE

I appreciate Media Entertainment & Skills Council for dedicating its 11th Edition of Media Talk Back magazine towards "Recognition of Prior Learning" and giving the audience an insight into the functioning and benefits of RPL certification through employers / associations and employees.

I congratulate the M&E industry for its contribution to the skilling ecosystem.

(Dharmendra Pradhan)

New Delhi  
March, 2019



## MESSAGE FROM THE **CHAIRMAN**



**Shri. Subhash Ghai**  
Chairman, MESC

I congratulate MESC for taking forward the Recognition of Prior Learning initiative and helping the Professionals and Experts gain a well-deserved Government recognised 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 industry as professional 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.

## SHRI. SUBASH GHAI FELICITATING THE RPL CERTIFIED PROFESSIONALS





## **BENEFITS OF AN EMPLOYER / ASSOCIATION THROUGH RPL**

**1**

**Acknowledged and recognized as a 'significant employer of the Country'**

**2**

**Entitled as 'Best in class employers' & co-exist amongst the league of the Top employers of the country.**

**3**

**Co-Branding on the Certification, having the logo of MESDC-NSDC-MSDE-Employer/Association**

**4**

**Improve Employee motivation and interest in workplace activities**

**5**

**Cost effective initiative by MSDE – MESDC**

## **BENEFITS OF AN EMPLOYEE THROUGH RPL**

**1**

**Earn government recognized certificate related to the specified job roles**

**2**

**Health and safety – Accidental Insurance of Rs.3 lakhs to the certified employee by MESDC**

**3**

**Widely used as a vital assessment tool for Performance Management of an Employee**

**4**

**Assessed by the Management of the best in the class employers**

**5**

**Enhances the credibility of the employee**

**RPL  
Assessment  
for FEFKA,  
Chennai**



**MESC Conducting RPL Assessment for the TFDA, Hyderabad**

## What is Recognition of Prior Learning ?

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.

Under PMKVY, special focus is given to RPL by recognizing prior competencies of the assessed candidates and provides a certificate and monetary reward on successful completion of assessments. Monetary reward under RPL is Rs 500 + 2 Lakh accidental Insurance from MSDE per candidate. Following allocation has been done under RPL in the Pradhan Mantri Kaushal Vikas Yojana (PMKVY).

The RPL scheme aims to align the competencies of the un-regulated workforce of the country to the standardized National Skills Qualification Framework (NSQF).

The objectives for the implementation of RPL are as follows :

- ❖ To enhance the industry acceptability of RPL certification and extend outreach of the scheme directly to reputed employers / associations
- ❖ Collaboration with Top employers / associations will help to enhance credibility of certification and help to promote mobility of the workforce across the media sector
- ❖ Industry will be benefited from their workforce being certified under the National Skill Qualification Framework(NSQF)
- ❖ Achieve economy and scale through a simplified procedure of assessment through manager/supervisor/departmental head for the other employees of his/her department
- ❖ Co-branded certification to incentivize and recognize the industry.



## RPL FOR 'BEST IN CLASS EMPLOYERS'

As regulated by the NSDC, "Recognition of Prior Learning Project Type- 4 Best in Class Employer", aims to put the top employer in the center of the activity. 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.

The working professionals are certified under the National Skill Qualification Framework (NSQF) and contributes to the 'Skill India Mission'. This benefits the industry to enhance the credibility of certification and help to stimulate the mobility of the workforce across the sector. So far, we have successfully registered more than 45,000 professionals widely covering Film Industry, VFX | Animation, Print Media etc. in various part of the Country.



- ❖ Recognition of prior learning is initiated exclusively for the benefit of employer / association and employee
- ❖ Collaboration with top employers / associations will help to enhance credibility of the employee and the employer
- ❖ Embedding employee and employer / associations together to form the eco-system
- ❖ Achieve economy and scale through a simplified procedure of assessment through manager/supervisor/departmental head for the other employees of his/her department
- ❖ Co-branded certification to incentivize and recognize the industry



**RPL assessment for Photographic Association of Odisha**

## Objectives of RPL – 4 ‘Best in class Employers’

In order to enhance the industry acceptability of RPL certification and extend the outreach of the scheme directly to reputed employers/industries across sectors, it is proposed to introduce “RPL with Best in Class Employers.”

