

Organised by:



In collaboration with:



International
Labour
Organization



Supported by:



In conjunction with:



Airline Partner:



BUILDING GLOBAL PATHWAYS FOR CREATIVE SKILLS

ENPOWERING GLOBAL CREATIVE TALENT THROUGH SKILLS,
INNOVATION & INDUSTRY INTEGRATION



Global Skills Forum

The Role of the Private Sector in Skills Development:
Driving Innovation and Impact



PRESENTED BY DR. MOHIT SONI,
CEO- MEDIA & ENTERTAINMENT SKILLS COUNCIL (MESC)



INDIA'S SKILLING ECOSYSTEM

- JOURNEY OF SKILLING INDIA
- CONSTITUTION OF SECTOR SKILL COUNCIL
- ROLE OF SECTOR SKILL COUNCIL
- SSCs FINANCIAL AND FUNDING SOURCES

JOURNEY OF SKILLING INDIA



"Let's pledge to make India the Skill Capital of the world"

**Honorable Prime Minister
Narendra Modi**

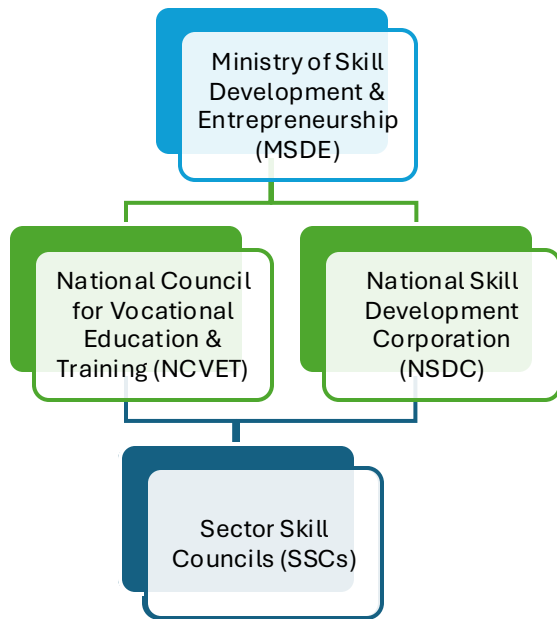


Shri Jayant. Chaudhary
Hon'ble Minister of State
Ministry of Skill Development &
Entrepreneurship
(Jun2 2024- Present)

- 2014** > Ministry of Skill Development & Entrepreneurship was formed with focus on enhancing employability opportunities for the youth and develop a platform for entrepreneurship through skill development.
- 2015** > Skill India Mission was launched on 15 July. Shri Rajiv Pratap Rudy, was given Independent Charge as Union Minister of State, Ministry of Skill Development & Entrepreneurship (MSDE).

