



Media & Entertainment Skills Council



Media & Entertainment Skills Council

Protocol for Accreditation of Assessment Agencies and Assessment Framework

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2015

Media & Entertainment Skill Council Assessment Agency application, for detail Please Contact , Ms. Sonal Mathur, MEDIA & ENTERTAINMENT SKILL COUNCIL, MESC 2nd Floor, FICCI Federation House, Tansen Marg, New Delhi.

Version1



Media and Entertainment Skill Council

Protocol for Accreditation of Assessment Agency

And Assessment Framework

“Assessment in this spirit does not concern assignment of grades or evaluation of whether instruction was effective. It's assessment designed squarely to feed into the learning process and make the learning stronger.”

Introduction

1. Assessment is one of the most important activities of the skills value chain. The National Skills Policy 2009, mandates NSDC to set up Sector Skills Councils with Affiliation, accreditation, examination and certification as one of the key functions amongst other responsibilities. This policy further specifies “Quality Assured Assessment of Learners for ensuring that assessment is based on national standards (competencies) and uses valid and reliable assessment methods”; The Union Government of India has mandated Sector Skill Councils (SSCs) besides other charter, “Participation in Affiliation, Accreditation, Examination and Certification.”
2. Media and Entertainment Sector has 9 subsectors has 9 verticals comprising of **1)Film, 2)Television, 3)Animation, 4)Gaming, 5)Digital, 6)Radio, 7)Print, 8)OOH, 9)Advertising**. It goes without saying the quality is the highest concern for this sector.
3. Assessment of trainees or recognition of prior learning of existing workforce leading to certification is therefore one of the key responsibilities of MESC. A strong and stringent assessment framework will help establish credibility of the organization. Hence is it important to design the protocol and a framework within which all Assessments will be done. Any deviation to this will have to be cleared by the relevant MESC Technical Committee.
4. The Assessments will be based on the relevant and approved Qualification Pack for each job role as a matter of policy for compliance. New job roles will be continuously added to the list and older versions will be periodically revised to match with changes required by the industry.
5. This Protocol being the first on Assessments by MESC will be Version 1.0



Terms of Reference

6. This protocol for Accreditation of Assessment Bodies is based on the following TORs:
 - 6.1. Training Provider will NOT be an Assessment Agency to safeguard against “conflict of interest.” Any deviations to this will be at the discretion of MESC Technical Committee based on merit of each case.
 - 6.2. No Assessment Agency will be allowed to establish monopoly in geographical stretch or disciplines. Exceptions to the rule will be cleared by MESC Technical Committee.
 - 6.3. Assessment processes / procedures should be transparent, demonstrative and in line with international best practices to ensure credibility of the certificate. Lead Assessment Bodies may be considered to manage and administer the assessment process on merit.
 - 6.4. Seamless documentation and evidence collection.
 - 6.5. Assessments through trained and certified assessors / assessors aligned to assess competencies as per the NOS.

Accreditation Paradigm for Assessment Bodies

7. The Media and Entertainment Industry both in its numbers and domains dictates accreditation of a number of Assessment Bodies, with empanelled industry experienced assessors through MESC.
8. Assessment Agency could be for all disciplines of MESC industry on pan-India basis; or restricted in scope of geography and/or disciplines. Establishing monopoly will be guarded against.
9. Assessment will be based on the concept of Independent Assessors empanelled with assessment agencies, identified, selected, trained and certified on Assessment techniques. These assessors should be aligned to assess as per the laid down criteria.
10. Accreditation of Assessment Bodies will be periodically reviewed on a 360° basis, besides regular audit of the Assessment Bodies. MESC reserves the right to cancel the accreditation based on the reports of periodic review and audit / reports of irregularity from the stakeholders.
11. Appointing a Lead Assessment Agency may be considered for quality assurance and uniformity of operations across multiple assessment agencies.



12. Online systems for monitoring and reporting will be encouraged.

Accreditation of Assessment Agency

13. The Assessment Agency (s) providing Assessment to a standard i.e. NOS, should have the required competence and impartiality.
14. Expanse of the Accreditation of Assessment Agency is fairly large and elaborate. It will include infrastructure and its organisation, capability and capacity to develop Assessment Tools for various courses as per MESC Occupational Standards; identification, selection and maintaining quality Assessors; and Quality Management System (QMS) and its operation.
15. MESC has its pool of accredited Assessors pan-India for deployment and the Assessment agency will co-ordinate with the MESC accredited for conducting assessments. Any exception for involving non MESC accredited assessor participating in assessment will need a prior written approval from the MESC GC or the CEO with a clear justification for involving the Assessment agency own assessor.

