

NSQF QUALIFICATION FILEApproved in 15th NSQC Meeting-NCVET- Dated 27 January 2022**CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE****Name and address of submitting body:**

Media and Entertainment Skill Council
522-524, DLF Tower-A,
Jasola, New Delhi 110025

Name and contact details of individual dealing with the submission**Name:** Mohit Soni**Position in the organisation:** Chief Executive Officer**Address if different from above:****Tel number(s):** 01149048335/ 49048336**E-mail address:** ceo@mescindia.org**List of documents submitted in support of the Qualifications File**

1. Occupational Map
2. Qualification Pack
3. Progression matrix
4. Protocol for Affiliation of Assessment

Model Curriculum to be added which will include the following:

- Indicative list of tools/equipment to conduct the training
- Trainer's prerequisite qualification
- Lesson Plan
- Distribution of training duration into theory/practical/OJT component

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1	Qualification Title	ACCOUNT EXECUTIVE
2	Qualification Code, if any	MES/Q0208
3	NCO code and occupation	NCO-2015/2431.02 Ad Sales / Account Management/ Scheduling/ Traffic
4	Nature and purpose of the qualification (Please specify whether qualification is short term or long term)	Short Term Training
5	Body/bodies which will award the qualification	MESC – Media & Entertainment Skill Council
6	Body which will accredit providers to offer courses leading to the qualification	MESC – Media & Entertainment Skill Council
7	Whether accreditation/affiliation norms are already in place or not , if applicable (if yes, attach a copy)	YES
8	Occupation(s) to which the qualification gives access	Account Executive
9	Job description of the occupation	The individuals in this job are required to understand advertising requirements from the client and coordinate with the creative teams within the agency to have them executed. The individual may also be required to liaise with external vendors for production of advertisements, in which case they would be required to negotiate an agreeable fee on behalf of the client. The individual is required to present final work products to clients and obtain their approval
10	Licensing requirements	NO
11	Statutory and Regulatory requirement of the relevant sector (documentary evidence to be provided)	NO

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12	Level of the qualification in the NSQF	NSQF Level 4	
13	Anticipated volume of training/learning required to complete the qualification	450 hours	
14	Indicative list of training tools required to deliver this qualification	Given in Model Curriculum	
15	Entry requirements and/or recommendations and minimum age	Class XII with one year of relevant experience OR ITI (2 years after 10th) with one year of relevant experience Minimum Age: 18 Years	
16	Progression from the qualification (Please show Professional and academic progression)	Account Manager, Account Director	
17	Arrangements for the Recognition of Prior learning (RPL)	RPL with prominent players in the Film, Television, Gaming, Animation and Advertising industry are in progress.	
18	International comparability Where known (research evidence to be provided)	Creative Skills Set (United Kingdom) & IBSA (Australian Business Skill Council)	
19	Date of planned review of the qualification	25/01/2027	
20	Formal structure of the qualification Mandatory components		
	Title of component and identification code/NOSs/Learning outcomes	Estimated size (learning hours)	Level
1.	MES N / 0227 (Analysing the requirements and creative goals of the client)	120	4

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2.	MES N / 0215 (Coordinating with creative teams as well as external vendors)	90	4
3.	MES N / 0216 (Prepare MIS reports)	120	4
4.	MES N / 0104 (Maintain workplace health and safety)	60	4
	Sub Total (A)	390	
	Optional component		
	Title of component and identification code/NOSs/Learning outcomes	Estimated size (learning hours)	Level
(i)	OJT	60	4
	Sub Total (B)	60	
	Total A+B	450	LEVEL 4

SECTION 1**ASSESSMENT**

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21	<p>Body/Bodies which will carry out assessment:</p> <p>MESC will conduct assessment through its empanelled/aligned assessment agency and through certified assessors.</p>
22	<p>How will RPL assessment be managed and who will carry it out?</p> <p>Yes. The RPL assessment will be carried out through screening, identifying skills gaps through NOS level assessment issuing NOS level scores sheets providing bridge training to cover competency gaps and conduct final assessment of the candidates</p>
23	<p>Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, reliable and fair and show that these are in line with the requirements of the NSQF.</p> <p>Assessment is done through third parties who are affiliated to MESC as Assessment Body. Assessors are trained & certified by MESC through Training of Trainers program. The assessment involves two processes. The first process is gathering the evidence of the competency of individuals. The second part of the assessment process is the judgement as to whether a person is competent or not. The assessment plan contains the following information:</p> <ul style="list-style-type: none">• What will be assessed, i.e. the competency based on each NOS• How assessment will occur i.e. methods of assessment• When the assessment will occur• Where the assessment will take place i.e. context of the assessment (workplace/simulation)• The criteria for decision making i.e. those aspects that will guide judgements and <p>The assessment is conducted through theory, viva voce and practical.</p>

