

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:

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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 Bodies and Assessment Framework

Model Curriculum to be added which will include the following:

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

NSQF QUALIFICATION FILEApproved in 16th NSQC Meeting-NCVET-Dated 24th February 2022**SUMMARY**

1	Qualification Title	ACCOUNT DIRECTOR
2	Qualification Code, if any	MES/Q0207
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 Director (Advertising Agency)
9	Job description of the occupation	Individuals at this job are responsible for managing the client's advertisement portfolio 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.
10	Licensing requirements	NA
11	Statutory and Regulatory requirement of the relevant sector (documentary evidence to be provided)	NA
12	Level of the qualification in the NSQF	NSQF Level 6
13	Anticipated volume of training/learning required to complete the qualification	840 hours
14	Indicative list of training tools required to deliver this qualification	As indicated in Model Curriculum
15	Entry requirements and/or recommendations and minimum age	<ul style="list-style-type: none"> • Postgraduate OR • Graduate (Advertisement/Film) with one year of relevant experience) OR • Graduate with three years of relevant experience OR

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		<ul style="list-style-type: none"> Three years diploma after Class 12th in relevant field with three years of relevant experience <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> Account Manager at NSQF Level-5 with two years of experience <p>Min Age: 22 Years</p>	
16	Progression from the qualification (Please show Professional and academic progression)	Entrepreneur / Businessman	
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	23/02/2027	
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 / 0201 (Keep apprised with developments in the industry)	240	6
2.	MES N / 0213 (Analyse the requirements and creative goals of the client)	270	6
3.	MES N / 0214 (manage Delivery of work products)	270	6
4.	MES N / 0104 (Maintain workplace health and safety)	60	6
	Sub Total (A)	840	
	Optional component		
	Title of component and identification code/NOSs/Learning outcomes	Estimated size (learning hours)	Level
(i)			
	Sub Total (B)		
	Total A+B	840	LEVEL 6

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SECTION 1

ASSESSMENT

21	Body/Bodies which will carry out assessment: MESC will conduct assessment through its empanelled/aligned assessment agency and through certified assessors
22	How will RPL assessment be managed and who will carry it out? 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
23	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. 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: <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 The assessment is conducted through theory, viva voce and practical.

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ASSESSMENT EVIDENCE

Grid for each component as listed in “Formal structure of the qualification” in the Summary.

24. Assessment evidences Title of Component:

Outcomes to be assessed/NOSs to be assessed	Assessment criteria for the outcome
Keep apprised with developments in the industry	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
(apprised with developments in the industry)	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
Manage delivery of work products	PC1.Gather raw data from the various advertising systems used by the individual
	PC2.Interpret information by performing different analyses and draw suitable insights
	PC3.Present information in an easy to understand format, that is acceptable to the organization
	PC4.Refresh information with latest data from time to time

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	<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> <p>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</p> <p>PC11. Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard</p> <p>PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority</p>
Means of assessment 1	Online (Multiple choice Questions) Offline (Practical)
Means of assessment 2 Add boxes as required.	
Pass/Fail	Pass : Above 70%

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Title/Name of qualification/component:		Account Director	Level : 6
NSQF Domain	Outcome of the qualification/component	How the outcomes relates 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 6
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 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.	Level 6

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Professional skills	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 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 6
Core skills	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	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 potential risks in a workplace and provide feedback to the concerned people	Level 6
Responsibility	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	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	Level 6

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		responsible for the same.	
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SECTION 3

EVIDENCE OF NEED

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	The SSC has undertaken market study and would enclose demand forecast for the proposed job role both on short-term and long-term basis to substantiate the requirement of the Qualification proposed. The SSC can produce the data from primary or authorized secondary sources as well.	
	Industry Relevance	The SSC has undertaken validation of the job roles with actual end-user industry where such employment is 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. (The industry validation format to be used)	
	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. In case of unorganized sector, case studies or evidences may be given	

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	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? The 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	Recommendation from the concerned Line Ministry of the Body. Government/Regulatory. To be supported by documentary evidences MESOC has approached the line Ministry (Ministry of information and broadcasting) and submitted detail Qualification for their concurrence. Response is yet to be received.		
28	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 As part of the skilled Gap Survey 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.		
29	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 The qualifications will be revised and updated when any one of the below instances occur: <ol style="list-style-type: none">1. 60 months from the approval of the NSQC2. If less than 50% of the certified candidates get engaged in the industry.3. When there is significant improvement in technology/ processes for executing the job role.		

SECTION 4

EVIDENCE OF PROGRESSION

30	<p>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?</p> <p>Show the career map here to reflect the clear progression</p>
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