- ❖ MSDE and NSDC through this project type would like to ensure wider outreach to the large uncertified workforce across the country, primarily in the organized sector, through direct partnership with the Sector Skill Councils and industry/corporates.
- ❖ Collaboration with the top employers shall help to enhance the credibility of certification and help to promote mobility of the workforce across the sector.
- ❖ Industry will also benefit from their workforce being certified National Skill Qualification Framework (NSQF)
- ❖ Achieve economy and scale through a simplified procedure of assessment through manager/ departmental head for the other employees of his/her department.
- ❖ Co-branded certification to incentivize the industry.

## Glimpses of RPL Assessments Conducted by MESDC







# CREATIVE WARRIORS

EVERYONE IS A GENIUS

[www.mescindia.org](http://www.mescindia.org)

## “ ILLUMINATING THE MEDIA & ENTERTAINMENT INDUSTRY”

### CREATIVE WARRIOR

MESC brings creative warriors to Schools, Colleges & Universities that could be of a prodigious value proposition and support to upsurge revenue generation. In future, this can get into a developed academia of international standards with futuristic approach.

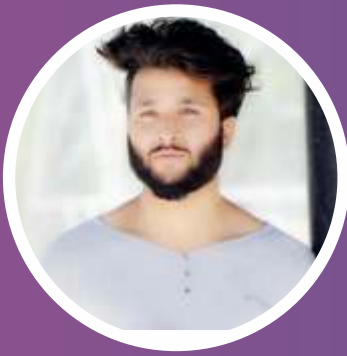
The creative warrior gets an opportunity to opt for multiple programs or award levels at various stages of their academics. We offer diploma & advanced diploma programs along with multiple entry & exist options.

We can offer foundation & intermediate courses in:

Acting/Theatre  
Dance/Aerobics  
Digital Photography  
Creative arts (Portfolio creation)  
Mobile Film Making  
Graphic design  
Digital Media  
2D & 3D Game Design  
Fine Arts & Crafts  
Animation & VFX  
Print technology  
Modelling

MESC offers creative warriors an opportunity to get the customized course curriculum based on the prerequisites of their methodology. MESC team will be delighted to discuss the various aspects of each subject matter and structure the course curriculum and content centred on the duration availability and needs.

## WHAT RPL CERTIFIED PROFESSIONALS HAS TO SAY



**Khursheed**

Kashmir valley  
Hair Dresser Union

My name is Khursheed and I am from Ganderbal, Kashmir. I have been working as a makeup artist for the last 2 years and currently a member of Kashmir Valley hair dresser union. Earlier, I did not know that certification will be possible for my skill but to my surprise the head of the association called me and told about the "RPL SCHEME". They gave me all the information regarding the scheme and also told me about the orientation and online assessment the benefits associated with it. I registered for the scheme and then gave my online assessment exam which I got through. Later, I attended the certificate distribution ceremony where I was awarded the RPL certificate as well as a reward of INR. 500 and INR.3 Lakhs Accidental Insurance.

I am really grateful for the Government's initiative and appreciate the work put into the scheme by NSDC and MESDC.

Thanks

My name is Saima Aseem and I am from Kunjar, Kashmir. I have been working as a make-up artist for the last 2 years and I am also a member of Kashmir Valley Hair Dresser Union. I came to know about Recognition of Prior Learning and got to learn more about more about it from the orientation program. I registered for the online assessment and finally got myself certified.

I am happy that through the RPL certification my skills have now been recognized. I would like to thank not only MSDE but also NSDC and Media & Entertainment Skills Council.

Thanks You



**Saima Aseem**

My name is Biju Dutt, my father's name is Gopal Dutt and I am from Nampajova, Assam. I am working as a Make Up artist and a member of all Assam Saloon Owners since the last 3 years.

In month of March, 2019, I was made aware of the RPL certification process and my interest grew overtime. Finally I went to the association and inquired all about the scheme and I came to know that by recognizing our experience and skills under the RPL scheme, we will get a RPL certificate and a reward of INR. 500 /- and INR. 3 Lakhs as Accidental Insurance. After collecting my required documents by association, I got a call for an orientation and an online assessment. I went there and attended an orientation of this scheme. I got a lot of knowledge about this scheme and make-up artist and after having an orientation I took an online assessment. It was my first time taking an online assessment test. In the month of May, 2019, I attended the RPL distribution ceremony and received my certificate which I am very proud of. I would like to thank the Government of India for this initiative and also NSDC and the Media & Entertainment Skills Council for their support.