ASSESSMENT EVIDENCE

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Outcomes to be assessed/NOSs to be assessed	Assessment criteria for the outcome
Analysing the requirements and creative goals of the client	PC1.Research and understand the creative brief received from the advertiser
	PC2.Arrange meetings/discussions with the client to foster dialogue and a clear understanding of client requirements and creative goals, as required
	PC3.Interact and gather information effectively from the client to be able to create successful advertising solutions, as required
	PC4.Coordinate with internal teams to analyze and agree upon what work products need to be created based on the client's needs
	PC5.Respond positively to feedback and changes in creative requirement
Coordinating with creative teams as well as external vendors	PC1.Understand the creative brief received from the advertiser and communicate it comprehensively to the creative/ art & design team
	PC2.Oversee the conceptualization of ideas/concepts by the creative/ art & design team to ensure that the brief is executed accurately
	PC3.Estimate agency fees to develop the advertisement
	PC4.Negotiate with third-party vendors developing the advertisement (if required)
	PC5.Obtain approval on the fee/ ideas/ concepts
	PC6.Oversee preparation of the advertisement to ensure that the advertisers needs are met
Prepare MIS reports	PC1.Gather raw data from the various advertising systems used by the individual
	PC2.Interpret information by performing different analyses and draw suitable insights

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	<p>PC3.Present information in an easy to understand format, that is acceptable to the organization</p>
	<p>PC4.Refresh information with latest data from time to time</p>
	<p>PC5.Understand the different types of reports expected by the management/ other internal functions</p>
	<p>PC6.Prepare and present information in the defined format to meet requirements</p>
	<p>PC7.Respond positively to feedback and changes in requirements</p>
	<p>PC8.Continuously review the reports to identify key trends and other variances</p>
Maintain workplace health and safety Description	<p>PC1. Understand and comply with the organization's current health, safety and security policies and procedures</p>
	<p>PC2. Understand the safe working practices pertaining to own occupation</p>
	<p>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</p>
	<p>PC4. Participate in organization health and safety knowledge sessions and drills</p>
	<p>PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency</p>
	<p>PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms</p>
	<p>PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety</p>
	<p>PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures</p>
	<p>PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person</p>

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	PC10. Report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected
	PC11. Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard
	PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority
Means of assessment 1	Online (Multiple choice Questions) Offline (Practical) or Through online platform and online Procter(s)
Means of assessment 2 Add boxes as required.	
Pass/Fail	Pass : Above 70%

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Title/Name of qualification/component: Account Executive		Level: 4	
NSQF Domain	Outcome of the qualification/component	How the outcomes relate to the NSQF level descriptors	NSQF Level
Process	1. Understanding the requirements and creative goals of the client 2. Coordinating with creative teams as well as external vendors 3. Prepare MIS reports 4. Maintain workplace health and safety Description	The jobholder needs to understand the advertisement requirements and creative goals of clients, liaising between the client and the creative and design departments, using data to draw insights for reporting and preparing MIS reports. Account Executive also needs to identify and understand the health, safety and security risks prevalent in the workplace and know the people responsible for the same.	Level 4
Professional knowledge	1. Understanding the requirements and creative goals of the client 2. Coordinating with creative teams as well as external vendors 3. Prepare MIS reports 4. Maintain workplace health and safety Description	The jobholder needs to know and understand the advertising process followed at the agency, the clients advertising budget and the advertising plan. The jobholder should be aware of the norms and policies relating to advertising, policies for constructing MIS reports and the problems and issues which may impact the achievement of	Level 4

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		objectives Account Executive must also understand the norms and policies relating to health and safety and the importance of maintaining high standards of health and safety at a workplace.	
Professional skills	<ol style="list-style-type: none"> 1. Understanding the requirements and creative goals of the client 2. Coordinating with creative teams as well as external vendors 3. Prepare MIS reports 4. Maintain workplace health and safety <p>Description</p>	The jobholder should be equipped with logical skills like, planning and organising, critical thinking, problem solving and decision making. They are required to ensure that advertising end products are prepared and presented in line with predetermined client requirements and creative goals. They are also required to identify problems and undertake measures to overcome them. Account Executive is required to understand the hazards and plan and organize resources to deal with the risks.	Level 4
Core skills	<ol style="list-style-type: none"> 1. Understanding the requirements and creative goals of the client 2. Coordinating with creative teams as well as external vendors 3. Prepare MIS reports 4. Maintain workplace health and safety <p>Description</p>	Account Executive must be competent in finding out the client's requirements and objectives and liaise with the client to ensure that their needs are understood and well executed. The jobholder must know how to prepare and supervise a brief for the art and design team. Access information to draw insights and understand instructions regarding MIS reportage.. Account Executive must highlight the	Level 4

