February 2018 Edition

Media
Talk Back

Re-skilling the Training Ecosystem

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Media Talk Back

Shared Various Editions of Media Talk Back Magazine

Various Editions of Media Talk Back Magazine Shared with Mr Raghubar Das, Chief Minister, Jharkhand.

Mr Subhash Ghai showcasing Media Talk back 4th Edition Magazine with others. This special edition covers the Rotoscope, Matte Painting, color Keying, 3D Conversion and Compositor

MESSAGE FROM THE CHAIRMAN

Dr Kamal Haasan
Chairman (MESC) Film Actor, Producer, Director & Screenwriter

" The National Award winning actor, director and producer Dr. Kamal Haasan, identifies the real need to enhance the skill sets in professionals of Media industry. As Chairman of MESC (Media and Entertainment Skills Council) he intends to work on the future of the country as well as it comes to showing the art of India Media & Entertainment Industry. He Intended to offer programs for training the students and also the trainers in such a way that the skill gap between academia and industry is minimized to the lowest possible limit. "

MESSAGE FROM THE EDITOR IN CHIEF

Ashish S K
Founding Governing Member of MESC

" I extend my thanks and regards for supporting and contributing the information and insights required during the creation of our 5th monthly magazine highlighting about Media & entertainment Skills sector. I'm sure the subscribers will get a much better understanding of the industry, the focus today and plans for tomorrow. For budding aspirants, this magazine shall provide the direction to accomplish success in their careers. I congratulate, MESC for this initiative and request all stakeholders to come forward and support the 'Skill India' mission by contributing not just to the magazine but also to uplift the entire skilling ecosystem. Jai Hind! "

Re-skilling the Training Ecosystem

As media consumption over the world evolves inexorably towards digital, Media and Entertainment companies are increasingly seeking markets that offer the potential for sizable digital earnings. Indian Digital segments is set for destruction with growth expected to cross INR 200 billion by 2020. A growing Indian economy, poised to becoming the fourth largest economy, coupled with an increasing per capita income, growing middle class and working population, has seen a surge in the domestic demand for media and entertainment sector.

With more than 800 television channels, 100 million pay – TV households, 70,000 newspapers and 1,000 Films produced annually. The Indian M & E sector is poised to grow at a CAGR of 14.3%, a growth rate that is more than thrice as compared to the global M & E industry which is expected to grow at 4.4%. The Indian Digital sector is on the cusp of a strong phase of growth. With mobile penetration in excess of 100% and traditional internet and TV subscription service below world average. The sector is poised to witness the entrance of newly acquired internet users with internet using population expected to reach approximately 746 million by 2020.

Facts

❖ India is the second largest smart phone market in 2017 with 54% over the age of 25 by 2018. Face of new digital India is expected to be far more diverse with strong youth centric demographic.

❖ High speed Broadband penetration will breach 53% by 2020. High speed broadband and increased internet will penetrate with developed infrastructure.

❖ Digital Ad spend share of overall will cross 20% by 2020. Allocation to digital Ad spend will increase dramatically within overall advertising spend as it is close to the lowest globally.

❖ 15% increase in mobile wallet in last five years. Increase usage of payment wallet and operator billing model to drive micro payments.

The disruption offered opportunities for international studios and content owners to showcase their content and garner additional revenue.

• High consumption of digital media especially video (450 million by 2020).
• Snackable content consumption driving the growth with user engagement being driven through Apps.
• OTT (Over the Top) and MCN (Multi-Channel Network) platforms capturing growth in video and music streaming consumption.
• Growth of e-celebs on the digital platforms.
• Growth of regional and vernacular content.
• A significant shift is observed towards mobile gaming from traditional formats like console and PC gaming (87% CAGR during 2016 – 2020).

Distruption in major sectors: 1. Smart Devices   2. Demographics   3. Internet Speed   4. Digital Ads   5. e-Payment

New Digital transformation in Media and Entertainment Industry

The Film and Television Industry has been suffering a mass exodus of filmmakers looking to save money by making movies in cheaper locales. But that's nothing compared to the shake-up being experienced right this moment in the greater entertainment world. For such content being created, to where the content of industry has been virtually active. The following are the biggest transformation making waves in Media and Entertainment.

Multi- Channel Experiences are the Norm
Research shows people watch clips and user generated content on their phones and movies on their computers and TV, sometimes simultaneously. Media companies have learned that they need to take advantage of that situation by promoting viewers to share using branded content and hashtags to gain their content even greater reach. Marketers and writers are no longer thinking solely about what would make a great scene.

Artificial Intelligence (AI) is Getting Creative
In 2015, $300-#350 million was spend on Artificial Intelligence. In a new wave of computer – human collaboration, companies are already using AI to create effective movie plot points based on box office performances and companies have recently started using AI to create horror movie trailer based trailers the AI has already processed and annexed. From language processing and image recognition to speech recognition and deep learning, there is truly no end to the way AI is impacting the creative process in media and entertainment.

Content is becoming more Curated

Based on our past experience, Netflix and Amazon have been using curated content effectively for years, suggesting what shows we'd like to watch, and what products we'd like to buy. Used effectively, this type of analytics can create instant "audiences" for new shows and products. Whereas once, producers needed to advertise to the general public, they can now focus their time and dollars just on these most likely to enjoy what they make.

Cord- Cutting has led to New Business Models

It used to be that we all had cables or satellite, and we suffered through having to purchase 300 channels just to get the two or three that we actually like. The rise of Hulu and Netflix has left many to cut the cord with traditional cable companies. Instead, users are going online to find the content they want, be it YouTube videos, or original series on Netflix, Hulu, and even Amazon and cable connection companies are replacing traditional offering with smaller bundles and specialty packages.

Virtual and Mixed Reality is Coming

While the trend is still in its infancy compared to where it will go, the success of virtual and mixed reality is starting to make its way into media and entertainment. VR is immersing into the games giving players a taste of power of Virtual Reality.

Advertising is getting Smarter

Because of deep analytics possible with machine learning, as well as the vast opportunities available with augmented reality and AI, advertising is even smarter than ever. Digital transformation happening in the media and entertainment business focused mostly on the audience marketing and money. But they also focus on user experience and engagement; personalizing one's view experiencing and getting content to audiences where and when they want it, on whatever device they're using.

Facts

The fastest growing major economy in the world.	A young nation with a media age of 27.6 years.
➢ $ 8676.4 bn GDP ➢ 4.1 % Internet related contribution to GDP ➢ 371 mn Mobile Internet users (2016) ➢ 300 mn Smartphone users (2016) ➢ 160mn Digital Video Viewers (2016)	➢ 477 mn Internet Subscribers (2016) ➢ 1.33 bn Population (2016) ➢ 192.3 mn Broadband Subscribers (2016) ➢ 174 mn Wireless Broadband Subscribers (2016) ➢ 18 mn wired Broadband Subscribers (2016)

The next wave of Entertainment in Media and Entertainment Industry

The unprecedented disruption which India is currently undergoing, has posed many opportunities for companies. In India, several challenges continue to exist around physical infrastructure, digital access, content availability, user behavior, monetization etc which are currently inhibiting the development of a sustainable digital ecosystem. Some key innovations impacting the M&E sector are:

Film   Radio   Gaming   Media   Animation

Television   Advertising   Digital   Print

Redefining the Indian Film & Television Distribution

The global television industry is in the midst of a digital revolution. Online videos have been spreading like wildfire, empowering consumers to watch what they want and when they want it, sometimes cutting TV out of the equation altogether.

The significant advances in technology and high quality of content available online have led to enormous increases in audience numbers and as a further results fundamental changes in industry dynamics. Market structures, relationships among companies, and distribution of values are all in flux. Viewers are gaining access to a massive amount of non-linear online content and as a result, business models are shifting rapidly to capture value through these new channels.

As more and more consumers choose to watch streaming video rather than traditional TV, their appetite for serialized entertainment has grown, and industry companies have also scrambled to create or buy the rights to top-tier entertainment content. We have identified several core trends fueling the disruption.

Online and mobile viewing will exceed facilities based video viewing

The amount of time people spent watching television shows on a television set dropped marginally (1%) from 2013 through 2014. However, an increasing amount of content is being delivered online, leaving video only distributors (for example, satellite service providers) with some asset facilities based video distribution that is quickly declining in relevance. Online viewership, on the other hand, is growing quickly. The amount of time people spent watching television shows online jumped 50% from 2013 through 2014. By 2018, online video will likely account for nearly 80% of fixed data traffic and close to 70% of mobile traffic.

This rise of online and mobile viewing has had important implications for the traditional subscription, TV business. It has shaken the price-to-value relationship of the bundle, because less traditional viewing equals less value for the bundle. This has created an incentive for consumers to drop pay TV altogether or actively manage their cable bills downward. For many years, as consumers purchased more and larger video packages, average revenues per user rose.