Thank You



**Biju Dutt**

Joharat, Assam



## Mr. B.N Tiwari

President, Federation of  
Western India Cine  
Employees (FWICE)



FWICE is the pioneer of the Film Trade Union Movement in India. FWICE being a non-political organization, with no discrimination on the basis of religion, cast, community or gender, is the mother body of 22 Crafts' Associations, dedicated to the cause of cine employees, fostering brotherhood and promoting and safeguarding the economic and cultural interests of its members. One of the other main objectives is to take care of the interests, rights and privileges of Cine & TV employees in all matters relating to their employment and living conditions, and also to negotiate with State and / or Central Government for the enactment of suitable legislation's with a view to provide for adequate safeguards of the interests of the entire film fraternity.

### Q. According to you, how is RPL certification important ?

Ans. RPL certification is very important for the worker class of the film industry. 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 of until we are certified.

### Q. How does RPL certification benefit the M&E sector ?

Ans. There is a vast spectrum of opportunities for the people who are RPL certified not only in India but abroad as well.

### Q. What are your plans for the RPL certification ?

Ans. Currently we are planning RPL certification of nearly 5 lakh members, undertaking counseling sessions and clearing their doubts, helping them wherever needed so that we can certify them with the RPL certificates. We are planning on involving as many people as possible and hopefully make their future brighter.

### Q. What does FWICE do to support the employees of the Bollywood industry ?

Ans. FWICE is a 60 year old union with 5 lakh workers and 29 associations. Its objective is to take care of the interests, rights and privileges of Cine & TV employees in all matters relating to their employment and living conditions, and also to negotiate with State and / or Central Government for the enactment of suitable legislation's with a view to provide for adequate safeguards of the interests of the entire film fraternity

“ I laud MESC's efforts to corral professional dancers into a professional sector! So far dance has been a disorganized industry where much of the learning has been informal. I myself trained formally only fairly late in the process but that initial "on the job" training was an invaluable experience that gave me a solid ground for my later, more formal education - and helped me in understanding practical applications. I commend the 'Recognition of Prior Learning' initiative and support the MESC's continued professional development of dancers! ”

### Dr. Terence Lewis

Choreographer, Director of  
Choreographer & Producer





## UPCOMING WORLD CHAMPIONS TO JOIN THE LEGACY



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### PRINT MEDIA TECHNOLOGY

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## ABOUT AWSITC

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

AWSITC qualifications are based on the National Skills Qualification Framework (NSQF). NSQF qualifications meet national standards in education and training, and are recognised across the globe.

LET'S  
GET GOLD



**CONTACT US ONLINE**  
[www.mescindia.org/awsitc](http://www.mescindia.org/awsitc)



## MR. CHITTARANJAN PATRA

President, Photographic Association of Odisha (PAO)



Photographic Association of Odisha, is a unique organisation of its kind, where almost all the fraternity members of the state of Odisha are included and counted as members irrespective of cast, creed, religion and without membership fee, but with all the amenities and facilities of PAO can offer. It is a conglomeration of all the local / district association bodies, the governing body of them are united to constitute a state body called PAO. It is aimed for providing a unique platform to all its members in form of workshops, roadshows, seminars and various other knowledge sharing activities in focus and apart from that it also works for the betterment of the general members throughout the state.

### Q. What is your opinion on the RPL scheme introduced by the government ?

Ans. I express my heartfelt gratitude to the Govt. of India for taking up and providing such a nice project . Generally it is such a sector which is a personal fascination to many individuals and entertains a mass at large. It bears a significant importance in our life style more importantly in this modern era. It renders emotional, psychological, mental feelings and understanding amongst the citizens of a civilization. But unfortunately in our country, this sector, despite of being very widely accepted, the men power, technicians, assistants and various other professionals of this sector are severely unheeded and unknown officially, socially, in paper and also in practical/physical situations. For example in our Odisha state, a most common and highly accepted form/media of entertainment is YATRA, a form of stage art but the situations of the persons involved in this medium are worse than ever now. If you shall try to peep into their personal life, achievement, social status, you can very well realise the truth behind the entire blue screen!

This RPL scheme has really pacified the agony behind, my personal opinion.

This RPL scheme has been proved to be of great solace to this most deprived sector. This certificate shall be of immense help to the persons involved in earning better with an official recognition.

This RPL scheme shall empower the existing skilled hands with an official recognition for obtaining jobworks, tenders or even for getting finance.

### Q. Why should other associations related to the Media & Entertainment sector be associated with it ?

Ans. This RPL certification program shall help this deprived sector and its man powers may be in the form of getting officially acclaimed, recognized or getting finance for a business start-up. This RPL SKILL INDIA certificate has its values not only inside the state or India, but also abroad - may be to get a better opportunity in any manner.