16. Terms of Engagement for Assessing Agencies

- 16.1. Assessment Agencies will be considered for assessment assignments by MESC based on their ability and availability to carry out assessments in the areas where the training has been conducted. MESC reserves the right to allocate the batches for assessment to the assessment agencies. Assessment Agencies will be engaged by MESC at the rates as prevailing at the time of engagement. Other important aspects of terms of engagement shall be:-
- 16.1.1. Assessment Agencies shall conduct assessment in States and programmes assigned by MESC and will neither engage any franchises nor outsource the assessment on their behalf.
- 16.1.2. Assessment Agencies shall form a roll / panel of assessors of high repute and integrity, state wise and forward their names, address, qualifications, experience, contact numbers and photographs to the MESC. These assessors should either be employed or on long term contract with the assessment agency. These assessors shall be accredited through orientation, assessment and certified by MESC. The assessment of the Trainees can be carried out by these authorized assessors only.
- 16.1.3. Assessment Agency should conduct assessment only at the training centres of Training Partner or designated testing centers authorized by MESC.



- 16.1.4. Assessment batch size for the practical exams shall not be more 15 to 20 for each individual assessor and can be reviewed on case to case basis.
- 16.1.5. Assessment Agency appointed by the MESC shall not enter into any agreement with any other organisation for similar assessments related to Media & Entertainment domain without informing MESC in writing.
- 16.1.6. Assessment Agency shall maintain full and complete record pertaining to candidates registered, tested, passed, centres, assessors, assessment fee etc, and shall preserve all the records for at least five years / as per applicability of any particular scheme at any point in time and make it available to MESC at any time required. The process records will also be maintained.
- 16.1.7. Assessing Agency will sign a non-disclosure agreement for ensuring that any information collected during the course of assessments **will not be shared with a third party** other than the concerned training provider and MESC.
- 16.1.8. Assessment Agency / Assessors will not disclose the results to the Training Provider and submit the results to MESC as per agreed timelines.
- 16.1.9. Assessment Agency will be responsible for the conduct of its empanelled assessors.

17. Criteria for Selection of Assessing Bodies

- 17.1. The basic criteria for selection will be that a Training Provider will NOT be an Assessment Agency to safeguard against “conflict of interest.” Any deviations to this will be at the discretion of MESC Technical Committee based on merit of each case.
- 17.2. Other accreditation criteria’s will be as follows:
 - 17.2.1. Infrastructure and Management, including compliance and financial health including proof of empanelment by a DD partner (Currently KPMG)
 - 17.2.2. Preferably the agency should have an experience of assessment of training institutions to assess and evaluate the minimum infrastructure and resources required to assess the relevant batch(es).
 - 17.2.3. Capacity and expertise to carry out assessments including technology integration. Number and Quality and industry experience of Assessors relevant to MEDIA AND ENTERTAINMENT Sector& details of assessments carried out in the QP job roles. Each agency will share the list of empanelled assessors with qualification and numbers of years of work experience. Ideally each assessor should have minimum 15 years industry experience with relevant diploma, degree.
 - 17.2.4. The agency applying for Pan India operations must empanelled M&E Sector relevant assessors in all states. The assessor should be able to reach the assessment venue within one days of travel time.



- 17.2.5. Ability to develop the Assessment process and Assessment Tools for different training courses and ability to continuously improve the assessment process and tools as per feedback.
- 17.2.6. Ability to inspect the facilities of the Training Provider / TC to support the assessments.
- 17.2.7. Quality Management System including an institutionalized system for assessor training / re-orientations and of obtaining feedback on the assessors from the training institutions and students.
- 17.2.8. Governance and Leadership including process of empanelling the assessors.
- 17.2.9. Capacity and experience of Assessment Coordinators, who will mentor, supervise, plan the assessment strategy and guide the team of assessors.

18. Process of Accreditation of Assessment Agencies

- 18.1. Three stage processes for Accreditation of an Assessment Agency will be followed to include:-
 - 18.1.1. Stage 1- Application Stage.
 - 18.1.2. Stage 2- Evaluation Stage by Due Diligence Partner.
 - 18.1.3. Stage 3- Accreditation Stage.

19. Stage 1: Application Stage.

- 19.1. Prospective Assessment Agency will submit the Application as at Appendix 'A'.
- 19.2. The Application will be accompanied with a detailed application as per Appendix 'B'. The tables in the application will be done in MS Excel format. The application will be submitted in both hard copy and soft copy. A Non-refundable demand draft for application fee of Rs75,000/- (Rupees seventy five thousand only) drawn in favour of Media and Entertainment Skills Council payable at Delhi, will be enclosed.
- 19.3. One on one meeting at MESC may be called for deliberation and clarity, if necessary.
- 19.4. MESC will examine the application and if, prospective Assessment Agency found suitable will be requested to proceed to second stage.
- 19.5. MESC reserves the right to select the assessment agencies on merit.

20. Stage 2: Evaluation Stage by Due Diligence Partner..

- 20.1. The DD partner visit the prospective Assessment Agency, meeting their staff and carrying out physical verification of records and processes. The composition of the team will be two members from MESC and one member of the MESC technical committee / one industry expert.