On demand viewing will exceed live, linear viewing

The other fundamental shift in consumer behaviour is the mass exodus of audiences away from live, linear viewing. The first disruptive force, started driving this change more than 15 years ago and now online and mobile-video on demand only services have accelerated the shift. The model has clearly changed from "watching what is on" to "watching what I want, where and when I want it."

Not all video contents follow this shift towards non-linear viewing. News, live sports, events and live blockbuster events (for example, the Grammy Awards and the Academy Awards) remain primarily live viewing experiences with a short shelf life. But entertainment is closing in on 50% of non-live viewing and live online streaming of major events is becoming common place. (We saw this in the firstever free global live streaming of a National Football League [NFL] game between the Jacksonville Jaguars and the Buffalo Bills in the fall of 2015.) Linear programming for TV is already becoming an archaic medium.

New companies and business models are capturing value online

The online and mobile ecosystem is structured around three business models; advertising supported video on demand, which provides viewers with free access to a large library of video content supported by advertising revenues; transactionbased video on demand (TVOD), which allows consumers to own or rent content for a one-off fee; and subscription based video on demand (SVOD), which allows consumers to access a large library of content for a monthly fee. For each of these models, the online economics are scaling up quickly. In the US, online advertising revenues doubled up from 2012 to 2016. Whereas in India, online advertising revenues tripled up from 2013 to 2017 and growth shows constantly increasing upward day by day. Taking the global view, we expect TVOD and SVOD revenues will increase more than five-fold in the next four years.

Networks are experiencing a collapse of the middle and a rise of the "long tail"

Online, time shifted video has altered the types of content that viewers consider valuable. Top rated, unique content has become essential in the online and mobile ecosystem and programming is losing ground. Viewership of such "water cooler programs" as the NFL's broadcast of the Super Bowl, AMC's Breaking Bad, and NBC's The Voice has increased as second screens and parallel social media lead to greater engagement. Niche content shows; such as FX's Louie, Amazon Studios' Transparent, and the Food Network's Chopped have passionate but small audiences and nonlinear viewing provides them with increased access.

Content creators and rights holders are capturing a greater share of value

Content creators and rights holders are gradually gaining share up from 33% in 2010 to 36% in 2014. Although these changes have been subtle on a global level, where competition for top-tier programming is robust, the trends are more pronounced. Naturally, media rights for top sport events have seen the biggest cost inflation, because they provide "exclusive" and predictable hit programming. The costs for sports content nearly doubled from 2008 through 2013. The competition to create original series has also led to original programming's representing a larger share of total costs for traditional TV networks and online companies alike. In the past two years, companies as varied as Amazon, BBC, Microsoft, and YouTube have all commissioned original programming. A small percentage of these companies produce movies, but most are focused on serialized scripted and unscripted drama series, the leading drivers of non-linear, online viewing. Netflix's licensing costs are projected to rise from $2.3 billion in 2013 to $3.8 billion in 2017.

Opportunity of new Innovative Revenue Model

We are going through a phase of rapid and sustained technological innovation which will permanently change the way people will access and consume content. Changing user habits will disrupt existing business models as content providers and brands will need to match consumer expectations. While this will pose multiple challenges, we believe that there are significant opportunities for M&E companies to leverage the new digital Ecosystem.

- **Targeting consumer insights:** Audience interest and consumer consumption trends such as viewing customer history, searches, reviews can be created through data analytics platforms. These data can be used to target specific customers with offers or promos.
- **Time based content optimization:** Using insights from big data, companies in media and entertainment can understand when customers are more likely to view a specific genre of content and on what device can marketing campaign be more effective.
- **Location based optimization:** Using the current location of consumer, relevant and personalized messaging can be pushed.
- **Customer Journey:** By using big data to understand why consumers subscribe and unsubscribe to different types of content? Media and Entertainment companies can develop effective strategies to engage with consumers
- **Discovery Engine:** Based on data insights, new trends can be discovered and combined with monetization techniques which can in-turn give rise to new forms of business.

Requirement of New Skills resulting from the Growing Digital Transformation

The rise in digital enterprise is bringing an opportunity to fully re-imagine business models, business processes and work, leading to further streamlining and leaner enterprise. This means that the interactions between people and technology will become further implicit and seamless. The rise of new technologies like cloud computing, artificial intelligence, machine learning and data capturing sensors increases the need for specialized skills. These skills can range from investigation, to deep development, data exploration, data sciences and experimentation among others. All of these skills, plus the ability to clearly align technology to business value, will dictate how successful people, teams, and organizations can be. These skills are not easy to find either internally or in the marketplace, since they take a long time to develop.

The impact of digital transformation and technology is now felt not only in the IT sector but across the entire organization creating a huge demand for digital skills. Digitalization must have a strong focus on skills and talent. Its back-bone can be summed up in four building blocks: awareness, capacity, expertise, and leadership.

Brands Plugging the Skill Gap

The growing demand and limited supply of digital talent is placing immense pressure on organizations to scale up on their digital skills. We believe organizations need to initiate training programs on digital tools, considering the innovative recruitment methods, carry out targeted acquisitions, enter into partnerships and engage with the start-up community in order to plug the digital skills gap.

- Employee exchange programs with technology companies aid in accelerating digital training.
- Incubating start-ups allow companies to tap into a repertoire of new ideas.
- Targeted company acquisitions help access skilled hires in key digital technology areas.
- Digitizing the recruitment process encourages best-in-class digital talent to engage.
- Partnerships with online skill platforms facilitate innovative product development.

SHAPING THE
MEDIA & ENTERTAINMENT SKILL ECOSYSTEM

Skill Revamping the Media and Entertainment Industry

The Indian media & entertainment sector is expected to grow at a Compound Annual Growth Rate (CAGR) of 13.9 percent, to reach US$ 37.55 billion by 2021 from US$ 19.59 billion in 2016, outshining the global average of 4.2 percent. Media and Entertainment is one of the most vibrant industries in India with tremendous scope for employment and entrepreneurship. This sector involves films, television, digital media and gaming that is facing a huge skill deficit in many job roles. The numbers have grown multifold and there are several new opportunities and challenges. Industry is getting organized, there are many challenges when it comes to skill development and training that meets the industry demands.

The requirement for skilled human resources in this industry is very high; the only consideration is that since it's getting organized sector, most of the people who work here are freelancers. In a way, this can be seen as a positive sign for self-employment and entrepreneurship for all the students of media and entertainment institutions. In fact, this is one of the industries where you don't need to invest a huge amount to start on your own or be an entrepreneur. This is one of the aspirational aspects of the industry. With the creative mind set in Media and Entertainment, Industrial Training was primarily setup as skill training, focusing mostly on technical trades. However, these systems operate in siloes with limited options for vertical and horizontal mobility. With our new education model, we provide insights on how to potentially integrate education and skill training through formal and vocational programs.

Today, with the internet penetrating deeper into tier II and tier III cities, there is an increasing demand for quality content in the media ecosystem, particularly in the regional languages. This is bound to increase with the emergence of several news channels on TV and increasing popularity of online videos published on YouTube and similar sites. Various state governments have realized this need and they are embarking on initiatives like setting up of Skill Academies and collaborating with Media Houses and Film and Television sectors.

Media and Entertainment Skill Council (MESC) is supporting to skill the candidates for different job roles. Already 1.35 lakh students are trained in the media industry but the problem is that the students who get trained at different institutes may not be able to deliver the same quality of output as required by the industry. As a Sector Skills Council, it is our responsibility to share the industry perspective when it comes to the infrastructure for training, faculty development, the curriculum and the content used for training. We are trying to evaluate the industry needs and convey the same to the training institutions.

For example, most institutions that train on animator modeler don't consider advance job roles like Roto Artist, Colour Key Artist, Virtual Reality (VR) and Augmented Reality (AR). This is what is actually required by the industry, so we are trying to talk to the big studios like Prime Focus, the Technicolour who are the big employers in this space and understand the job roles in greater details alongwith the skills, knowledge and abilities. After we understand the need and the job role, we intend to design a short training program that can be implemented by the training partners. The participating studios would monitor the program closely and train the faculty to offer the short course. And post assessment, the students of the program get an opportunity to be an intern or trainee at these studios, so the chances of progression for the students is very high.
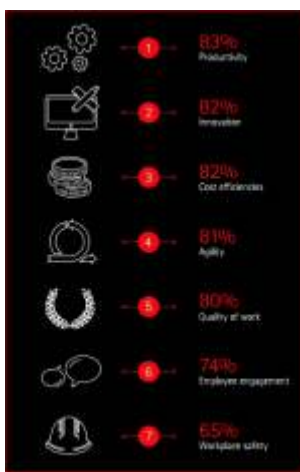
Exciting Career Opportunities
In Media & Entertainment Industry

A change in our future digital landscape had both an exciting and disruptive impact on society. The opportunity aspect has been positive and hostile. The development of automation enabled by technologies including robotics, artificial intelligence and compounded by the ever-amplifying performance of these machines will mean that productivity will be much higher. There will be increased efficiencies, safety and convenience in the productivity and economic growth. But these technologies also raise a broad impact on jobs, skills, wages and the nature of work requirements. The problem arises when the educational system has not kept a pace with the changing nature of work, resulting in most employers sating they cannot find enough worker with the skills they need.