### Q. What is the future for photographers in India?

Ans. Very nice question. On this context, I always site a bright example of SHOPPING MALLS. With a snapping expansion in number of SHOPPING MALLS in all the Indian cities, a significant chunk of retailers and small business shops were put into severe threat in their businesses. They were nowhere in fighting with all these FDI shopping malls. I always say, we media and entertainment people are so lucky that such a blow can't even touch us as they aren't available in a mall for purchase. Is it possible that a person shall go and approach a mall to cover his daughter's wedding ceremony?

I always profoundly found myself and my sector men power to be lucky enough to get rid of such a market disaster.

On this context, I would love to say a few words to everyone, the future of this sector has always remained bright.

### Q. In what way does RPL certification bring value to a person's portfolio ?

Ans. As I mentioned earlier, this Skill India RPL certification shall be of immense help, may be to get a lucrative 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.



“It was an honour to have received the Recognition of Prior Learning certificate from the legendary Mr. Subhash Ghai. I thank Ministry of Skill Development & Entrepreneurship for this opportunity.”

**Archana Taralkar**

Animation Dept, Anibrain Digital Technologies Pvt Ltd.



## MR. DEBU PATTANAİK

President, Odisha Motion Pictures  
Technicians & Workers Association (OMPTWA)



### Q. How is RPL certification helping in leveling the gap between people in India and Abroad ?

Ans. RPL certification is definitely helping in leveling the gap between people in India and abroad as it is a platform that provides deep recognition to the informal learning to get equal acceptance at the formal levels of education. The RPL certification i.e. the Recognition of Prior learning certification also targets to contribute to the Skill India Mission RPL supports the cause of skills in the country and update student's ongoing requirements and advancements in various sectors. RPL recognizes the value of learning acquired outside a formal setting and provides a government certificate for an individual's skill. It levels the gap between people in India and abroad by letting the candidates receives exposure to concepts of digital and financial literacy.

### Q. What is your opinion on the value of the RPL certification ?

Ans. Our Opinion the RPL certificate is incredibly good as it possesses lot of advantages and benefit for the customers or the candidates. Candidates would get up skilled and earn government recognized certificates related to the specified job roles which helps enhance the credibility of the employees. The process is of certain learning and initiative is cost effective. Deserving candidates are rewarded with Rs. 500 + 3 Lakhs accidental insurance from MSDE. So keeping all these bullets in mind, for us RPL certification is a must do process for every desiring candidate out there.

“ I extend my heartiest congratulations to Media & Entertainment Skills Council for taking an initiative and awarding Government Recognized Certification under Recognition of Prior Learning to the highly deserved artists in India. This has really made their skills recognizable and certified.”

**Tanmoy Basu**  
Music Producer



### Q. What is the scope and future of RPL in your state ?

Ans. Keeping the benefits of RPL in mind, the scope of it in our state Odisha is wide and effective. The initiative aims at bringing out best employees and well as employers (to a certain extent) that creates more and more talents and the talents are recognized by the initiative hence do not go waste. It also conducts a train of training programs and creates a lot of job and occupation opportunities across various industries. The skills are recognized and the employees are able to take up more industry – relevant skill training that will help them in securing a better livelihood.

### Q. What are your expectations from RPL ?

Ans. From an initiative like RPL we expect that the interested candidates would basically like to pursue it and know more about it. RPL provides choices to let their candidates choose their area of interest and we expect more people to register and connect with RPL, thereby promising a better future and career to their own self.



# SANJAY SUJITABH

Director & Owner, Berry John Studio



Sanjay Sujitabh is the renowned and much sought-after director of SET MAKERS, the company which has been in the forefront of innovative and trendsetting design and fabrication of television sets. His training-ground has been in theatre, having acted, stage-managed and been a production assistant in numerous plays since 1983: AGNES OF GOD, THE IMPORTANCE OF BEING EARNEST, SUNO RE KISSA, EQUUS, BAGDAD KA GULAM and ROUGH CROSSING, to name a few. He has also designed and fabricated the stage décor for many theatre productions in Delhi, including Imago Theatre Group's "THE HONEY TRILOGY". He directed several plays with Nukkad Centre for Street & Working Children.