20.2. MESC DD partner team will submit its Assessment Report for consideration by Technical Committee.

21. Stage 3: Accreditation Stage.

- 21.1. The Technical Committee of MESC will consider the stage 1 and stage 2 documents of the process and will recommend whether the Assessment Agency under consideration can be accredited.
- 21.2. The Assessment Agencies found suitable will be formally intimated by MESC. The Assessment Agency will be required to submit a bank draft of Rs 40,000 towards annual compliance check which will be carried out by MESC.
- 21.3. Each Assessor on field will have to undergo an alignment / re-orientation workshop before being assigned any assessment and will be allotted a unique number to enable him / her to log into the NSDC SDMS package.
- 21.4. The cost of organizing the workshop including the travel, boarding and lodging of MESC representative will have to be borne by the assessment agency, failing which MESC will be entitled to charge upto Rs 10,000 (as approved by NSDC) per assessor per workshop.
- 21.5. The Accreditation will be valid for two years, after which the Assessment Agency will apply for renewal. The renewal fees will be intimated from time to time as per prevailing norms.
- 21.6. Assessment Agency will ensure certification of all Assessors within one year of accreditation to MESC, failing which MESC reserves the right to break the accreditation. Assessment Agency will obtain an ISO certificate within one year of its accreditation to MESC, if not already done. Failing which, MESC reserves the right to break the accreditation.

22. Quality of Assessors

- 22.1. For any assessment to be meaningful it is imperative that assessors have necessary expertise for the job. It is this imperative, that the Assessor has the following essentials for quality output:
 - 22.1.1. Academic and Occupational Qualifications.
 - 22.1.2. Industry work experience.
 - 22.1.3. Knowledge of assessment process and tools.
 - 22.1.4. Understanding of the Occupational Standards for the relevant job role.
 - 22.1.5. Understanding of competencies required in the job role for which assessment is being done.
 - 22.1.6. Ability to capture the assessment observations correctly on the prescribed forms.



- 22.1.7. Ability to communicate in writing and orally in the local language in addition to English.
- 22.1.8. Good observation skills
- 22.1.9. Ability to use technology viz, computers, tablets, video communication tools like skypeetc
- 22.1.10. Each Assessor must be able to plan each task and allocate necessary resources to support the assessment.

22.2 In addition, the assessor must have high level of integrity, reliability and fairness. Each Assessors shall sign a document by which they commit themselves to comply with the rules of confidentiality and conflict of interest, independence from commercial and other interests that would compromise impartiality of the assessments.

23. Periodic Audit and Quality Checks

- 23.1. Once an Assessment Agency is accredited, it is necessary that it continues to perform at the competency levels at which it was accredited. MESC reserves the right to carry out periodic audits and quality checks to confirm that the Assessment Agency is continuing to maintain the said standards. In case short comings are found during the audit the agency will be intimated to rectify these in a given time as decided by MESC, failure to which would lead to temporary or permanent de-accreditation of the assessment agency.
- 23.2. In addition, MESC may also carry out additional checks and audit in case of complaints/ reports about the performance of an Assessment Agency. The costs for these specific audits will be borne by the Assessment Agencies.
- 23.3. The Assessment Agency must develop mechanism for continuous upgradation of knowledge and processes and provide evidence in support of this to MESC.

Guidelines for Assessments

24. Certification by MESC indicates the competency of an individual. Competency can be defined as a cluster of related knowledge; skills and attitude that correlates with the performance on the job that can be measured against well accepted standards. The competence is about “performing” and not just knowing. The performance should meet the National Occupational Standards and be demonstrated in the real work environment. The following important issues will be considered while planning assessment strategy:-

- 24.1. A variety of Assessment methods should be used to confirm competence.
- 24.2. The assessment should reflect occupational competence through relevant work activities.



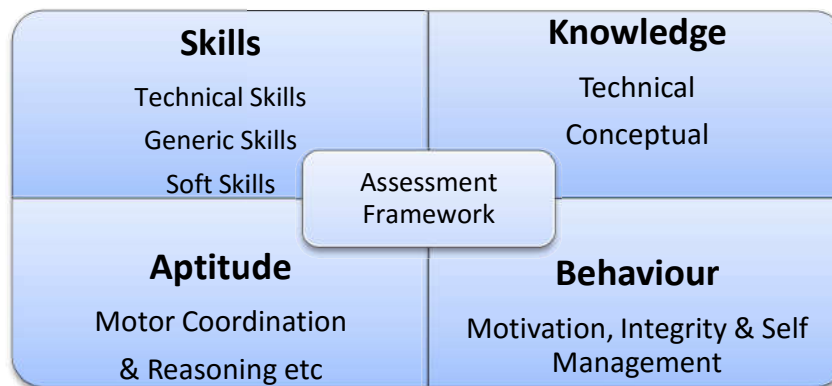
- 24.3. The Assessment of knowledge should be integrated with assessment of performance, wherever possible.
25. The Assessments will be based on the relevant QP for each job role approved and uploaded on the NSDC and MESC website as a matter of policy for compliance. New job roles will be continuously added to the list and older versions will be periodically revised to match with changes required by the industry.
26. Ideally, the assessment will be a continuous process comprising of three distinct steps:
- 26.1. Mid- term assessment¹
 - 26.2. Term / Final Assessment
 - 26.3. Employer's Assessment²
27. Till such time the process for employer assessments is evolved with external stakeholders, the system of mid-term and final assessments will continue.
28. It is important to strengthen this final assessment to safe guard the interests of MESC.