Indications from organizations are:

- Having right talent is increasingly important to strategy implementation
- The availability of skills is a serious concern and continues to impact their business
- Human capital is a key source of sustained economic value

As per the global research 82% of business leaders expect their organization to be a digital business in next three years. If they are to realize the benefits, they anticipate from being digital.The readiness of their workforce must become a priority with right mindset and right strategy.

Top organizational benefits by adopting Digital Technologies

Organization of work	45%
Recruitment of digital skills and capabilities	40%
Changing the skill and job mix of the workforce	39%
HR and talent practices (incl. more customized learning, rewards, or jobs, real-time feedback)	38%
New work practices and processes driven by digital technologies	37%
Providing customized, seamless and consumerized employee experiences	36%
Tapping into non-traditional sources of talent (e.g. extended workers, workers in other geographies, etc.)	34%
Changes in leadership and management practices to adapt to the digital ecosystem	34%

Conventional wisdom suggests that employees are a barrier to digital progress. Yet the research shows that opposite is true. Compared with the leaders, employees indicate that they are only aware that digital will improve their work experience and job prospects and so are the students.

Employees and Students believe digital brings improvements

Employees are upbeat about the anticipated advancements from digital technologies, with 70 percent identifying the team benefits of innovation, productivity (70 percent) and agility (69 percent).

Employees and Students are actively seeking digital skills

A vast majority of employees (82 percent) acknowledge that digital technologies will transform the way they work in the next three years, 44 percent say that the level of transformation will be of significant extent. Employees know, they need to adjust but nearly half (43 percent) fear that their leaders are not ready.
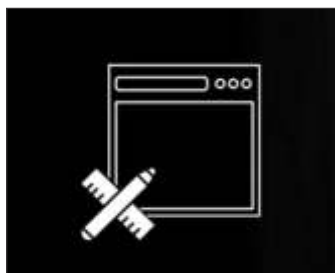
Employees and Students are aware about the speed of change.

Business leaders should be sensitive for their employees and likely to have concerns about the digital working environment. Workers' greatest worry is the pressure to keep up with new technologies to remain effective, and 71 percent worry that remote working will erode team spirit.

The digital journey is seen to offer tangible benefits and is being even more positive embraced. For new roles there are different ways of organizing work, and changing work practices. There are significant opportunities to humanize work. As long as businesses reinvent their strategies, become digital role models and address the needs of workforce of the future.

Mr Chaitanya Chinhlikar, Vice-President – Business Development

Q. What are your views on Indian M&E sector changing globally?

A. The Indian media and entertainment industry is one of the fastest growing industries in the world. It is set to grow at a faster pace of 10.55% CAGR, outshining the global average of 4.2% CAGR. In its annual sector forecast for 2017-2021, PwC said the Indian M&E sector will touch $45.1 billion by 2021up from $27.3 billion at the end of 2016. Unlike the global economy, which will see a shrinking contribution from the entertainment and media sector over the outlook period, in India, the sector's growth rate will outpace the overall GDP growth rate. Being a relatively under-developed market in terms of per capita spends on entertainment and media, will allow India to grow at 10.5% over the next five years.

All these trends strengthen the point that Indian M&E sector is progressing towards the right direction. But we must hold the momentum and continue growing, keeping in mind some basic requirements. In the M&E industry, building volume is hard. India already has the volume. We now need to build value to each unit of the already existing volume. This is done by enhancing quality. The best way to build quality is by educationand training. There is a high demand of trained professionals in the industry and more and more world-class institutes should come up to train the young enthusiasts.

Q. Many international companies have invested in India, but very few M&E companies have expanded footprint outside. Is there any opportunity loss?

A. When India liberalized, production houses were the first to experience globalization. 'Studio 18' is an example for that. So is FoxStar Studios India. Further, some of the Indian studios have also been acquired by large International studios like UTV. One of the big reasons why they all want to buy into India is its growth record and potential. Every vertical within the Indian M&E industry in India is growing and the aggregate is growing by approx 12%. Today the Indian M&E Industry is growing at approx 12%, has been doing so for the past decadeand is expected to do so for the next decade. Globally, most of the older, more established Media markets are plateauing. Hollwood grows at less than 5% yearly.

When the world comes to India to enjoy a taste of profit and success, I don't see why an Indian production house should look global just for the sake of it. It is harder and significantly more expensive to make your presence in other markets. Why would we do that to try andacquire a very small slice of a pie (albeit large pie) that is not growing so fast and let go of this massive opportunity that exists in the domestic market? Just for the sake of being present 'globally?' Not worth it.

That said, we should definitely look at growing our marketshare in other markets without investing. Like Hollywood has done across Europe. We need to make great quality content that appeals to the rest of the world and then monetise the hell out of that, so that we have increased revenue, increased eyeballs without increased spend.

Q. How education has enhanced the ecosystem of media and entertainment sector?

We always had very few world class films and media institutes as that education has never been mainstreamed in the industry. However, the scenario is changing, slowly and steadily. Talented individuals, trained as hardcore professionals are the need of the hour. As the industry is expanding, the demand for trained professionals is getting higher day by day. And, the more M&E industry will be flooded with trained talents; we will be able to witness good output. The combined number of skilled students passing out of all the media institutions in India every year are bringing about the desired change in the Indian M&E industry, which is booming at a higher rate than its global counterpart.

That said, we are woefully short of high quality film & media education institutions. India needs atleast 5 times the number of formally trained professionals graduating each year that we have now.

Q. Do you think education has been the reason for change in media and entertainment or vice-versa?

A. The media industry has drastically changed over the past decade. There are new ways of working coming to the fore and new mediums are being explored to communicate with the audience. Education has played a large role in the same but more than education, it is the connectivity that every citizen hasinformation and knowledge over the internet that has made the viewer, consumer more aware and has hence been demanding better and better quality entertainment. Genuine revolutionary approach to film education by institutions like Whistling Woods has made a difference to the industry. Over the past decade over 1600 well trained professionals have joined the industry through this one institution. So many WWI educated professionals are bringing a new voice to the industry. Someone like a Shashank Khaitan is re-invigorating the good old Hindi masala films genre for the next generation. At the same time, Abhishek Jain & Ishan Randeria are revolutionising a once-comatose Gujarati film industry. Young fresh minds like Miransha Naik are making Konkani films that win awards at global film festivals and Prashant Koshy is going out and working in Weta Digital – a global Animation & VFX studio – and is being a part of the Oscar-winning teams of those studios. Education is the key. It is the silver bullet that can transform an industry's content quality in a manner of a decade. In a country like India, we need more of it.

Q. What has been the USP of your training institute?

A. It is by-the-industry, made-up-of-the-industry, for-the-industry institution. Everyone from top management to faculty to guest faculty are all a part of the Indian Film & Media Industry and that has allowed us to ensure that the quality of the education has always been superlative. We don't 'teach' students in the traditional one-to-many model, at WWI. We ask them to 'Do What You Love' and guide them on how to build a successful career in the M&E industry with the help of the curriculum designed by industry experts, whetted by one of India's best universities (the Tata Institute of Social Sciences), taught by leading academics and working professionals and a whole lot of working under supervision practical learning.

Whistling Woods International has always provided the best for the students. Be it learning the latest technologies, exceptional masterclasses, 5th Veda cultural sessions or many industryprofessionalled workshops. Everything at WWI is aimed at preparing our students to be industry ready. WWI is not just any other film, communication andcreative arts institute, but synonymous to a unique experience, which will help you embark on a passionate journey in the subject matter you love the most.

Q. Do you feel that there is a gap between the training and industry requirement?

Massive

INDIA'S FILM EDUCATION SCENARIO in comparison to the US.

	INDIA	USA
Population	125 Cr (1.25bilion)	30Cr (300million)
No of Films being made	1400+	400+
No of people employed by the industry	5L	5L
No of world-class film schools	5-8	150-160
No of Film professionals graduating from these schools each year (before 2006)	100-200	15,000+
No of Film professionals graduating from these schools each year (after 2006)	300-500	15,000+

India needs at least 5-10 times as many Film graduates each year as we have now.

The truth is of the 5-lakh people employed in the media and entertainment sector in India, nearly 75% involved in content creation have no formal training! This country has enormous amount of talented people, who, if educated & trained properly, can bring a 'content & innovation revolution'.

Q. Where do you see the training requirement in M&E sector in next 5 years?

A. With the globalization of content, explosion of connectivity and the digital industry's pre-eminence, employment requirements in the industry are going to grow. And so are education demands. I expect a 100% increase in people employed by the industry over the next 10 years. Approx 20% of these people will be in the creative / content creation area of the industry. The industry currently needs approx 1000 creative professionals annually. I see that number going up to 5000 over a decade. These are students who would have graduated after a 3-4 yr program from Film & Media institutions. In addition to that, approx 3 times that number is what will be expected as an output from the shorter, limited in their scope, skill development courses.