## Q. How did your career in set making begin?

A. My career started with "Theater Action Group". In theatre, I have acted, stage-managed and been a production assistant in numerous plays since 1983. My works include AGNES OF GOD, THE IMPORTANCE OF BEING EARNEST, SUNO RE KISSA, EQUUS, BAGDAD KA GULAM and ROUGH CROSSING, to name a few. I have also designed and fabricated the stage décor for many theatre productions in Delhi, including Imago Theatre Group's "THE HONEY TRILOGY". I have directed several plays with Nukkad Centre for Street & Working Children and have undertaken the design and staging of events such as rock shows (The Michael Jackson Show and Channel V show), fashion shows, trade fair exhibitions, as well as commercial and domestic interior design and fabrication.

## Q. You were also an actor before starting out as a set maker. Do you think it helped you understand the stage and its working better?

A. Yes, when you are on stage you know how to use the space and what things are missing thus having an idea of what works best for the set making process.

## Q. What is the process while setting up a new set?

A. When someone is describing to me their vision of the program, I listen to them very carefully and I imagine and bring that into paper as a basic sketch then after few meetings I turn it into a real set.

## Q. How in your opinion is RPL certification important and why should one be certified?

A. If someone is already trained as a set fabricator in any part of India and working for so long, "on" and "off", now the reason I am saying "on" and "off" is because if sometimes we wait for another set or change the city how will I say I am a set maker or a good carpenter, until someone sees my work. Thus, the RPL certificate will help him/her to showcase the abilities in the coming days which will assist us to get good wages accordingly.

## Q. Tell us something about Set Makers and what inspired you to come up with such concept?

A. Set makers is a place where we imagine new concept of designs and there is no repetition, set making is my passion and when I am on the set it becomes my baby and I want to see it grow. When I was a kid in Kullu I saw an open theater play where they were changing set 3 to 4 times in 2 hours so I started doing the same thing at home with curtains and bed sheets at the age of 13. By coincidence I met Barry John in 1982 while I was shooting for "Messy Sahib". He then invited me for the play of FOOD FOR LOVE in Kamani auditorium. From there on, my journey began. I have also undertaken the design and staging of events such as rock shows (The Michael Jackson Show and Channel V show), fashion shows, trade fair exhibitions, as well as commercial and domestic interior design and fabrication.



अन्नदानं महदानं विद्यादानं ततः परम् ।  
अन्नेन क्षणिका तृप्तिः यावज्जीवं तु विद्यया ॥

## Shri Subhash Ghai

Chairman, MESC, Chairman, Mukta Arts,  
Founder & Chairman Whistling Woods  
International, Renowned Film Director,  
Producer, Screenwriter & Educationist



## About Vidyadaan

Since eternities daan has its own relevance in our Indian culture. Be it a daan of food, shelter, physical help or anything. In India, every religion, every custom, every segment believes in daan. When you give food to hungry, it satisfies its hunger, when you give shelter to a homeless; it gives him warmth for a night or two, when you give physical help daan to a person; you are helping him finish the task. But; when someone gives Vidyadaan (Knowledge sharing), you are changing the person's life not just in terms of standard of living but the art of living is changed. Everyone know how Gautam Budha's vidhyadaan to a dacoit Angulimmar changed his life and a dacoit emerged as Swami Valmiki who wrote Ramayana.

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**Mr. Rahul J Namjoshi**

COO, MY FM

**Q. How is MY FM different from other radio stations?**

A. We are different from other stations in many ways but since we are talking about training skill development etc, we will restrict in that zone only.

At MY FM, we have always believed to grow and groom in house talent, almost everyone at the key leadership position has spent more than 10 years. All of these people joined us at various levels and over the years groomed and trained to take on critical decision making levels. I myself joined as a Station Head at Gujarat and now heading the company for the entire network. The company develops a career progression chart for each individual and from time to time take care of trainings and skill development, we have sponsored Executive Program at IIM etc.

**Q. What was your first initial reaction when you learned about the RPL initiative?**

A. I think this is a very nice initiative and such initiatives will give a boost to aspiring candidates career. India is a developing economy and poised to be one of the fastest growing. RPL aims at providing a platform to the workers to be skill certified through one of the most reliable government platform NSDC.

Being certified indicates that you meet a certain standard of competence and can give personnel's competitive advantage, more job opportunities, a higher pay scale etc. It is an attestation of the competency and commitment to drive excellence through one's own profession. Therefore, indeed an initiative that will increase employability globally.

**Q. Why would you say is RPL certification important for the radio community?**

A. It will help us to hire right and work with individuals who are industry ready. Moreover, it encourages existing workforce to re-skill/up - skill which will further strengthen the talent pipeline of the organization.