CONSTITUTION OF SECTOR SKILL COUNCILS

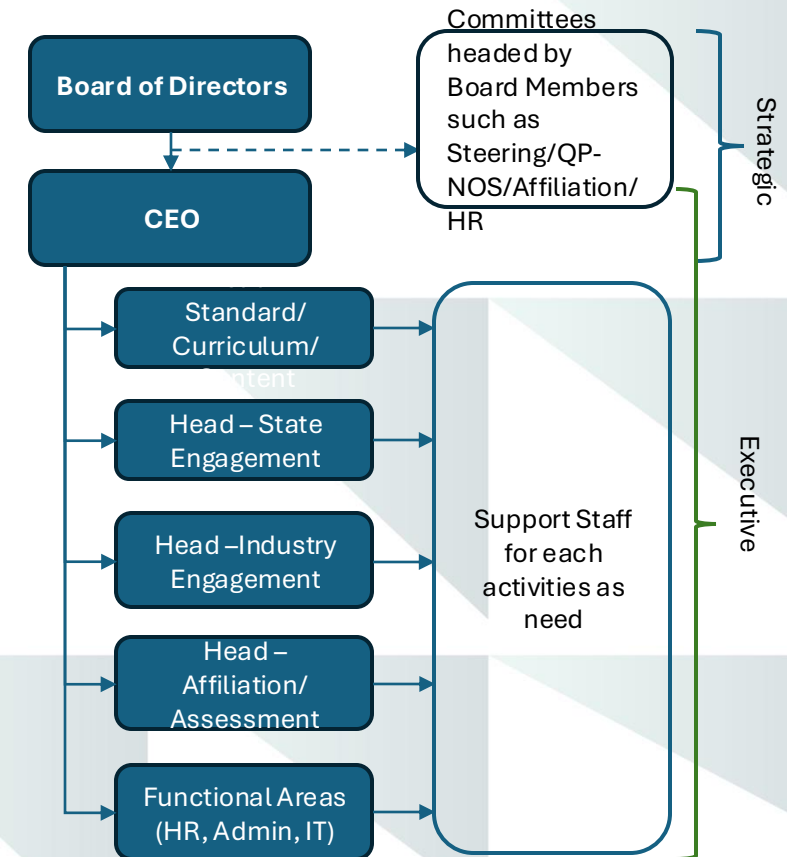
Key Stakeholders of SSCs



Governing Council of SSCs



SSC Team Structure



CORE RESPONSIBILITIES OF SECTOR SKILL COUNCIL

SKILLING INDIA FOR A BETTER TOMORROW

- **Identify Skill Development Needs**
Prepare Catalogue of Skill Types
- **Develop Qualification Pack & NOS**
Based on Industry know-how
- **Develop Quality Assurance Framework**
Ensuring outcome-based learning
- **Labor Market Information System**
Platform for supporting employability
- **Standardization of Process**
Accreditation, Affiliation & Certification
- **Training of Trainers**
Building Industry Academia Connect

SSCs FINANCING & FUNDING SOURCES



ABOUT M&E INDUSTRY & MESC

- GLOBAL M&E INDUSTRY
- INDIAN M&E INDUSTRY
- ABOUT MEDIA & ENTERTAINMENT SKILLS COUNCIL
- MESC'S INTERNATIONAL FOOTPRINTS
- ABOUT INDIAN INSTITUTE OF CREATIVE SKILLS (IICS)

GLOBAL MEDIA & ENTERTAINMENT INDUSTRY

- The global M&E industry is valued at over **USD 2.8 trillion (2025 est.)**, making it **one of the largest and fastest-evolving sectors** worldwide.
- Encompasses key segments such as **film, television, music, gaming, digital media, advertising, publishing, OTT platforms, and immersive technologies (AR/VR/XR)**.
- **Asia-Pacific** is emerging as the fastest-growing M&E region, fueled by rising internet penetration, smartphone usage, and youth-driven content demand.
- **North America** continues to lead in overall market size, innovation, and intellectual property creation.
- **Global advertising** spend has shifted — over 70% now goes to digital media, reflecting changing audience behavior and data-driven marketing.
- **Gaming industry** surpasses both music and film combined, valued at over **USD 250 billion**, driven by mobile and esports segments.
- **OTT platforms** (Netflix, Disney+, Amazon Prime, etc.) dominate the new-age entertainment economy, focusing on localized and personalized content.
- The rise of creator economy — over 200 million independent creators worldwide — is reshaping employment and monetization in digital media.

Rise of Streaming Platforms

Continued dominance of OTT platforms with personalized and on-demand content.

Short-Form Content Boom

Increased consumption of bite-sized videos on platforms like TikTok and YouTube Shorts

AI in Content Creation

Use of AI for scriptwriting, editing, and personalized recommendations.

Immersive Technologies

Growth of AR, VR, and XR enhancing audience engagement and experiences.

INDIAN MEDIA & ENTERTAINMENT INDUSTRY



- The Indian M&E industry is valued at **over USD 30 billion (₹2.5 lakh crore)** and is projected to grow at a **CAGR of 8–10%** through 2030.
- India is one of the **world's fastest-growing media markets**, driven by its **young population, digital adoption, and multilingual content consumption**.
- Rapid expansion of **OTT platforms, gaming, and regional content** is transforming the media landscape and creating new job opportunities.

MEDIA & ENTERTAINMENT SKILLS COUNCIL

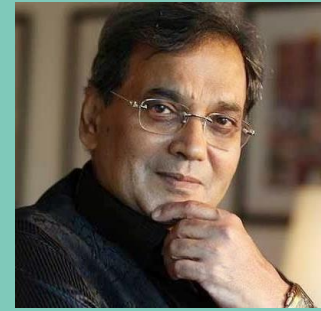
About Us

- Founded in 2012 under the Ministry of Skill Development & Entrepreneurship, is a not-for-profit organization promoting skill development in the M&E Sector.
- Supported by FICCI and NSDC, MESC is an NCVET-awarding body, bridging the skill gap through industry-academia collaboration, and certification programs to create a robust skilling ecosystem.