The worry here is that what is currently happening in Engineering / MBA will happen here too. There will be too many institutions of suspect quality who will send out unqualified, badly-trained unemployable professionals and hence will end up causing more harm than good to the industry. There has to be a concerted effort of education of the public as to what qualifies as good education. The other problem here is that, on account of film and media education industry having NEVER been mainstreamed, there exist no qualifying parameters for jobs. Today, anyone can call himself / herself a director or a writer or an actor. Not everyone can call themselves a lawyer or a doctor or an architect. Until M&E education is mainstreamed and qualifying parameters established, there will continue to be entrants who do not think that education is necessary in this vertical.

Q. What new courses can be launched keeping because of rapid disruption and skill requirements?

A. I wouldn't like to use the word 'courses' here... Let's call then areas of education. What we see as a widening of the spectrum of Film & Media Education will include:

- Teaching Filmmaking to millennials who are digital & technology natives
- Teaching filmmaking in a multi-platform environment. Currently we have 3 platforms of Film, TV & Digital (web & mobile). VR is the 4th.
- Content Creation for Digital Platforms
- Content Creation for Virtual Reality
- Design and Design thinking
- Application of UX Design in content
- Teaching IP creation & entrepreneurship
- Application of Cognitive Sciences in content

Academy of Excellence – AoE

Atul Mathur, Director

Q. What is the current growth trend in M&E sector and how education is helping?

A. The Indian Media and Entertainment (M&E) Industry is a sunrise sector for the economy and is making high growth treads. Providing its compliance to the world, the M&E Industry is on the peak of a strong phase of growth backed by rising consumer demand and at the same time, improving advertising revenues. I feel that it is very important to impart the requisite skills and knowledge to the people who are entering the door, to make their roots strong. M&E education is fast evolving, adapting and opening new horizons itself and apparently is moving the industry.

Q. What are AoE strategies for the growth of skill development and also your vision in the long-term?

A. The current education system predominantly does not focus on training young people in employable skills that can provide them with employment opportunities or to produce a young, confident & knowledgeable generation of entrepreneurs. Today, a large section of India's workforce has outdated skills. Our academy completely devotes itself to fulfilling a big gap that exists between what is expected by the companies and what is being churned out from the campuses. We do so by providing a pragmatic education to the students wherein we have an accomplished and qualified team of experts who have not only worked with the talent, but have also hired extensively from some of the finest and reputed campuses across the country. I want my academy to become the ultimate destination for students who want to make a career and not just add a degree.

Q. How differently AoE works and in what all domain of media and entertainment sector?

A. Redesigning the curriculum as per today's requirements has always been our prime focus to stand out the today's education race. The unique structuring of Academy of Excellence with multiple education verticals makes it one of the most sought after premium institute for aspiring youth to learn from industry professionals with unique and relevant teaching methods and curriculum designed by industry experts. Our academy is run by well-equipped team of professionals.

Q. What all domains of Media and Entertainment have been ignored which require skill development, according to you?

A. India has the potential to emerge as a global M & E hub backed by a stable macro-economic outlook, a young and English-speaking workforce and the Government's "Make in India" and "Digital India" initiatives. The visual effects (VFX) & Gaming industry is a rapidly evolving segment of the M & E Industry and could play a significant role in transforming India into a global M & E hub. Today's youth is not getting the right platform coupled with the best teachers to guide them.

Q. How you make sure that students get placed and is there any formal interview training for the students?

A. AoE ensures the placements of its students, as we have some good and strong tie-ups with industry-panellist as our Board of Advisors and Business Associates who direct and oversee our curriculum and happenings in our institute. At the same time, we offer a proper training on how to appear for interviews and provide brief exposure in personality development which plays an important part in placement.

Monil Rambhia

FOUNDER & CEO ZICA, Zee Learn Ltd

Q. How do you see Indian market in terms of Media and Entertainment sector?

A. India's media and entertainment (M&E) industry is set to grow at a faster pace of 10.55% CAGR, outshining the global average of 4.2% CAGR, according to consulting firm PwC. In its annual sector forecast for 2017-2021, PwC said the Indian M&E sector will touch $45.1 billion by 2021, up from $27.3 billion at the end of 2016. As per the report, television advertising in India will continue to hold the larger share of the pie at $5.81 billion in 2021, registering an 11.1% growth from $3.43 billion in 2016. TV subscription revenues are also expected to grow from $8.14 billion to $14.1billion by 2021, clocking 11.6% CAGR. Growth for digital advertising is projected to be the fastest at a CAGR of 18.6% to $1.73 billion by 2021, up from the estimated $740 million in 2016, whereas for Internet video, the CAGR is higher at 22.4% albeit at a lower base of $239 million. The Indian film industry is expected to experience a strong growth to become the third largest cinema market, after the US and China by 2021, growing at a CAGR of 10.4%. All the above indicators post a great story for players like ZICA as we cater to this hugely expanding market. Zee Institute of Creative Art (ZICA) is India's first full-fledged Classical and Digital Animation Training Academy, trains youth in Graphic Designing, Web Designing, 3D Animation and Visual Effects. The institute has adopted a novel training style and is focused entirely on creating a stimulating environment for the students. ZICA lays vast emphasis on the principles of art and design and fundamentals of Animation, while also applying the same knowledge to computer based Digital Animation and Web Design. In 2016, ZICA has entered into continuously progressing 21st year. ZICA is now operating in 15 centres and in more than major cities. ZICA's placement cell provides placement assistance to all ZICA students across the country, with courses in 3D, 2D, Visual Effects, Web Design and Digital Marketing. We are well equipped to cater to the demand of the growing M&E sector in Television and Films.

Q. What are the innovative measures taken by you in media studies all over India?

A. We work in close coordination with ZEE group companies and the companies in general where our ZICA students get placed to understand the requirements of the continuously evolving industry – Media & Entertainment. During the guest lectures at ZICA from the industry we get to know about the new trends and practices. We have increased these industry interactions to keep our faculty up-to-date and teach the students accordingly. Based on the industry interactions and the demand from the students who would want to pursue courses in Media & Entertainment, we have launched 3 new programs:

Digital Marketing | Digital Photography | Interior Design

And we would be coming up with more such initiatives to cater to the industry needs.

Q. What kind of skilled training programs have you worked upon and which has been the most challenging one so far?

A. Our skilled training programs are primarily in Animation, Visual Effects, Graphic Design and Web Design. The most challenging would be definitely in Animation and Visual Effects. The need and requirements of the studios evolve on a fast pace. At times it would be difficult for the training institutes like ZICA to invest on the required infrastructure to meet the needs.

Q. What new career opportunities you see in media and entertainment sector?

A. India's media and entertainment industry is expected to clock a strong double-digit growth in the range of 11-12 percent and poised to add another seven to eight lakh new jobs over the next five years as per a current study. Consumption patterns will be driven by rise in growing rural demand and media consumption, which will be attained by capturing more time of digitally connected consumers and strategically supplying to segmented audiences. To accelerate growth, media and entertainment organisations must rebuild their strategies to fit in the shifting, digitally-oriented landscape Digital platforms are proliferating and there are tremendous opportunities that never existed before especially for creators, storytellers and technology providers. Major shifts around adoption of technology, big data and analytics as well as structural changes will mean many new job roles and a massive re-skilling of the current workforce.

Q. Do you think education has been the reason for change in media and entertainment or vice versa?

A. It has been clearly the trends in media and entertainment that have changed the way education is shaping up. New formats in digital, advances in animation in TV and Films, changes in media consumption and global standards in communication are all impacting the way these vocations are taught. Technology is playing a big role and will keep changing the pace at which newer formats are introduced for all institutes to catch up with.

Q. What are your views on Indian M&E sector changing globally because of skill development?

A. The MESC provides a thorough framework for the entire education sector by way of guidelines which help the industry understand what essential Skills are required by each M&E domain. For our specific education industry it helps lay the groundwork for expected quality standards onto which institutions build courses and contribute their own USP to the program. Standardization are important as they help academic institutions level-set to a particular quality standard set by the council. At SMD we believe, that in the coming years, many jobs will be created globally and locally which will require creative & technical problem-solving abilities in current and emerging mediums such as Virtual Reality and Augmented Reality. These new exciting and growing mediums will create job roles we haven't even defined yet. This is why we are equipping our students with skills in AR, VR, IOT & AI. These skills will be used in various industries such as serious games, Enterprise applications, Health, Games for education, live entertainment and many aspects of our life.