¹The mid-term assessments are critical. As a best practice, these will be done by the training institutes themselves by trained internal assessors and verified by MESC.

²The employer's assessment is critical, however, it is also depended on the external factors of the trainee securing a job at the end of the training and the capacity of the training provider or MESC having to track each of the candidates for a stipulated period of time and secure a final assessment from each employer. Endeavor will be made to build this capacity.

29. The Framework:

29.1 Each candidate will be assessed for knowledge, skills, Behaviour and Aptitude. A broad structure will be as follows:



30. Assessment Methods

30.1. The assessment agency will innovatively use the following assessment methods to assess the potential candidate. Evidence against each will be captured and secured.

Skills	Knowledge	Aptitude	Behaviour
<ul style="list-style-type: none"> • Practical Assignments • Product Appraisal - checking designs, finished product etc • Observation of performance & essentials 	<ul style="list-style-type: none"> • Technical knowledge & understanding of the assignment & processes • Conceptual clarity 	<ul style="list-style-type: none"> • Testing of Motor coordination • Numerical ability • Reasoning • Time Management for the given task 	<ul style="list-style-type: none"> • Motivation • Integrity • Self Management

31. Alignment of Framework with Qualification Packs

31.1. Each NOS in the Qualification Pack (QP) will be assigned a relative weightage for assessment based on the criticality of the NOS. An example for the QP for Journalism is illustrated below (Sample- Journalism - Correspondent MES QP 1903):

S. No	Unit Code	Unit Title (Task)	Weightage
	NOS	NOS NAME	
1	MESC / N 1901	Generate Ideas for Journalism Projects	15%
2	MESC / N 1902	Undertake Research for Journalism Projects	30%
3	MESC / N 1904	Conduct an Interview	15%
4	MESC / N 1906	Write and Edit Copy	10%
5	MESC / N 1907	Understand Audio Visual Aids	8%
6	MESC / N 1909	Public Speaking and News Presentation	5%
7	MESC / N 1910	Report in a Difficult or Hostile Environment	8%
8	MESC / N 1911	Comply with Applicable Law and Regulation	5%
9	MESC / N 1912	Maintain workplace health and safety	4%

31.2 Each NOS in the respective QPs will be assigned weightage. Therein each Performance Criteria in the NOS will be assigned marks for theory and / or practical based on relative importance and criticality of function. A sample of the Journalism job role is illustrated as per Annexure C.

31.3 This will facilitate preparation of question bank / paper sets for each of the QPs. Each of these papers sets / question bank so created by the Assessment Agency will be validated by the industry subject matter experts through MESC, specially with regard to the practical test and the defined tolerances, finish, accuracy etc.

32. Assessment Tools

32.1. The following tools are proposed to be used for final assessment:

32.1.1. **Written Test:** This will comprise of (i) True / False Statements (ii) Multiple Choice Questions (iii) Matching Type Questions. Online system for this will be preferred.

32.1.2. **Practical Test:** This will comprise a test job to be prepared as per project briefing following appropriate working steps, using necessary tools, equipment and instruments. Through observation it will be possible to ascertain candidate's aptitude, attention to details, quality consciousness etc. The end product will be measured against the pre-decided MCQ filled by the Assessor to gauge the level of his skill achievements.



32.1.3. **Structured Interview:** This tool will be used to assess the conceptual understanding and the behavioral aspects as regards the job role and the specific task at hand.

33. Assessment Recommendations

33.1. The MESC will be the final authority to issue certificates to the successful candidates based on the assessment results and recommendations supported with documentation and evidence. The documentation and evidence should be safely filed / stored and accounted for by the Assessment Agencies per policy defined by MESC / NSDC from time to time.