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		potential risks in a workplace and provide feedback to the concerned people	
Responsibility	<ol style="list-style-type: none">1. Understanding the requirements and creative goals of the client2. Coordinating with creative teams as well as external vendors3. Prepare MIS reports4. Maintain workplace health and safety Description	Account Executive must be able to foster dialogue and a clear understanding of clients' requirements and coordinate with internal teams to analyse upon what work needs to be done. The jobholder also needs to estimate the agency fees to develop the advertisements and negotiate with third party vendors in developing the advertisements. Gathering raw data and interpreting them to draw suitable insights. Account Executive must understand the health, safety and security risks prevalent in the workplace and identifying people responsible for the same.	Level 4

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26	What evidence is there that the qualification is needed? What is the estimated uptake of this qualification and what is the basis of this estimate?		
	Basic	In case of SSC	In case of other Awarding Bodies (Institutes under Central Ministries and states departments)
	Need of the qualification	As per the 2021 MESC/Deloitte skill gaps report the Entertainment industry is growing at a very significant rate and to cater the demand of the industry we need to skill our youth. As per the report its evident that the qualification is needed.	
	Industry Relevance	The MESC has undertaken validation of the job roles with actual end-user industry where such employment are going to be generated and absorbed instead of generic validation of industry. The SSC would submit the endorsements from users/intended users of the qualification clearly supporting or otherwise the need for trained people against specific job role.	

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	Usage of the qualification	The SSC would submit details of the employment generated (wherever applicable) and realised by virtue of training in the Qualifications of the sector earlier submitted for NSQF alignment.	
	Estimated uptake	The SSC would submit the estimated uptake of the qualification and What steps were carried out to test the likely uptake of the takers for this the qualification? Basis of this estimate should include data about the number of jobs or places in courses of learning which will be available to people who are awarded the qualification.	
27	<p>Recommendation from the concerned Line Ministry of the Body. Government/Regulatory. To be supported by documentary evidences</p> <p>MESC has approached the line Ministry (Ministry of information and broadcasting) and submitted detail Qualification for their concurrence. Response is yet to be received.</p>		
28	<p>What steps were taken to ensure that the qualification(s) does (do) not duplicate already existing or planned qualifications in the NSQF? Give justification for presenting a duplicate qualification</p> <p>As part of the Skill Gap Study we have done functional mapping for all the job roles, ensuring there is no duplications in the planned qualifications in NSQF through vertical career progression and horizontal multiskilling. We have also check NQR (National Qualification Register) for any duplication.</p>		

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29	<p>What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated? Specify the review process here</p> <p>The qualification will be revised and updated when any one of the below instances occur</p> <ol style="list-style-type: none">1. 60 months from the approval of the NSQC2. If less than 30% of the certified candidates get employed3. When there is significant improvement in technology/processes for executing the job role
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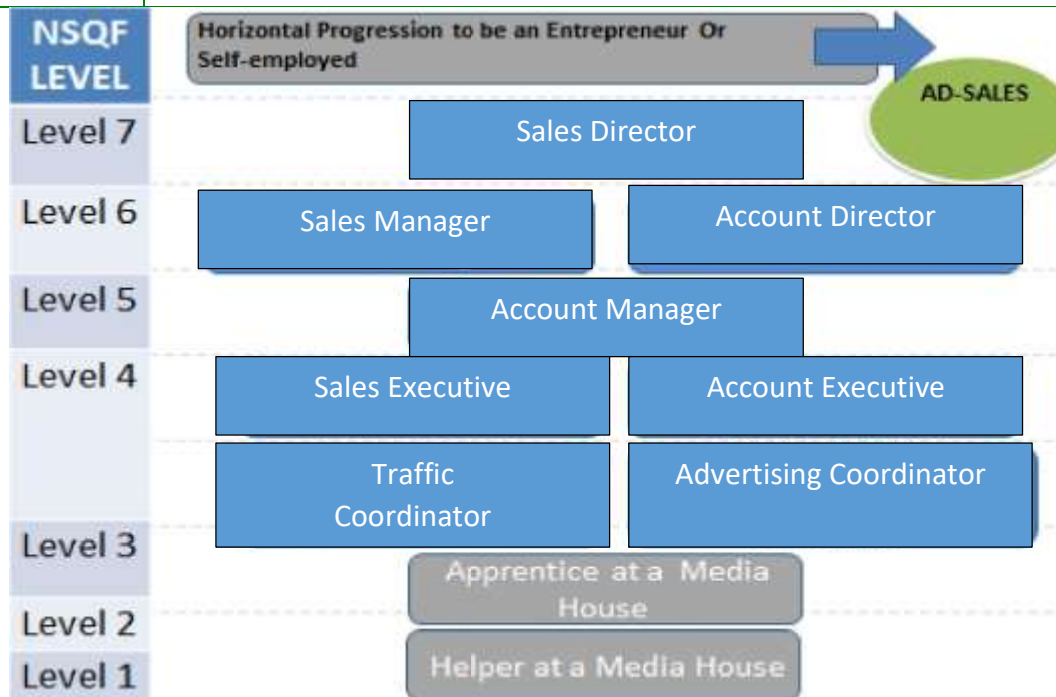
SECTION 4