Q. How has the media industry changed over the years? What skills are required now which weren't required earlier ?

A. Our industry has matured over the years and learned a few hard lessons along the way. Efficient production and time management skills, Data theft & Security measures, professional and interpersonal communication skills, shot ownership and integrity are some of the skills that production houses and artists are inculcating into the system. With respect to technical skills, Stereoscopy and stereo conversion, pre-visualization, On set supervision and data gathering, Virtual Reality Production, Facial motion capture and re-targeting are among the many areas that have begun to find uses in local productions. We require creative & technical problem solvers now more than ever because of the sheer volume and scope of work expected from production houses and artists today. The ability to think on ones' feet is not something that can be learned from a course but rather an ability that is acquired over time given exposure to the right opportunities. The Anibrain School of Media Design was created to nurture and bring forth these qualities in our students.

Q. How do you ensure that in such a disruptive industry content you train and teach are up-to-date?

A. Our advantage is that we have a close association with our production house, Anibrain. Anibrain has been a pioneering VFX studio delivering Hollywood quality. VFX out of India for over a decade. SMD adheres to the same tenets of Quality, Integrity and on-time delivery in all its courses. We constantly update our courses with advances in media technology, industry interaction and master classes. Our faculty are industry experts with practical on the job experience. Our state of the art labs are well equipped to support curious minds and hardworking students without becoming a hinderance to their creative instincts. SMD's Graduates find themselves in many well reputed studios as they always bring value to the production because of their dedication to quality.

Q. What all placement opportunities you provide to the students?

A. We have a very high placement rate! Students from all our courses are in demand. From 3D VFX to 2D VFX (Roto, Prep & Compositing) to Game Design and Development, Graphic and Web Design. We strive to help the industry grow as we see our growth in them.

Q. Is there any special formal training you provided to the students for interview?

A. Yes absolutely! We pay a lot of attention to how our students come across to potential employers and their colleagues. Soft skill and Resume building activities are part of the course. We also provide them with internship opportunities to put into practice everything they have absorbed so far. Workshops and seminars hosted by industry experts and past alumni are a regular phenomenon at SMD.

THE INDUSTRY GETTING INTO EDUCATION DOMAIN

The need of Skills from Industry point of view

Skill development is critical for economic growth and social development. The demographic transition of India makes it imperative to ensure employment opportunities for more than 12 million youth entering working age annually. It is estimated that during the seven-year period of 2010- 2017, million additional jobs were created in the country. To enable employment ready work-force in the future, youth need to be equipped with necessary skills and education.

The country presently faces a dual challenge of severe paucity of highly-trained, quality labor, as well as non- employability of large sections of the educated work-force that posses little or no job skills. The skill development issues in India is thus pertinent both at the demand and supply level. To meet the demand side challenge, consistent efforts are being made towards expansion of economic activities and creation of large employment opportunities. On the supply side, a simple look at the projected youth population provides a fair reason to believe that India has the strength to cater to this demand. Already huge gaps exist between the industry requirement and the level of skills of worked due to varied reasons including inadequate training infrastructure, inappropriate mix of skills and education, outdated curricular, limited industry interfaces, limited standards etc.

The skill development ecosystem in India is skewed towards a formal education system with limited vocational training. Since Vocational Training is in a dismal state both qualitatively and quantitatively, the higher education system itself is grappling with issues related to scale and quality.

Moreover, there is a disconnect between the formal education system and work requirement, compounding the challenges related to the skill gap. A concerted action is thus required on the supply side to endure sustained employability of the Indian youth. Extensive efforts to skill the work-force is required, both in quality and quantity. Transforming the skill development ecosystem and making it responsive to needs of both industry and citizens, requires a scalable, efficient and comprehensive vocational training ecosystem to meet future requirements.

There is a need to assess the traditional approach of skill development delivery in India in a light of the successful models and best practices in other economies. The learnings can be imbibed and custom adopted to address the skill development challenges of India. This is one key objectives of the study presented.

MESC IN INPUTS SKILLING ECO SYSTEM

What Level of Job is assigned to the Candidates and on what basis

Media and Entertainment Skills Council have been instrumental in creating knowledge repository on current requirement of skill development in the industry, assessing the supply of skilled workers, identifying the demand and supply gap in each of its domain, and identifying trend and future requirements. With the availability of training bring a major challenge in scaling up the capacity, we are also playing a crucial role in getting right industry support to facilitate training.

We have been aims to support employers in developing and managing apprenticeship standards, to reduce skill gap, shortage and improve productivity, to boost the skill of M&E sector workforce and to improve learning supply; goals by developing an understanding of the future skills needs in this industry.

List all the MOU

- Signing of MoU between Media and Entertainment Skills Council & Punjab Skills Development Mission.
- Signing of MoU between Media and Entertainment Skills Council and Prime Focus.
- Signing of MoU between Media and Entertainment Skills Council and Indian Outdoor Advertising Association.
- Media & Entertainment Skills Council signed a MoU with Rajasthan Skills & Livelihoods Development Corporation (RSLDC)
- Media and Entertainmemnt skills Council, recently entered into an MOU with Maharashtra State Skill Development Society (MSSDS)
- Signing of MoU between Media and Entertainment Skills Council and Assam Skill Development Mission.
- Signing of the MOU Between Media and Entertainment Sector Skill Council and National Backward Classes Finance and Development Corporation (NBCFDC) & National Safai Karamcharis Finance and Development Corporation (NSKFDC).
- Signing of MoU between Media and Entertainment Skills Council and Assam University.
- Signing of MoU between Madhya Pradesh State Skill Development Mission and Media & Entertainment Skills Council

Philip Thomas Director

Q. What are your views on changing pattern of education in M&E sector globally?

A. Globally M&E training programs are attended by an increasingly diverse body of students, with an increasingly diverse set of interests and needs. The convergence of media and technology in a global culture is changing the way we communicate. The high speed internet has changed everything and opens up a huge opportunity for M&E professionals. M&E education is on main stream education in advanced economies and countries have world class institutions. More and more universities and colleges are adding programs related to M&E to their main stream offerings. Even though India is one the largest player in M&E sector, we are far behind in M&E education and we need more institutions to address the ever growing demand for M&E professionals. It is a good sign that some of the world class institutes have started delivering their services in India through direct campuses or through associated institutes. I am looking forward for exchange programs for students between Indian and foreign institutions engaged in M&E education.

Q. Do you feel a need of improvement for reskilling ecosystem in M&E sector? If yes, what are the improvement opportunities you see?

A. There is huge room for improvement when comes to reskilling in M&E sector. Most of the professionals are not aware about schemes like RPL etc. Even though this sector is one of the largest employers, it is not organized as well as other industries like IT. We need to work closely with specific industry organizations of professionals working in M&E segments like film industry, television, advertising etc.

Q. How do you ensure that in such a dynamic environment your skills are up-to-date?

A. We have a strong R&D team which comprises of professionals who have worked in the industry and are constantly in touch with industry. Besides that our advisory board consists of professionals who are in forefront of M&E Industry. This helps us to understand the changing trends in industry and to make necessary changes in our curriculum. Our students are exposed to best industry practices so that they can easily adapt to the working environment.

Q. Where do you feel is the gap area between the training and industry requirement?

A. In India, we have very few institutes offering full time, long term programs which gives in depth knowledge in to the subject. Majority of the students are undergoing part time programs and are focused on specific job roles like roto artist, character designer etc. These candidates may not have better understanding of the subject and mostly they will be limited to their specific skills. Another common issue is the lack of understanding about industry practices. This can be resolved only by bringing in internship as a compulsory component. We understand that industry is looking for people with strong fundamentals and multiple skills.

Q. What new courses are you planning to launch keeping the rapid disruption in Media & Entertainment sector and skill requirements?

A. We are currently offering courses in Graphic Design, Web Design, Animation and Visual Effects. Our programs in Animation and Visual Effects covers at least a dozen job roles published by Media & Entertainment Skills Council. The increasing demand for internet related jobs and game related jobs have made us consider designing new programs. We are in the process of designing new programs on game design, UI design, interactive content development, E-learning etc.

Q. What have been the placement policy and facilities you provide?

A. The students are given very clear idea about the pathway for progression in each career and have helped them to choose their favorite job roles. This process starts from day one and help them to prepare well in advance to find suitable jobs for them. We never force students to take up job roles which are not of their choice even though they might be skilled in doing that job. Unlike other jobs, this industry is driven by passion and we strongly believe that all attempts should be made to help each student to get placed in job roles which they really love. This will be good for his employer too.

Our strong industry connect is always a blessing when comes to placement. The leads from MESC sources also help us a lot.

Design Media & Edutainment Solutions Pvt Ltd.

Sathish Narayanan Founder Director

Q. How you see education changing M&E sector in India?

A. In India the recognition for vocational education was always a question mark. The sector Skills council formed under Skills India & NSDC has taken an effort to formalize the vocational education and also has spread awareness about the importance of imparting skills in various sector. Media & Entertainment Skills sector has done tremendous job in formalizing informal skills like (Camera operator, set carpenter, etc) these skills are earlier considered to be as Labors. By educating them and providing proper training in their skills, health safety, evaluation and certification is a life changer for them. Majority of population in India is filled with labors, by imparting education Media and Entertainment Sector is making a huge difference in up skilling the entire industry, which will definitely show significant growth in the M&E sector in future.