34. Documentation and Evidence Collection

35. All assessment agencies will maintain the following documents to capture evidence of assessments. The structure of each of the above will be discussed and finalized:

- 35.1. Facilities with training provider / TC for assessments.
- 35.2. Candidates Attendance Record.
- 35.3. Assessment Checklist for Practical Tests. The checklists should be written in such a way that for each competence tested, it is possible to say either 'YES', the candidate successfully carried out this activity, or 'NO', the candidate has not yet achieved this standard.
- 35.4. Answer papers for the written test.
- 35.5. Marking sheet for the written papers and interview / viva.
- 35.6. Final Assessment Summary
- 35.7. Saving of the practical exam output in digital form
- 35.8. Assessment completion certificate.
- 35.9. Photographic record of assessments showing the assessors, students and the institution with date and time imprints.
- 35.10. Evidence of mid-term assessments by the training provider.
- 35.11. Any other documents are required from time to time.

36. All Assessment bodies will upload the assessment results on SDMS of NSDC. The id and password for this will be provided by NSDC. The user manual is available with the MESC.



37. Testing Centres (TC)

37.1. Assessment of the candidates will normally be done at the premises of the MESC affiliated Training Provider (TP), however, if for any reason it is necessary to have a Testing Centre (TC) other than the premises of TP, then costs for the services rendered by the TC will be borne by TP.

38. Independent Candidates

38.1. MESC recognizes that there may be candidates who have prior learning experience in the MEDIA AND ENTERTAINMENT Sector and are desirous of being certified. Such candidates can apply to MESC for testing and certification of their skills, and they will be allotted a Training Provider / TC for being tested. Fee for testing will be paid by the candidates directly to MESC at the time of application. Documentation for such candidates will be done by the Training Provider / TC. Certificates of successful candidates will be dispatched to the TP / TC for distribution to them.

39. Assessment Fee

39.1. Training Providers will pay MESC the prescribed fee for assessment and certification of their candidates, for which MESC will raise necessary invoice. The Assessment Agencies will be paid by MESC as per the agreement in place.

40. Appeals and Grievance Redressal

40.1. If the Assessment Agency(s) is aggrieved by the accreditation process, they can appeal through a written representation to CEO MESC. The representation will be put up to the technical committee for considering the appeal and make recommendations to Chairman, MESC. The decision of the Chairman will be final.

Service Level Agreement

41. All assessment bodies willing to align to the MESC will have to sign a SLA on a specified format. The sample clauses are as per Annexure D. The maximum accreditation fee for



alignment of assessment agency and its empaneled assessors is as mentioned in para ... above. This is subject to change as per any central guidelines of NSDC.

42. Any deviation to this will be at sole discretion of MESC.
43. All assessment bodies will have to align their assessors to the assessment process through a series of workshops and mock assessments at the training provider's site. MESC will facilitate the process.

Conclusion

44. MESC is mandated to uplift the standards of training in the MEDIA AND ENTERTAINMENT Sector resulting in improved productivity. Since the final outcome of any training is determined by assessment. Therefore, it is imperative that assessments are done professionally through a fair, transparent and consistent process. Certification by MESC must add value to an individual's profile and be accurately indicative of his standards. For this to happen, quality and performance of assessment agency must be of a high order.



Annexure A

Sample of the Covering Letter of the Application to Affiliate with MESC as an Assessment Agency (On the Letter Head of the Company)

To,
Media and Entertainment Skill Council
C/o FICCI
Federation House
Tansen Marg
New Delhi – 110001

Date:

Re: Application for Accreditation of Assessment Body with MESC

1. We are an Assessing Body with necessary experience and expertise in the Media and Entertainment Sector and hereby apply for Accreditation with MESC vide our attached application.
2. We desire to apply for Accreditation as Type One / Two / Three / Four Assessing Agency. (Delete inapplicable type) for the following training courses and geographical space:-
 - a) ...
 - b) ...
 - c) ...
 - d) ...
3. We are aware of rules and conditions of MESC and agree to abide by them and also any other rules that may be framed from time to time. We also agree to allow MESC or any other representative of it to investigate correctness of information furnished by us or call for any further information in this regard from us.
4. Information provided by the company is true to the best of my knowledge and belief and I understand that we are liable for a censure under the law for any false information or document submitted by us. We also understand that MESC reserves the right to accredit us.
5. A demand draft number dated for Rs 75,000 (Seventy Five thousand only) is enclosed.

Kind Regards

(Signature of authorized signatory)

Name

Designation

Contact Number

Email id:



Annexure B

Media and Entertainment Skill Council APPLICATION FORM FOR ACCREDITATION AS ASSESSMENT BODY

(All pages of annexure B will be stamped and signed by the applicant organisation along with the copy of the assessment protocol duly signed and stamped on all pages)

For Office use only	
Reference ID	
Date of accreditation	

1. Brief Profile

S. No	Details	Information
1	Name of Assessment Agency	
2	Date of registration/Incorporation and number	
3	Name and Designation of Head of the Agency	
4	Name and Designation of Contact Person	
5	Address	
6	Phone Number	
7	Fax Number	
8	Email Address	
9	Website	

2. Do you have a well-defined Organization Structure (Organogram) of the company with details of roles and responsibilities?