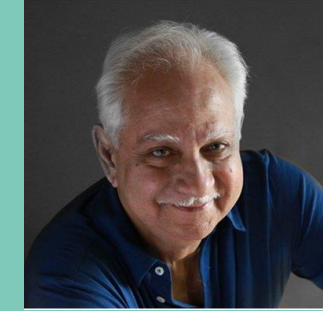
Our Chairman



Mr. KAMAL HASSAN
2013- 2018



Mr. SUBHASH GHAI
2018- 2022



Mr. RAMESH SIPPY
2022-2024



Mr. Shankar Mahadevan
2024-Present

Vidyadaan & Creative Warriors

MESC's flagship platforms for online workshops and expert-led sessions, nurturing creative talent across India

MECAT

MESC's standardized online assessment platform to evaluate creative skills across various media domains.



Centre of Excellence

MESC has established 8 Centre of Excellence in India specialized in specific M&E Fields.

AWSITC

MESC's Authorized WorldSkills India Training Centre, providing world-class skill training aligned with international standards

KEY ACHIEVEMENTS

10,00,000+
Trainings conducted in
M&E

5000+
Certified Trainers

1200+
Affiliated Training
Institutions

350+
Affiliated Universities &
Colleges

MESC'S ONLINE LEARNING PLATFORMS



CELEBRITYSCHOOL

MESC conducts free and paid workshops, webinars and training programs for the candidates getting trained in partnered Institutions by bringing the experts from the industry. MESC also procured premium content from various sources and offer it to a very nominal cost to the aspiring candidates of M&E.



Asha Bhosle
Singing



Mary Kom
Fitness



Madhur Bhandarkar
Director



Ganesh Acharya
Dancing



Ranveer Brar
Cooking



No. of Workshops: 250+

Creative Warriors programs such as mobile film making, digital marketing, gaming, animation Application of AR-VR, etc. were being conducted.

www.creativewarriors.co.in



No. of Webinars : 300+

Vidyadaan sessions were conducted free of cost by Industry Experts such as Terence Lewis, Amit Behl, Yasmin Rodgers, Anurag Sharma, Resul Pookutty, etc.

www.vidyadaan.net



“Media TalkBack” formulated in 2017 is an innovative new age initiative by Media & Entertainment Skills Council. Media TalkBack is the Showcase of Industry Expertise, Opportunities, Possibilities, and Real Life Stories.

With **25 Editions released so far**, the magazine is distributed digitally to 2 Lac+ people all over the world.

MESC PLAYED A VITAL ROLE IN THE FORMATION OF INDIA'S AVGC POLICY

Central Ministries

MoIB, MoE, MoSDE, MeITY, DPIIT

States

Telangana, Karnataka, Maharashtra

Nodal Agencies

CBSE, NCERT, AICTE, MESC

Industry Bodies

CII, FICCI

Industry Leaders

Technicolor, Punaryog, Anibrain, Red Chillies, Whistling Woods, Hungama, Zynga, Lakshya Digital

Guiding Principles

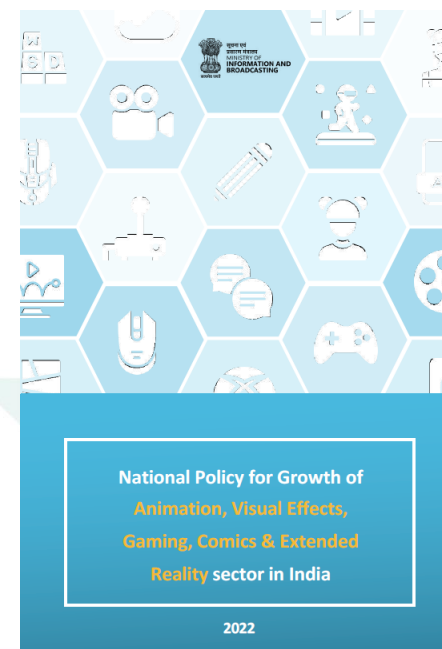
Central-State
Collaboration



Public-Private
Collaboration



Inter-Ministerial
collaboration



MESC'S INTERNATIONAL FOOTPRINTS

- Collaborated with **UNESCO, World Bank, and global policy forums**
- Established footprints in **Dubai, Abu Dhabi, South Korea, Australia, Singapore, Sri Lanka, Nepal, Spain, and France**
- Participated in **policy consultations** and global skill mobility discussions
- **Representing India at WorldSkills Competition** in creative sectors like Graphic Design, 3D Game Art, Industrial Design and Print Media Technology



Shweta Ratanpura represented India & won the Bronze medal in Graphic Designing after showcasing her skill against 35 countries.