Q. How innovatively industry is working and which domain of M&E sector have enhanced with skill development?

A. Industry is working towards VR – Virtual Reality, AR – Augmented Reality, Interactive Multimedia Learning, Machine Learning, with the latest technology and ultra HD rendering engines the Computer graphic integration have been replacing reality, actors, locations etc. People like James Cameron, Shankar, Sanjay Leela Bhansali, Amir Khan won't be out of job any time but, they have to acclimatize and update knowledge and up skill themselves to maintain their position in the New Era of Filmmaking. We are not very far to witness, one day Artificial Intelligence will become the Director. When all of these technology, innovation and creativity evolve, the power of new media & entertainment industry will rule the world. M&E sector has already made an effort to work with the industry and have built a trust. It is now the time to abreast and align themselves to the New Era of Media & Entertainment.

Q. How do you ensure that in such a dynamic environment the skills are up-to date?

A. Our Founder Director Mr Sathish Narayanan is in the M&E industry for over 25 years. He is a Master graduate in Fine Arts. He grew up by learning the traditional way when the technology was not ruling the world. He started his career at the time of Analogue photography, Hand painted Hoardings, Beta tapes, film reels, etc. Over 2 decades, with the strong fundamental skills and knowledge he has prepared himself to take the challenges in learning technology and tools to upgrade himself and face the challenges in the dynamic digital world. Once you acquire the skills you just have to practice and narrow down errors to master the skills and keep yourself up date with the latest trends and technology.

Q. Which domain of M&E sector should be focused upon and required a skill development-training program?

A. Augmented Reality, Virtual Reality, Game design & Development, UX & UI design.

Q. What have been the placement opportunities you provide to the students?

A. Our main focus is to provide industry-oriented training:

- We impart fundamental skills like: creative skills, visualization, color theory and Art & Design.
- We educate them with industry work culture, working as a team, working within the team, meeting the expectation of the supervisor, working within the deadline, work ethics.
- We give them training and knowledge in software, production pipeline, methodology and application.

After proper training, each student we provide opportunity to work on the live project, then we provide industry certified test internally to benchmark their quality and speed. Our internal supervisors provide remarks and feedback. Once they are competent to face the industry test they have opportunities to apply in various studios. Our HR department has built a good relationship with studios and design houses.

Q. Is there any formal training provided to the students for interview?

A. Personality development, soft skills and communication skills are part of our curriculum. We provide expert lectures and workshops on these subjects. During these training they have been given a proper guidance in how to face interview, the formal dressing code etc. More than the interview this industry selects candidate purely based on the outcome of the studio tests. We prepare them how to handle test, narrow down errors and finish within the given time line.

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Enhancing
with the Support of
State Skill Mission

The government has listed skill development as one of its priorities and aims to enhance participants of youth into the workforce, and improve the capability of the present system, making it flexible to adapt to technological changes and demand emanating from the market.

Currently, skill development efforts in India are spread across approximately 20 separate Ministry, 35 State government and Union Territories and the private sector. The Ministry has been entrusted with the coordination of all stake holders during the evolution of an appropriate skill development framework, removal of disconnect between demand and supply of skilled manpower, skills upgradation, building new skills, innovative thinking and assuring availability of talent.

SIMOUL ALVA GRAPHIC DESIGN TECHNOLOGY

WINNER RUSSIA SKILLS AND MEDALLION OF EXCELLENCE IN WORLD SKILLS 2017

Specific outcomes expected from implementation of National Skills Qualification Force are:

- Mobility between vocational and general education by harmonization of.
- Recognition of Prior Learning (RPL), allowing transition from non-formal to organized job market.
- Standardized, consistent, nationally acceptable outcomes of training across the country through a national quality assurance framework.
- Global mobility of skilled workforce from India, through international equivalence of NSQF.
- Mapping of progression pathways within sectors and cross-sectors.
- Approval of National Occupational Standards as national standards for skill training.

VISMAYASMAX

K D Shybu Mundakkal Director

Q. What all skill development courses does VismayasMax Animation Academy provide in M&E sector?

A. According to the CNN-IBM survey of 2013, Mohan Lal was elected with Kamal Hassan and Raj Kumar among the most known Indian celebrities, which is known for us as well as for whole Indians from around the world. This poll was conducted on the 100th year of Indian Cinema, the same year on another survey, the Outlook Magazine also came up to Mohan Lal itself. Look, Mohan Lal is not only a versatile actor but also a committed and vibrant citizen for all the time. Every involvements in the society by him is reflecting his kind act and because of that also, because of the same Mohan Lal also decorates the title as Lieutenant Colonel in The Great Indian Army. VismayasMax was founded in 2004 under the ownership of Shri Mohan Lal at the capital of Kerala. To understanding the innovative changes in the global cinema industry such as Animation - VFX and bringing it to our industry was the basic aim. We must also think that there were some limited establishments in this field back in 2004. Through the last one and half decades, VismayasMax has set its own mark in the Animation, Visual Effects, Academic field and same time in the Production area also. Blender Foundation of Amsterdam has approved the Skill Training of VismayasMax and it is best known for its outstanding experiments in the fields of 3D animation and VFX, by utilizing the open source platform. Besides we are one among the few animation academy to get affiliated by NSDC - MESC. India's most celebrated university faculty departments conducting programs in our humble campus and of course includes BSc and MSc in M&E sector.

As you know, in the history of Indian education, "Kerala model" is globally acclaimed one. To provide educational service to Kerala Government is a very prestigious act for any of the Skill providers working for the platform of educational sector of Kerala. We VismayasMax is one of the leading Skill provider of department of Education, Kerala - Additional Skill Acquisition Program (ASAP). There is 100s of talented qualified trainers of VismayasMax undertakes the dynamic sessions in the same prestigious program to sculpt the career of more than 3000 Higher Secondary students every year. The figure is really huge?!! Isn't it?

In this particular sector, We take up 100% Theory, Practical, Production Training oriented teaching modules on most popular job roles in the very sector like Animator, Modeller, Compositor and of course Editor also. Not only that under the same discipline, you may also get a great opportunity to practice BSc and MSc as well. Through the past couple of decades, in many of times, Shri Mohan Lal, himself showed lot of glittering moments to our nation through his enchanting, vibrant, professional and personal life, the accuracy and precision towards the work that the thing which made him more adorable to us. In the same manner, with ease it is reflected on every single move and energization of VismayasMax since the past 14 years.

Q. In this challenging and competitive environment how you make sure that your courses meet industry requirement?

A. Look, according to the PWC's report about Global Entertainment & Media Outlook of 2017-2021, our country will reach the biggest stage of growth rate in the media entertainment sector, which will happen before in the next three years. Actually this is an increase of around 10.6 percent, and you know it is almost three times bigger than the GDP growth rate of our great nation. Looking at the same, the development scope of the industry is likely to grow well. As per the above mentioned huge boom, usually the job opportunities also in this sector too likely rise in the huge level. As you mentioned in your query, competition in VFX training industry is very harder and quite challenging. As a center player of this particular sector, the reality is that little bit bitter and very difficult to compete with other major players. So, we, VismayasMax have a great deal of endeavor to make ourselves sufficient in the glorious progress in this particular industry, that is happening around in the world recent days and we assure our self to put continuous efforts to make our youth more efficient and more competitive. The same time we are in the great awareness to contribute our own part to the entire development of the sector of our great nation.

A world-class syllabus is very essential in the medium of Animation and VFX training. Like Disney School of Animation, Van Arts, and Sheridan School of Animation, every syllabus should be made with Global Standards & Basic Principles. The same training syllabus in world class campus should be continuein Indian schools. Besides, it consists of all the ethics and it follows the methods and principles of our great pioneers like Richard Williams, Shamus Culhane, Preston Blair, etc...In VismayasMax, we are following the same syllabus with a huge technological back support from the most leading software 'Blender Foundations' based in Amsterdam. It makes our campus more precious. Other constant workings and interventions from Hollywood are constantly being utilized to create a global vision for our children. After the legendary film 'Avatar', James Cameron introduced 3 Major technological revolution, SIMULCAM, Fusion Cam and most importantly Emotion Capturing System. The advanced gaming Technologies and Virtual Reality are the major highlights that included in our syllabus. We should say that Advanced Animation Techniques is definitely an innovative thought. It has a great role in the Soul of VismayasMax.