- NO
- YES (If YES, Please attach organogram as Annexure (mandatory) along with brief profiles of the key people.

3. Financials

- Turnover and Audited account statement of last three years (Attach photocopy of relevant documents (mandatory)):



○ PAN/TAN Card Number (Attach photocopy of relevant documents (mandatory)):

4. Details and Proof of Accreditation/Empanelment with DGET/ SSC/ Other recognised body:

S. No	Name of organization	Month-Year	Sector	Trades for which affiliated	Date of Accreditation and Certification and Validity	Total number of assessments completed	% of students successfully cleared assessment	Evidences attached
1								Yes/No
2								Yes / No
3								Yes /No
4								Yes /No

*For existing four job roles, needs to be revised with inclusion of new job roles from time to time

5. Operations*:

S.No	Job roles	Number of Assessors	States

*For existing four job roles, needs to be revised with inclusion of new job roles from time to time

6. Details of Assessors relevant for Media and EntertainmentSector (Please attach a sample contract for reference)*

S No.	Name Of Assessor	Job roles	Academic / Qualification	Permanent/ Contractual	District & State	Language Known	Operational Knowledge of computers , including MS Office, MS Excel & internet	Experience			Total Number Of Assessment Completed	Total Number of Candidates Passed
								Industry	Education/Training	Assessment In Media and EntertainmentSector(Trade And Number Of Years Each)		
1												
2												
3												

*For existing four job roles, needs to be revised with inclusion of new job roles from time to time



7. Details of the subject matter experts relevant to the Media and EntertainmentSector*

S No.	Name Of Expert	Qualification	Permanent/ Contractual	Job roles	Industry Experience (In Yrs)	Teaching Experience (In Yrs)	Geographical Presence	Experience In Assessment In Media and EntertainmentSector(Trade and Number Of Years Each)
1								
2								
3								

*For existing four job roles, needs to be revised with inclusion of new job roles from time to time

8. Do you have the capacity to design and develop the assessment tools forMedia and EntertainmentSector?

- NO
- YES (If YES, Please attach a sample question paper and a check sheet to assess the Performance Criteria for any one of the four QPs (mandatory).

9. Do you have a process to select and empanel the Assessors?

- NO
- YES, (If yes, please elaborate in a separate sheet and enclose evidence (including the sample contract with Assessors)

10. Do you have a mechanism in place for Training of Assessors?

- NO
- YES (if yes, please enclose the process in a separate sheet as evidence)

11. Do you have a Quality Management System to quality assure the assessment process?

- NO
- YES (If Yes, please enclose the process as evidence)

12. Do you have the ability and willingness to inspect the facilities of the TP / TC to support the assessment process?

- NO
- YES

13. Do you have a set of forms to capture student verification date and assessments records?

- NO
- YES (If yes, please enclose sample forms)



14. Do you have the facility to safely store the assessment records as per current guidelines?

- NO
 YES

15. Have you studied the NSDC guidelines for compliance on use of (Skills Development Management System) SDMS software package as applicable to the Assessment bodies and Assessors?

- NO
 YES

16. What is your USP which stands out in the competitors? Please explain on a separate sheet.

List of Enclosures

1. Photocopy Copy of Recognition, certification or empanelment
2. List of Branches
3. Attach photocopy of the PAN and TAN card as Enclosure
4. Details of Assessors
5. Registration Certificate of Trust/ Society / Company
6. Audited Balance Sheet of Last Three Years
7. Sample of Contract with the Assessors

I/We hereby declare that the information provided above is true and correct to the best of my knowledge. Any misrepresentation, falsification or material omission of information on this application may result in my failure to receive accreditation from MESC. I/We accept that an analysis of capacity may be made during the processing of this application and thereafter, and I authorize MESC official or any person/entity authorized by MESC to carry out audit or quality check.

I/We hereby accept all the terms and conditions set by MESC or updated from time to time regarding assessment.

Signature and stamp

Name:

Designation:

Date



Form Review (For MESC office use only)

S. No	Item	Response
1	Compiled by	
2	Date of Receipt of complete Form	
3	Status of Accreditation Form Fees (Received /Not Received)	
4	Review Committee Decision (Approved/Not Approved)	
5	Date of Approval	
6	Reference ID Allotted	
7	Comments/Observations	
8	Signature of the Review Committee	
9	Details of submission of accreditation fees	

Annexure C

Allocation of marks for theory and practical based on relative importance and criticality of function.