EVIDENCE OF PROGRESSION

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30 What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?
Show the career map here to reflect the clear progression



CRITERIA FOR ASSESSMENT OF TRAINEES

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Job Role: Account Executive (Advertising Agency)

Guidelines for Assessment:
1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory & Practical part will be based on knowledge bank of questions created by the AA and approved by SSC.
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria.
5. To pass the Qualification Pack, every trainee should score a minimum of 70% cumulatively (Theory and Practical).
6 In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack

Assessment Outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out of	Theory	Skills Practical
MES/N0213 Analysing the requirements and creative goals of the client)	PC1.Research and understand the creative brief received from the advertiser	100	20	6	70
	PC2.Arrange meetings/discussions with the client to foster dialogue and a clear understanding of client requirements and creative goals, as required		20	6	
	PC3.Interact and gather information effectively from the client to be able to create successful advertising solutions, as required		20	6	
	PC4.Coordinate with internal teams to analyze and agree upon what work products		20	6	

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	need to be created based on the client's needs				
	PC5.Respond positively to feedback and changes in creative requirements		20	6	
		Total	100	30	70
MES/N0215 (Coordinating with creative teams as well as external vendors)	PC1.Understand the creative brief received from the advertiser and communicate it comprehensively to the creative/ art & design team	100	20	5	50
	PC2.Oversee the conceptualization of ideas/concepts by the creative/ art & design team to ensure that the brief is executed accurately		10	5	
	PC3.Estimate agency fees to develop the advertisement		20	5	
	PC4.Negotiate with third-party vendors developing the advertisement (if required)		15	5	
	PC5.Obtain approval on the fee/ ideas/ concepts		20	5	
	PC6.Oversee preparation of the advertisement to ensure that the advertisers needs are met		15	5	
			Total	100	
MES/N0216 (Prepare MIS reports)	PC1.Gather raw data from the various advertising systems used by the individual	100	15	4	70
	PC2.Interpret information by performing different analyses and draw suitable insights		15	4	
	PC3.Present information in an easy to understand format, that is acceptable to the organization		10	4	
	PC4.Refresh information with latest data from time to time		10	3	

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	PC5.Understand the different types of reports expected by the management/ other internal functions		10	3	
	PC6.Prepare and present information in the defined format to meet requirements		15	4	
	PC7.Respond positively to feedback and changes in requirements		10	4	
	PC8.Continuously review the reports to identify key trends and other variances		15	4	
		Total	100	30	70
MES/N0104 (Maintain workplace health and safety)	PC1. maintain one's posture and position to minimize fatigue and the risk of injury	100	10	3	70
	PC2. maintain first aid kit and keep oneself updated on the first aid procedures		10	3	
	PC3. identify and document potential risks like sitting postures while using computer, eye fatigues and other hazards at the workplace		5	2	
	PC4. accurately maintain accident reports		5	2	
	PC5. report health and safety risks/ hazards to concerned personnel		10	2	
	PC6. participate in organization's health and safety knowledge sessions and drills		10	2	
	PC7. identify the people, responsible for health and safety at the workplace, including those to contact in case of an emergency		10	2	
	PC8. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	2	
	PC9. identify aspects of workplace that could cause potential risk to own and others health and safety		5	2	

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	PC10. ensure own personal health and safety, and that of others in the workplace through precautionary measures		5	2	
	PC11. identify and recommend opportunities for improving health, safety, and security to the designated person		5	2	
	PC12. 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		5	2	
	PC13. follow organisation's emergency procedures for accidents, fire or any other natural calamity in case of a hazard		5	2	
	PC14. 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	30	70