**Q. Would you recommend RPL certification to other radio stations as well? Why?**

Q. Certainly, as it will help to create a Skill & Knowledge based community which will eventually thrive radio industry. Also, we received great response from our employees when we launched the program, close to 25% of the employees had enrolled and the numbers are increasing day by day.

## MR. MADHAV REDDY YATHAM (MIKE)

Founder & CEO, Rotomaker



Rotomaker India Pvt Ltd has been established for one purpose i.e. VFX outsourcing. Using a robust backend of talented artists and leading technologies paired with superb management, Rotomaker's clients enjoy unprecedented savings on their VFX outsourcing needs. Rotomaker's excellence rests on the strong backbone of collaborative spring action between the creative talent pool made up of Compositors, VFX artists, and VFX supervisors caught up in a web of top-notch management, fluid production workflow and superb technical resources. This unique formula enables them to provide full-fledged innovative solutions for Visual Effects companies worldwide.

### Q. You are a veteran in the industry, what has been the highlight of your career ?

Ans. Rotomaker has worked closed to 1100 movies and 600 TV shows and lot of international TV commercials. This is the highlight of our career.

We are trying to expand and generate more employment this year.

Rotomaker has worked on every major hollywood movie.



RPL Certificate Distribution ceremony of Salmani Khalifa Society

### Q. How does RPL certificate prove crucial for students wanting to study or work abroad ?

Ans. Due to a lack of appropriate qualifications, a large proportion of people face 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 help such persons acquire a formal qualification that matches their knowledge and skills, and thus contribute to improving employability, mobility, lifelong learning, social inclusion and self-esteem.

### Q. How is Rotomaker planning to proceed with the RPL certification process ?

Ans. Rotomaker is planing to design skills upgradation programmes so that candidates can fill skills gaps and meet desired standards. We are planning to include RPL system as an integral part of our education and training programs.

### Q. How does RPL certification benefit your employees ?

Ans. RPL is useful for enhancing migrant workers' skills portability, and their mobility.

It is a process to encourage lifelong learning in order to create a competent and adaptable workforce that can meet the challenges of a fast-changing labour market, address skills shortages and gaps and allow holistic development.





## MR. KUNAPAREDDY SRINIVAS

President, Telugu Television Technicians & Workers Federation (TTT & WF)

### Q. What benefit does the RPL certificate bring to an employee?

Ans. RPL certification is indeed a blessing to skilled technicians / professionals in the media industry who were otherwise not eligible / qualified to participate in secured opportunities, on the other hand the RPL recognition provides the industry with rich experienced pool of talent across various domains of the Media industry which otherwise would have been ignored.

### Q. What opportunities does employees undergoing RPL certificate receive?

Ans. As majority of technicians in the Media industry are not so privileged to attend universities or Media schools, the RPL assessment and certification of a skilled person recognises and formulates 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 on par with a qualified person within the country or abroad.

### Q. What are your expectations from RPL ?

Ans. RPL certification should be recognised by government bodies as a qualification for enrolment into opportunities with Public Media corporations or institutions, this would enable a truly skilled person to compete on par with a recognised Media school graduate.



**RPL Assessment for FEFSI, Chennai**



**RPL Certificate distribution cere. Hair Stylist & Makeup Artist**

### Q. According to you, what is the future of RPL?

Ans. Future for RPL in the Media Industry is very promising as most of the talented technicians / professionals lack formal education or certification from a recognised media school, with the RPL their skills are ratified and this qualifies them to participate on par with a person who attained formal education in the relevant area of profession.



## MR. PRAMOD .A.S

CCO, VismayasMax Animation

Vismayasmax Animation Studio is a part of the Vismayas Max Studio complex. Commenced in 2004, it has now become the best animation production studio in India. A complete studio, every film maker long for Not only the technical background and the artistic atmosphere make Vismayasmax one among world's best studios, but the also people. A team of core qualified professionals fully loaded with pure passion, leads various department. Our team works on different platforms of film production like pre - production , production and post-production team.

### Q. What according to you are the benefits that RPL bring to the Animation sector?

Ans. The Indian M&E sector is entering a phase of accelerated growth. The status quo is being shattered by digital disruptions and that's unshackling the creative economy in India like never before. These are exciting times for all it is to let our imagination and ambition guide us. The Indian Media and Entertainment (M&E) sector reached Rs 1.67 trillion (\$23.9 billion) in 2018, a growth of 13.4 per cent. The M&E sector in India is expected to cross Rs 2.35 trillion (\$33.6 billion) by 2021, at a CAGR of 11.6%. While television retained its position as the largest segment, growth is

expected to come from digital which will overtake filmed entertainment in 2019 and print by 2021.