A sample of the Journalist job based on QP “- Correspondent MES QP 1903”

Job Role	Correspondent					
NOS CODE	NOS NAME	Performance Criteria			Marks Allocation	
			Total Mark	Out Of	Theory	Skills Practical
MES/ N 1901	Generate Ideas for Journalism Projects	PC1. Generate a story/ idea/ concept for a particular medium based on information gathered from a range of sources	100	20	10	50
		PC2. Evaluate an idea for its suitability to the particular medium and corresponding implications on budget, time schedule and resource requirements		30	15	
		PC3. Identify any constraints to successfully realize the idea – including any ethical, legal, regulatory, organizational or other limitations		30	15	
		PC4. Articulate ideas clearly and pitch/ present and defend ideas to an audience (e.g. during an editorial team meeting)		20	10	
			Total	100	50	50
MES/ N 1902	Undertake Research for Journalism Projects	PC1. Evaluate story ideas for their suitability to the particular medium and corresponding implications on budget, time schedule and resource requirements	100	30	15	50
		PC2. Conduct background research and collect information to support/ develop story ideas		30	15	
		PC3. Compile information, document facts and present research in a coherent and comprehensive manner		40	20	
			Total	100	50	50
MES/ N 1904	Conduct an Interview	PC1. Correctly identify the interview objectives, prepare questions and undertake other set-up activities to run the interview	100	30	15	50

		PC2. Conduct the interview – i.e. pose questions, receive answers/ information, participate in the conversation and develop open topics		30	15	
		PC3. Understand verbal and non-verbal cues of the interviewee and successfully manage the flow of the conversation		40	20	
			Total	100	50	50
MES/ N 1905	Undertake Field Reporting	PC1. Understand the requirements of field reporting, including logistics, and plan accordingly	100	30	15	50
		PC2. Gather information from the field through a range of sources, and file stories within deadlines (for TV and radio reporters, it may also mean providing footage and audio clips – live or non-live)		30	15	
		PC3. Manage the safety and security of crew and equipment while on location and ensure that field reporting is as risk-free as possible		40	20	
			Total	100	50	50
MES/ N 1906	Write and Edit Copy	PC1. Present the facts and information in a manner that is coherent, comprehensible and appropriate for the target audience	100	20	10	50
		PC2. Edit a story or script based on the brief and prescribed word/ time limits		30	15	
		PC3. Display strong command of the language including correct grammar, spelling, sentence construction, diction and pronunciation skills		30	15	
		PC4. Ensure that finished scripts meet legal and regulatory norms, and do not pose any risks to the individual and/ or organization		20	10	
			Total	100	50	50
MES/ N 1907	Understand Audio Visual Aids	PC1. Understand the different audio visual aids available	100	30	15	50
		PC2. Identify which audio visual aid(s) would be most suited – based on the story and/ or the medium		30	15	
		PC3. Collect information and present it effectively using audio visual aids		40	20	
			Total	100	50	50

MES/ N 1911	Comply with Applicable Law and Regulation	PC1. Understand the applicable legal and regulatory framework that apply to one's work	100	20	10	30
		PC2. Identify instances where either one's own or someone else's work may not comply fully with the framework		30	20	
		PC3. Understand the risks of non-compliance for oneself and the organization		25	20	
		PC4. Escalate instances of non-compliance to one's editorial supervisor and/ or compliance officer as applicable		25	20	
		Total		100	70	
MES/ N 1912	Maintain workplace health and safety	PC1. Understand and comply with the organisation's current health, safety and security policies and procedures	100	10	5	50
		PC2. Understand the safe working practices pertaining to own occupation		10	5	
		PC3. Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises		5	3	
		PC4. Participate in organization health and safety knowledge sessions and drills		5	2	
		PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency		10	5	
		PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	
		PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety		10	5	
		PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures		10	5	

		PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person		5	3	
		PC10. Report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected		10	5	
		PC11. Follow organisation's emergency procedures for accidents, fires or any other natural calamity in case of a hazard		10	5	
		PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	
			Total	100	50	50

Annexure D

Sample SLA with Assessment Agency

Salient Points to be covered in the SLA with the Assessment Agency

- Provide support in pre-screening tasks and work with the MESC to update agency details on to the SDMS, including sharing the list of empanelled assessors as per mutually agreed format, process of empanelment of assessors and the method of reimbursements to the assessors including the details of past performance in the field is assessments.
- Co-ordinate and Liaise with training partners to get information about commencement of training batches.
- Within two working days of receipt of information of the commencement of training batches by the training partner, provide decision to accept assessment of training program related tasks.
- Within two working days of acceptance of conducting the assessment, requisition certified assessors to carry out assessments.
- Ensure that certified assessors are sent to training locations/sites within the specified date and time.
- Ensure that all assessments conform to assessment guidelines and that these are undertaken as per the pre-defined format and in accordance with each of the performance criteria outlined in respective qualification packs.
- Assist the MESC to develop question bank / test papers as per specified guidelines for industry validation and inputs.
- Ensure that the assessment exercise happens within the stipulated timeline and that on-site visits are conducted by the agency to cross-check for quality and transparency of assessment exercises.
- Ensure that the photographic / video evidence is collected for each assessment. The following are mandatory:
 - Group photo of the nominated assessors with the complete batch with the backdrop of the training institutions name board with date and time.
 - Photographs of students taking written and practical assessments with date and time.
 - Photographs of Assessors taking interviews of candidates with data and time.
- Provide the results of the assessment along with the original assessment sheet (physically and electronically) to the assessment agency within two working days of the completion of the assessment.
- Ensure that copies of the original assessment papers are properly documented, collated filed as per government guidelines.
- Agree on a mutually accepted distribution ratio (__:__) of the assessment fee for each candidate.