ABOUT INDIAN INSTITUTE OF CREATIVE SKILLS

The Indian Institute of Creative Skills (IICS), an institution affiliated with **NSDC Academy** and operated by the **Media & Entertainment Skills Council (MESC)**, funded by NSDC, functions under the aegis of the **Ministry of Skill Development & Entrepreneurship (MSDE)**. We are a premier institution dedicated to shaping the next generation of creators, leaders, and entrepreneurs in the Media & Entertainment Industry.

Vision

To establish India as a global powerhouse in creative talent by nurturing a new generation of skilled professionals, entrepreneurs, and storytellers.

Mission

To empower young creators with future-ready skills through industry-integrated training & real-world exposure— fostering entrepreneurship, and global excellence in the creative economy.

Objective

To bridge the creative skill gap by offering high-quality, industry-aligned programs, fostering entrepreneurship, and building a future-ready creative workforce.



Padma Shri Dr. Resul Pookutty
Indian film director, film production designer,
Academy Award winner Sound Designer |
Chairperson, IICS

Our Campuses: Delhi | Bhopal | Chandigarh
IICS Expansion Plan: 10 Campus in India | 5 Campus in Abroad

IICS-LEARN FROM LIVING LEGENDS



Ms. Dia Mirza
Actor



Ms. Kavita Krishnamurthy
Indian Playback Singer



Mr. Kamlesh Pandey
Writer



Mr. Sham Kaushal
Director



Ms. Neeta Lulla
Costume Designer



Ms. Revathy Asha Kelunni
Indian Actress And Director



Ms. Sushma Gaikwad
Co-Founder Ice Global, Wizcraft MIM & Sukhoon



Mr. Kireet Khurana
Founder & Director, Climb Media Pvt. Ltd.



Mr. Shibasish Sarkar
Group CEO - Reliance Studios;
Chairman/ Film Producer



Mr. Suresh Eriyat
Indian Animator & Director



Mr. Bharat Dabholkar
Actor



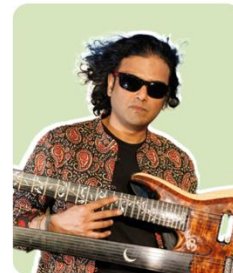
Mr. Amit Sadh
Actor



Mr. Sameer Tobaccowala
CEO, Shobiz Experiential
Communications



Ms. Kausar Munir
Lyricist/Writer



Mr. Anupam Shobhakar
Indian Musician, Composer,
Instrumentalist, Record Producer, And
Classically Trained Sarodist



Mr. Vaibhav Kumaresh
Founder, Creative Director Of Vaibhav
Studios



Mr. Sumanto Ray
Actor, Voice Artist, Dubbing Director,
Dialogue Writer, Music Creator



Ms. Bina Paul
Indian Film Editor



Mr. Omung Kumar
Indian Film Director, Film Production
Designer, And Television Host



Mr. Salim Arif
Indian Theatre & Film Actor



Dr. L. Subramaniam
Indian Violinist



Ms. Jaya Bhattacharya
Indian Television Actress



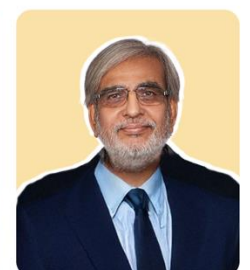
Mr. Rahul Rawail
Indian Film Director



Mr. Sudeep Chatterjee
Cinematographer



Mr. Avijit Dutt
Indian Actor And Theatre Director



Mr. Vishnu Patel
UFO Group CEO – Special Projects

WHAT SETS IICS APART?