As we know majority Indian professional laid under informal training. The most and fundamental benefit of RPL is that facilitates access for 'non-traditional' students - people who may not have had the opportunity to do further study. This will be a mile stone and people can start up an academic arena out of it. Each sector continues to grow at a rate faster than the GDP, reflecting the increasing disposable income and economic growth. When we think about parallel learning process RPL enables students to progress to other education and training program which they already engaged. India has the second highest number of internet users after China with 570 million internet subscribers growing at 13% annually. It is expected that this customer base will to grow to 5 million by 2021. In my opinion Indian youth explore most and productive environment of new media platforms and stream there energy to attain skill with normal study schedule and end of the day this entire exercise lead this country as a world manpower capital.

RPL mainly focus on skilled work force who will acknowledge value of learning outside a formal setting. The M&E sector has a significant opportunity given India's young demographics. The growth of digital infrastructure is further enabling Indians to fulfill the need for personal content consumption, across languages and genre. There is a large shift in consumer behavior from mass produced content to specific content defined to audience segments. The sector has an opportunity to serve a billion screens in India and globally."

Skilling mission shortens the time necessary to earn a qualification - this motivates students who might otherwise be discouraged by the length of time required to complete a college level course or a particular programme of study. For example, The national projects like DeenDayalUpadhyay Gram KaushalYojana - DDU-GKY, National Urban Livelihoods Mission - DAY-NULM, Ministry of Labor and Employment - MoLE , Mahatma Gandhi National Rural Employment Guarantee Act - NREGA, Ministry Of Skill Development and Entrepreneurship - MSDE, National Skill Development Corporation - NSDC, National Skill Development Agency - NSDA, National Rural Livelihood Mission - Aajeevika skills, PradhanMantriKaushalVikasYojana - PMKVY could support the government to create an at-scale, shared asset or partnership that provides benefits across several states, particularly in cases where scale can improve the quality of Indian Skilled Labor Force along with the traditional education.





### Q. How many RPL certifications is Vismayas Max Animation planning on

Ans. Vismayasmax Animations is coordinating the campaign among various media associations across Kerala regarding the needs and importance of RPL certification among super talented Individuals. As we know thousands of opportunities has been denied due to lack of proper academic certification. We have the well-structured media associations like AMMA, Cinematographers Union of Malayalam Cinema, Kerala Film Academy, Film Employees Federation Of Kerala, Indian Society of Cinematographers, Kerala Film Producers Association, MACTA, Association of Malayalam Movie Artistes etc to support their members. Vismayasmax will initiate to reach up to 500 certifications at first phase.

Skilled workers are part of the human resources, who currently hold leadership/management, professional or technician/associate professional positions. RPL find a way for the university to recognize your knowledge and skills gained through experience for non-formal education, for the purposes for admission or for credit towards a qualification.

The government has adopted a holistic approach to learning, which is a philosophy of education based on the premise that each person finds identity, meaning, and purpose in life through connections to the community.



**Richard Stallman, Activist & Programmer going through the Media Talk Back magazine.**

### Q. How has animation evolved over the years in Indian cinema?

Ans. Dadasaheb Phalke, Father of Indian Cinema, is also the first Indian animator. In 1914, he made an animated film about the growth of a peapod into a plant through stop-motion animation.

In 1956, Clair Weeks, a Disney Studios animator was invited by the Films Division of India to set up & train animators for the first ever Indian animation studios. The first Indian animated film was The Banyan Deer in 1957. Veteran animators Bhimsain & Ram Mohan trained under Clair Weeks and started their career in Film Division's Cartoon Unit.

A Japanese film maker Sako & Ram Mohan made an epic animated movie 'Ramayana- The Legend of Prince Rama' which received outstanding reviews abroad. The Indian film industry still has a long way to go before it can gain its foothold in



the international market. It needs to: Invest more in technology and develop infrastructure related to film making. Track and train talented individuals into successful animators. Arrange for onsite and offsite training methods to increase credibility of animators. Set up more animation and film making institutes that teach about the various courses needed to make a career in animated film making. Arrange for more workshop and seminars to create awareness about the benefits of animation in an ever growing film industry.

Encourage beginners and established animators to create and develop new films and allow them to experiment with their creativity, thus broadening their horizons. VFX, sound effects, light effects, computer graphics are used heavily in almost every film nowadays and the industry needs to focus on perfecting it; harnessing the available technology and also importing better resources.