Q. What areas of M&E sector are not able to develop because of lack of skill development and awareness?

A. See, the Global Industry of Animation and Visual Effects is about 275 billion USD worth. In this, Indian Industry handles only about INR 50 billion. Just think, the contrast between USD and INR and calculate the difference of the industry turn over. That's the fact..! It is too big and the same time our counterpart is too small, a tiny one. In many surveys and calculations shows, there is a great growth in the figures, and I think, which is a trapeze with numbers that just in the ruled pages of accounts. Why USA, UK and Japan do not borrow Indian talents as it has been less per capita spent, in a large scale. The thing is, we have not enough ability to meet the Global Standards and stand with the Global systems and our real talent pool is very small. In other words, training methods and systems should be more perfect and sorely changed. Once again, the Legendary, thespian of our industry John Lasseter says "Computers don't create computer animation any more... than a pencil creates pencil animation. What creates computer animation is the artist."

In the list of Major Players in the Animation and VFX industry, itself indicates the world's leading studios that WETA DIGITAL, WARNER DIGITAL, ILM, ALCHEMY, ARDAMAN ANIMATIONS etc. and they are the only player handling the huge number that I indicate in above, 275 billion USD, it is really huge that's around INR 17.3 lakh crore, it is really nearer to Annual budget of Indian republic – INR 21.4 lakh crore...But besides we didn't recognize any Indian studios in the top ten of the list even in top twenty!! Why did not an Indian studio come to the list? As you know Indian Film industry is the third biggest industry in the world. But the sign is very pity and pathetic, we must think through the different way, we have to think with the same way as Philippines, Korea and Asian tigers. I hope we have a right position still waiting in the global scenario and we will reach there soon but only after the dynamic change in the way we have sail.

Q. What are your strategies for the growth of skill development and also your vision in the long-term?

A. Steve Jobs said "Everybody in this world should learn to program a computer, because it teaches you how to think".
Most of the times the word "Skill training" is a term that usually used in a wrong manner and of course it is generally seen as a person who have the ability to use tools and smoothly operate machines. In order to world scenario, actually the term 'Skill Training' describes the ability to handle a particular subject or job role with the right ratio of creativity and craft. It definitely related to their thoughts, personality, humanity, socio political commitment and of course the ambitions also.In other words, I think, 'Skill Training' is quite philosophical. Every Skill trainings, whether it is this or other, should be designed for rebuild or reconstruct a person completely and which is lead him to his entire life to easily achieve and explore global methods and ideas.

Anyway, I think, Media and Entertainment sector is itself very closer one to "Art and literature' rather thanthe connections with copy machine, type writers and the computer softwares. The same time our sector always keeps a direct relationship with Books,alphabets and of course aesthetics. Then what I said is true of John Lasseter's words on the walls of Pixar. "Pixar is not about computers, it's about people". It seems all about what should be a right method in Skill training of M&E Sector. However that doesn't means to neglect all technological aspects. As per my humble thoughts, in all the times,at here or there, Good people with great thoughts must turn to be a good technocrat. Let me tell one more thing that, highest technical qualifications blended with revolutionary 'aspirations' that produces the best of a man!

Let's concludes with the wordings of great one and only Steve Jobs "Technology is nothing. What's important is that you have a faith in people, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them."

Q. How skilling is improving employment?

A. The world is changing with huge pace, like the flash of a lighting. Technology, thoughts and vision, all the things that bring that human race far from the universe, is growing on a revolutionary manner. See, when we just think back ,that the word, 'Globalization' the most discussed subject in the past decade was a mere word in the 90's but you know now it is even dissolved in a bottle of water which we take to sip. So we must be always keep a special concern to stabilize global state in everything that we do in our circumstances. If said in other method, do you know, the term 'National standards' is already being changed to the most acclaimed term 'Global standards'!!

One more thing to add with, the Labor industry, globally itself has already broken it's all local, conventional barriers. Let me allow to discuss some personal things related to it in this occasion. Look..., now I'm on the construction of my new residence, and it is being built on south India's most growing city, Cochin. See, Cochin has being changed a lot with the vigorous push of the Globalization - Metro, Container terminal, Smart city, Biennale etc. And so my thoughts about the construction of my house also changed, it was quite interesting to me that, I imported a lot of services and products which almost costs about 1 crore from abroad. I feel amazed myself, lot of strange terms and words rushed into my tiny habitat as per the above activity....Bill of lading, Customs Clearance, Cess etc..., the Globalization itself came to my door steps and knocked...!! 2 or 3 containers just for a house construction of a very common man. And am always wish everything of the construction should be world class to my house and every people have a right to think like this in this vibrant era.

The circumstances are changing so, we must improve the aspects of our products and services. To improve the quality of services, skill training must get widespread. All traditional methods must be modernized, without lacking our own traditional ideologies and power of the same. Almost about 2020, China will reach the major industry player of the world. So what about our country? 120 crore Human Resources if used with clear aim, there will be no doubt to achieve the big goal. "Make in India", "Skill India", NSDC may built our nation towards that amazing growth us. We should say that Advanced Animation Techniques is definitely an innovative thought. It has a great role in the Soul of VismayasMax.

Q. How VismayasMax Animation Academy make sure every student you train is employable?

A. In Google search, just type Vismayasmax Animations and there are around 500 reviews popped-in. All the reviews shares the same findings and feelings that...good people...good place...nice environment to construct career...sleepless hardworking day and nights...,everyone are crazy about the medium...strong determination and focus that is in the career for every single person in this campus...etc..." That's all we have to do assure for the disciples who related with our humble campus.

Look, I've been fortunate enough to lead Vismayasmax at least a fourteen years from back to till this date. And I realised that the fact, the strength of my education, gave me such a humble great opportunity, like work with great Mohan Lal and as the director of Vismayasmax Animations. In the University of Kerala records shows, am a graduate and passed with First Rank and Gold medal. This thing only make my life most meaningful. I know the value and importance of the words; Life, Career, Society, Professionalism, Person etc... In our institution and we, Vismayasmaxians always struggle harder and harder to realise in our inner soul, the most hidden ideology dissolved in our environment that 'VismayasMax Spirit @ Works'.

Let me conclude, See, our main goal is to create a philosophical foundation for our children the same time turn them as vibrant technocrats. As per the situation of the life changing in the global scenario, our disciples also should keep their heads-up and steady definitely..!! For that, it is a must for us to have enough aesthetics-based theory sessions in the syllabus for our students and also have enough amount of technological content. You know, our kids are studying French, and which is handling French Embassy, along with the most advanced software training, it contains several high-end softwares. With all these they are an active group in all the cultural programs which staged in our hometown – capital city of Kerala. As well as strong technological training, we have no difficulty in forming the world - class Vigorous Professionals. In India, I don't believe any of the institutions rather than VismayasMax provides"i7 computers and 70-inch double monitors" to their children to practice digital activities with a world-class syllabus in the state of art class room.?!!

And I think, this conversation can be ended now by the words of Great Socrates"I cannot teach anybody anything, I can only make them think", which is engraved in the walls of our studio along with the quotes of other legends.

Prominent Education leader's skilling the ecosystem and
How differently they are working

The media industry has markedly changed over the past decade or so with old rules of news writing being broken, new ways of working coming to the fore and new mediums being explored to communicate with the audience. This industry covers a wide range of vocations such as Advertising, Public Relations, Marketing, Sales, Journalism, Content Management, Photography, Creative Writing and Event Management.

In India, education and skill training are delivered in parallel, in a siloed manner. Education and training is now becoming a norm in the industry. Students are now getting a clarity on the spectrum of jobs available and their career path through proper counselling sessions.

Following practice performed by the skilled institutes are bridging the gap between the skill training and industry requirement:

Training institutes providing high quality education with wide variety of up-to-date industry relevant career, professional short term and certification courses designed for the learning and career needs of students, working professionals and others.

Workshops, events and other activities are also being organized by skilled institutes to encourage student-industry interactions, prepare them for job interviews and make them industry ready.

Job fairs, campus placement drives etc are conducted regularly for students to get job placement on successful course completion.

In general, media and entertainment jobs include reports correspondents and broadcast news analysts; writers and authors; editors; photographers; graphic designers; translators; film and video editors and camera operators; broadcast and sound engineering technicians; announcers; producers and directors; and performers from actors to musicians and composers. The workers who are behind the scenes on the business side are public relation people, talent agents and representatives, marketing managers, entertainment lawyers, and distribution workers, among others.

These practices have resolved the general job requirements like strong communication skills, the ability to work independently and on a team, management skills, problem solving abilities and knowing how to prioritize work.

P Udhaya Shankar NSDC – Co-ordinator

Q. What all skill development courses does Image Creative Education provide in M&E sector?

A. We provide skill development courses in most of the key sectors in M&E like, 2D & 3D Animation, Visual Effects, Advertising, Graphic Design, Web Technologies, Game Technologies, Fashion Design, Interior Design, UI Design and Digital Video Production. With all these courses, we ensure that we address the skill needs of hundred plus careers in the promising M&E avenues like Television, Film, Print Media, Digital Media, Gaming, Publishing etc.

Q. In this challenging and competitive environment how you make sure that your courses meet industry requirement?

A. The key requirement of any sector in the M&E industry is the creative mind to think out of the box, tangled with the ability to handle latest in technology. The industry does not want talents that rely on Google. When we ensure this through our courses, we just need not be worried of any number of competitors around. For this, we do three major things: nurture creativity, instil crave to learn future technology and provide early insight to industry requirements.