COMPLIANCE CHECKS REQUIREMENTS



Information form

SECTION A : PARTNER INFORMATION

PLEASE PRINT OR TYPE THE FOLLOWING INFORMATION (IN BLOCK LETTERS ONLY):	
Firm name (legal name)*:	
Firm doing business as (dba names, trade names):	
Physical business location (please list all known addresses and indicate which one is preferred for the site visit by KPMG):*	
Please provide the contact details of the person who will be present at the site	
Telephone: *	Fax:
Name of partner's key principal:*	Title:
E-mail of partner's key principal:*	Website :
PAN No:	TAN No:



Ownership/structure of business*:

Private / Public Limited Company / Partnership / Proprietorship / Individual/ Others (please indicate):

Date of business inception or incorporation: (DD/MM/YY)

Company registration no. (if applicable):

Nature of (proposed) relationship with MESC:

Partner's principal business activity:*

Please provide copies of company brochures, principal's bio, annual reports, and/or similar documentation.

Please use this space for any other information that you would like to add:



SECTION B : PERSONNEL

Key Personnel within the firm*

PLEASE PRINT OR TYPE THE FOLLOWING INFORMATION (IN BLOCK LETTERS ONLY):		
Name	Position	Role

*mandatory fields



SECTION C : REFERENCES

Trade References (to be provided by the partner)*			
Customer References (persons/firms to whom partner has provided similar services as proposed for MESC). List full company name and name of atleast two individuals (with titles)			
Firm name:	Contact's Name:	Address:	Tel#:
Firm name:	Contact's Name:	Address:	Tel#:
Firm name:	Contact's Name:	Address:	Tel#:
Industry References (persons/firms familiar with the partner's company such as business partners, trade associations etc.). List full company name and name of atleast two individuals (with titles)			
Firm name:	Contact's Name:	Address:	Tel#:
Firm name:	Contact's Name:	Address:	Tel#:
Firm name:	Contact's Name:	Address:	Tel#:

*mandatory fields



Consent Form

To Whom It May Concern:

I hereby authorize KPMG or their representatives; to furnish background verification report to Media & Entertainment Skills Council (MESCC); which may include verification of our bank statements and verification of our financial statements.

The verification process would warrant KPMG to conduct verification of educational qualification degrees of any three individuals from the training staff/ assessors of our institute/ company.

The process would also warrant KPMG to produce photographic evidences of our premises.

I hereby grant authority to KPMG or their representatives to access or be provided with full details of information in respect to character of our entity and a maximum of two stakeholders from the records maintained by local authorities such as a police verification, court record checks and online sources etc.

We hereby authorize KPMG and their representatives on behalf our organization/firm to go ahead with the screening process.

Signing Authority - On behalf of the organization

Signature

Name.....

Title

Date



**Details of the Chartered Accountant / Auditor of the business
associate**

Chartered Accountants Details			
Complete Name of the Auditing Firm			
Name of the Chartered Accountant			
Membership Number			
Mobile/Landline Number		OR	
Email Address			
Address			



Bank Authorization letter of the business associate

Date:
From,
Name:
Contact Address/Number:

To,
Bank Manager
Bank Name:
Bank Address:

Dear Sir/Madam,

.....bearing account
number.....(branch details)

Hereby authorize KPMG to conduct verification of current account's bank statement.

Kindly do the needful.

Regards,

Signing Authority - On behalf of the organization

Signature
Name.....
Title
Date

List of Enclosures for compliance checks

1. Bank statement for the period ending 31st March for Last 2 (Two) year (e.g. we only need the statement to reflect closing balances as of 31st March) Bank Statement duly signed by and stamped by the concerned authority.
2. Last 2 (Two) years income tax returns, duly signed by and stamped by the Chartered Accountant.
3. Financial details such as Balance sheets and Profit and Loss statement for last 2 years duly signed and stamped by the Chartered Accountant
4. Copy of Incorporation / Establishment document of the business associate
5. Copy of PAN, TAN or PF registration document of the business associate
6. Proof of address and proof of identity (preferably, copy of a passport and PAN) for the two stakeholders on whom court records check will be conducted (typically the key principals of your organization)
7. Please provide details of teaching staff or assessors available for each of the job roles you have applied. (Also, please share a copy of resume of each)

S. No	Name	Designation	Degree/ Diploma	Industry Experience	Instruction Experience	Regular/Visiting