Our Unique Courses

- Offers unique, **industry-integrated programs** aligned with the National Education Policy (NEP) 2020.
- Provides **multiple entry and exit options** for flexible learning pathways.
- Focuses on **hands-on training, live projects, and real-world industry exposure**.
- Blends **creativity, technology, and entrepreneurship** to prepare students for the global M&E industry.

S. No.	Course Name	Course Type
1.	Content Creation & Media Production	Degree/ Diploma/ Certificate
2.	Animation & Game Production	Degree/ Diploma/ Certificate
3.	The Events and Experiential Management	Degree/ Diploma/ Certificate
4.	Sound Design & Music Video Production	Degree/ Diploma/ Certificate
5.	Hair, Makeup & Prosthetics	Degree/ Diploma/ Certificate
6.	Costume Designing	Degree/ Diploma/ Certificate
7.	PR & Journalism	Degree/ Diploma/ Certificate

01

Global Exposure

International study tours to Cannes, MIPCOM & SIGGRAPH etc. for real-world creative insights.

02

Industry Experts as Mentors

Learn from Oscar-winners and top industry professionals.

03

Focus on Entrepreneurship

Students are trained to launch their own ventures with mentorship, IP support, and real market access.

04

Paid Apprenticeship

Guaranteed, stipend-based apprenticeships of min 35-50K/ month embedded into every program.

INDUSTRY TRAINING PARTNER (ITP) MODEL

- **Transforms leading studios and production houses** into certified training partners of IICS.
- Students gain **hands-on experience on live industry projects**, guided by **working professionals and mentors**.
- Operates on a **sustainable revenue-sharing model**, ensuring mutual growth for institutes and industry.
- Creates a **direct apprenticeship and placement linkage**, aligning training outcomes with real industry demand.
- Strengthens the **industry–academia bridge**, fostering a skilled and employment-ready creative workforce.

BEST PRACTICES FROM INDIA

- **Public–Private–Industry Collaboration Model:** Strong partnerships between government, industry bodies, and academia driving large-scale skill development.
- **Outcome-Based Funding & Certification:** Ensures accountability and measurable impact through performance-linked outcomes.
- **Recognition of Prior Learning (RPL):** Formal certification for informal and self-taught creative workers, enhancing employability and dignity of labor.
- **National Education Policy (NEP) Alignment:** Promotes multidisciplinary learning, multiple entry–exit options, and flexible skill pathways.
- **Skill Councils Ecosystem:** Sector Skill Councils align training with evolving industry standards and global benchmarks.
- **Digital Skilling Platforms:** Leveraging e-learning, virtual production labs, and mobile-based content for wider access and inclusion.
- **Focus on Sustainable & Green Production Practices:** Encouraging eco-friendly film, media, and event production aligned with SDG goals.
- **Women & Youth Empowerment Initiatives:** Targeted programs to boost participation of women and young creators in creative industries.
- **Integration of Apprenticeship Programs:** Linking skill training directly with on-ground employment opportunities through industry tie-ups.

OPPORTUNITIES OF COLLABORATION

- **Global Creative Skills Observatory:** A joint research and data-sharing platform to map trends, emerging skills, and the future of creative work.
- **Global Creative Skills Policy Forum:** Annual summit bringing together policymakers, educators, and industry leaders to align creative skills with future employment trends.
- **Cross-Country Apprenticeship & Talent Mobility Framework:** Facilitating exchange programs, internships, and trainer mobility across creative sectors.
- **Creative Economy Accelerator:** Collaborative incubator for startups and creators across member nations to scale innovations in digital media and storytelling.
- **Mutual Recognition of Qualifications:** Establishing global benchmarks and joint standards to ensure workforce mobility and credential equivalence.
- **Joint Centres of Excellence:** Collaboration in **AVGC (Animation, VFX, Gaming, and Comics), Digital Storytelling, and Media Innovation** for shared R&D and skill development.
- **Global Skill Passport:** A unified credentialing system integrating creative qualifications, making skills transferable across borders.
- **Cultural Exchange & Co-production Fund:** Supporting joint productions and cultural collaborations to promote global storytelling diversity.



THANK YOU!

Dr. Mohit Soni,
Chief Executive Officer,
Media & Entertainment Skills Council,
Contact: +91 9971120204
E-Mail: mohit.soni@mescindia.org

Explore Us More on:
www.mescindia.org | www.iicsindia.org



Scan the QR Code for
more information