To nurture creativity, we provide our students all the hands-on opportunities to bring out their creative skills and experiment their ideas, without any thought of being right or wrong. An environment that allows creative people to do mistakes is the best one to build their innovation skills; and we offer such an environment to our students. Our faculty members guide the students, but not instruct them on how certain things has to be done. We let them research and experiment. For building the technological knowledge, we introduce our students to not only the latest in field, but also the technologies of the future. We ensure that the students build an interest towards future technologies and are open to learn anything that is in trend. Also, we have a number of on- and off-campus activities with professionals in field, who give our students a clear picture of the industry today and their expectations.

Q. What areas of M&E sector still require skill training as per you and are you planning to launch more courses?

A. M&E is no more a sector for any Tom, Dick, and Harry, who can take up a career after getting allured by someone's work. All sectors that need designing skills, storytelling skills, software skills and visual communication skills — yes, almost every sector of M&E — calls in for eminent hands that brings in innovation in every work they do. This would be possible only when one gets the right education in an authentic environment. About launching more courses, we are always open to address any promising need of the future industry. In that way, our team has an eye on the changing industry trends and includes streams of education whenever necessary.

Q. What are Image Creative Education strategies for the growth of skill development and also your vision in the long-term?

A. For the growth of skill development, we focus on creating awareness among the younger generation on the highly promising opportunities that are available in the M&E industry. We strive to make them understand that there are highly enlightened career opportunities away from STEM education and build the confidence in them to achieve higher in their M&E career. We also work to bring creative education close to them with fresh centres across the nation. Our vision is to offer quality skill development training to everyone in need across India by establishing hundreds of highly-equipped centres; and have our alumni in every leading position of every sector in the M&E industry.

Q. What all placement opportunities does Image Creative Education provide?

Our exclusive Placement Department ensures that all our students get a start to their dream career at the best company, with good monetary benefits. Our placement service continues to every student until they seek the career of their choice, and many times even after their first jobs, to grow up the career ladder. We place our students in hundreds of promising career opportunities, including Graphic Designer, Web Designer, Web Developer, Post-Production Artist, Animator, Rotoscope Artist, Compositor, Visual Effects Artist, Programmer, Game Artist, Mobile Content Developer, UI Designer, Fashion Designer, Interior Designer, 3D Modeller and much more.

Rachna Pandit'S
BLUE HEAVENS
BEAUTY & MAKEUP STUDIO
MOB:8958666660

Ms Rachna Pandit – Director

Q. How has the media industry changed over the years? What skills are required now which weren't required earlier?

A. Media & Entertainment Industry has changed its face. A few decades ago there was no need of to be skilled then it has a boom and change itself. Due to new technologies everyday and digitalization, there are big changes in media & entertainment field. TV, Radio, Cinema and theatres were only means of entertainment. New technology rolled out fast with music systems, walkman and VCR. Now-a-days internet and DTH are the life altering medium of entertainment. Mobiles, laptops and tabs are also the great sources of entertainment. Internet has become a main stream medium of entertainment for the new generation as well as old too. Every field of this industry needs a skilled work force. At present the advertising industry, which is the fastest growing industry needs skilled make-up and hair artists.

In our field of makeup, the makeup and hair artist should be skilled with knowledge of new techniques of makeup and having a good knowledge of makeup and hair cosmetics products. A few decades back there was not such a need because there were not HD cameras. Now a days due to use of very high definition cameras, a makeup artist who knows about HD makeup is able to do the makeup so he need to be skilled to understand and perform his job. Today we need the skills for digital literacy to make this sector more approach full to everyone, everywhere. This is the demand of the era. Make in India, skill India and digital India are the big examples of skilled development. Now-a-dayswe need to be skilled and make people skilled in the field of makeup for a revolution going around to perform our job at its best. We should go for new ideas and technology.

Q. What type of training do you provide and of which domain?

A. We provide main stream and special projects training in the sector of media & entertainment. We teach makeup and hair artistry.

Q. How important training is in Media and Entertainment sector?

A. This is very important to be trained in media & entertainment sector because this sector is highly recommended by film TV & advertisement. There are so many job roles in this sector in which we impart training in very skilled way and full fill the requirement of Film TV & Advertising Industry.

Q. In this challenging environment how do you ensure your skills are up-to-date? What kind of pipeline do you follow for training?

A. I make my skills up-to-date by following new techniques and products in the field of makeup. I keep myself update by keep watching new trends in makeup & hair artistry. I follow to provide hands on practice to the trainees besides a good knowledge of theoretical part.

Q. How do you make sure that your institute meets the placement opportunity for students you train?

A. We prepare our students at their best with practical as well as theoretical knowledge so that they can do their best at their jobs. We guide them for internship and placement, for this we have employers.

MEDIA & ENTERTAINMENT
SKILLS COUNCIL

Skill India
कौशल भारत-कुशल भारत

सत्यमेव जयते
GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

N·S·D·C
National
Skill Development
Corporation
Transforming the skill landscape

About MESC

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

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

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

PRIME OBJECTIVES OF MESC:

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

QUALIFICATION PACKS:

OCCUPATION	QUAFICATION PACK NAME	QP ID.	NSQF Level	NO. of NOS`s
Animation & Gaming	Art Director	MES Q 0501	5	4
Animation & Gaming	Charactor Designer	MES Q 0502	4	5
Animation & Gaming	Layout Artist	MES Q 0503	4	5
Animation & Gaming	Lighting Artist	MES Q 0504	4	4
Animation & Gaming	Colour Key Artist	MES Q 0505	3	4
Animation & Gaming	Clean-up Artist	MES Q 0506	3	4
Animation & Gaming	Storyboard Artist	MES Q 0507	3	4
Animation & Gaming	Animator	MES Q 0701	4	7
VFX (Visual Effects)	VFX Editor	MES Q 3501	4	4
VFX (Visual Effects)	Colourist	MES Q 3502	4	4
VFX (Visual Effects)	Rendering Artist	MES Q3503	4	4
VFX (Visual Effects)	Roto Artist	MES Q 3504	3	4
VFX (Visual Effects)	Compositor	MES Q 3505	4	4

Engagement with Stakeholders

Mr Subhash Ghai showcasing Media Talk Back Magazine

Mr Raghubar Das in discussion with MESC team for setting up of Center of Excellence

MESC Team with Mr Paresh Rawal

MESC Team with Mr Subhash Ghai

MESC Team with Ms Roopa Ganguly

MESC Team during Worldskills Workshop, Lucknow

MESC INDIVIDUAL MEMBERSHIP APPLICATION FORM

Facilities available to MESC members

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

Annual Membership Fees Rs 1,000/-
Lifetime Membership Fees : 10,000/-

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MEMBERSHIP FORM

1. Full Name _____ Name of the Organization _____

2. Type ☐ Media House ☐ Animation/ VFX Studio ☐ TV, Film & Production ☐ Education ☐ Trainee ☐ Other (Pls specify)

3. Segment ☐ Small ☐ Medium ☐ Large ☐ Other (Pls specify)

4. Address for Communication _____

5. Phone No _____ Email Id: _____

6. Website (If any) _____

7. Membership type: ☐ Annually ☐ Lifetime

Single Point of Contact (for Organizations)

Name _____

Designation _____ Landline No_____

Mobile No _____ Email Id: _____

7. Segment of interest ☐ Instrumentation ☐ Automation ☐ Surveillance ☐ Communication (Broadcast)

8. Mode of Payment ☐ NEFT ☐ Cheque ☐ Cash

Signature

Name of the Bank: UNITED BANK OF INDIA
Bank Account Name: MESC
Bank Account Number: 359018039336   **Branch IFS Code:** UTBI0TNM709
Contact: 9999194676

MESC CORPORATE MEMBERSHIP APPLICATION FORM

Facilities available to MESC members

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

Annual Membership Fees Rs 5,000/-

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MEMBERSHIP FORM

1. Name of the Organization _____

2. Type ☐ Media House ☐ Animation/ VFX Studio ☐ TV, Film & Production ☐ Education ☐ Trainee ☐ Other (Pls specify)

3. Segment ☐ Small ☐ Medium ☐ Large ☐ Other (Pls specify)

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

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Contact: 9999194676

Skill India
कौशल भारत-कुशल भारत

सत्यमेव जयते
GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

N·S·D·C
National
Skill Development
Corporation
Transforming the skill landscape

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 industry 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)

MESC
Media & Entertainment
Skills Council

| EDITOR | ANIMATOR | ROTO ARTIST | HAIRDRESSER |

| SOUND EDITOR | MODELLER | MAKE-UP ARTIST | CHARACTER DESIGNER |

Prominent M&E Industrial Training Partners

Film   Radio   Gaming   Media   Animation   Television   Advertising   Digital   Print