## R.K SELVAMANI

PRESIDENT, FILM EMPLOYEES  
FEDERATION OF SOUTH INDIA (FEFSI)

The Film Employees Federation of South India (FEFSI) is an Indian organisation consisting of technicians from the Tamil film industry in Tamil Nadu, India. A total of 22 unions belonging to different trades in the film and television industry are affiliated to the FEFSI that has around 25,000 members.

### Q. What is the main difference you notice before and after RPL certification ?

Ans. RPL certification has great value. Before we were RPL certified, we felt that our industry was unrecognized but since being RPL certified, there has been a huge difference. One of the main advantage is that we as a federation is recognised by the central government hereafter getting directly benefited from it.

### Q. What do you hope for RPL to achieve in the future?

Ans. The future for the Recognition of Prior Learning is very bright. With the support of the government we believe that the many unrecognized sectors in our country will receive the recognition that they deserve.

RPL certification is believed to be another Sathyagraha for our people. We hope that it will continue to elevate the employers/associations and the aspirants.

### Q. How is RPL certification helping in skilling the people?

Ans. A person who is RPL certified can easily get a work permit in the foreign film industry thereby getting the experience and exposure which leads them to improving their skills in an efficient environment by being able to work and learn alongside the best in the industry.



**RPL assessment for Production Asst.**



**RPL assessment for Photographic Association of Odisha**



**RPL assessment for Art Directors & Asst. Art  
Directors of FEFSI, Chennai**



Media & Entertainment  
Skills Council

# IS INTRODUCING ITS JOB PORTAL

Where You Can Get  
Access To The  
TRAINED SKILL WORKFORCE

## Benefits of Employer/Recruiter:

- 1 Free Registration\*
- 2 Access to Skilled Manpower
- 3 Unlimited Job posting
- 4 Branding Opportunity & Many More
- 5 Easy Employer dashboard
- 6 Reach out to relevant candidates
- 7 Hire on a single click

For more details, visit [www.apprenticeship.gov.in](http://www.apprenticeship.gov.in)

# NAPS

NATIONAL APPRENTICESHIP PROMOTION SCHEME

### National Apprenticeship Promotion Scheme (NAPS)

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

**Animator | Roto artist | Printing Operator**





# GLIMPSES OF RPL ORIENTATION & ASSESSMENT PROGRAMS



RPL certificate distribution ceremony



RPL assessment at KPA



RPL assessment for APPVWA



RPL assistment for Assistant Camerman (AKPA)



RPL assessment at KPA



RPL certificate distribution ceremony



RPL assistment for Assistant Camerman (AKPA)





RPL orientation for TGVPA



RPL assistment for Camera Operator (AKPA)



RPL assistment for Camera Operator (AKPA)



RPL assistment for Director of Photography (AKPA)



RPL assistment for Director of Photography (AKPA)



## MESC CORPORATE MEMBERSHIP APPLICATION FORM

### Facilities available to MESC members

- Access to certified skilled manpower
- Training and Certification of existing/new manpower
- Design of training programmes as per the requirements of the industry
- Networking Opportunities
- Newsletter/Journal
- Conferences and events of the MESC Sector Skill Council
- Role in designing the National Occupational Standards of the Sector
- Publication of member articles in MESC's publications circulated across the industry
- Policy Advocacy

### Annual Membership Fees Rs 1,000/-

### MEMBERSHIP FORM

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

### Single Point of Contact ( for Organizations)

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

Signature

Name of the Bank: UNITED BANK OF INDIA  
Bank Account Name: MESC  
Bank Account Number: 359018039336  
Contact: +91 11 49048335 | 49048336

Branch IFS Code: UTBI0TNM709





# PMKVY

प्रधानमंत्री कौशल विकास योजना

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

**- Shri Narendra Modi**  
Honourable Prime Minister

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

### **JOB ROLES offered by MESC** under PMKVY (Pradhan Mantri Kaushal Vikas Yojna)



EDITOR

ANIMATOR

ROTO ARTIST

HAIRDRESSER

SOUND EDITOR

MODELLER

MAKE-UP ARTIST

CHARACTER DESIGNER



# Sector Skills Council



## Media & Entertainment Skills Council

522 - 524, 5th Floor, DLF Tower A, Jasola, New Delhi-110025

+91 11 49048335 | +91 11 49048336 | +91 9999 1946 76

Media & Entertainment  
Skills Council

info@mescindia.org | www.mescindia.org



Film



Radio



Gaming



Media



Animation



Television



Advertising



Digital



Print