



V.L.V.S.S. Subba Rao  
Senior Economic Adviser &  
Additional Secretary  
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शिक्षणा का  
अधिकार

Principals colleges  
for wide publicity

मानव संसाधन विकास विभाग  
स्कूल शिक्षा और साक्षरता विभाग  
शास्त्री भवन  
नई दिल्ली-110 115  
GOVERNMENT OF INDIA  
MINISTRY OF HUMAN RESOURCE DEVELOPMENT  
DEPARTMENT OF SCHOOL EDUCATION & LITERACY  
SHASTRI BHAVAN  
NEW DELHI-110 115

Dated the 9<sup>th</sup> December, 2019

Dear Principals/Directors,

The Ministry of Human Resource Development, Government of India, in association with various Sector Skill Councils of the NSDC, has been promoting skill oriented BSc, BBA, B.Voc courses across degree colleges in the country to impart employability to education and meet the skill demands of industry. The Ministry has been working with the Media & Entertainment Sector Skill Council (MESC), and 4-5 specialized, employment oriented B.Sc. courses have been developed in Animation, Graphics, Gaming, VFX, Film Making, etc. which will provide the students with complete and in-depth knowledge in their chosen trades and equip them with job ready skills. The Universities concerned are empowered to take up these courses through their colleges, while autonomous colleges are readily empowered and other colleges can take up these courses with their University approval. The MESC would handhold the college through the entire course and provide industry on-the-job exposure, in addition to classroom teaching. The ever growing Media & Entertainment industry is a rich source of employment for the rightly skilled professionals.

2. In order to familiarize the colleges and Universities with the details of the courses on offer and also highlight special features, relevance and the modalities, a Workshop will be held in Pravasi Bharatiya Kendra, Dr. Rizal Marg, Chanakyapuri, New Delhi on 18<sup>th</sup> December, 2019 from 10.00 A.M onwards. Representatives from each discipline would be addressing you to brief you about the skills of the sector and potential. Hon'ble Minister for Human Resource Development Dr. Ramesh Pokhriyal 'Nishank' would be the Chief Guest. Shri Subhash Ghai, noted producer and Director would be a Guest of Honour, along with other leading dignitaries from the entertainment industry.

3. I request you to make use of this opportunity for the benefit of your students and get familiar with the courses so that you can offer them after full understanding on 18<sup>th</sup> December, 2019. Please register using the link below:

<http://www.mescindia.org/manthan>

4. For any further clarification you may contact the CEO of the MESC, Shri Mohit Soni at [mohit.soni@mescindia.org](mailto:mohit.soni@mescindia.org). MESC would be sending you further details on registering. Do avail yourself of this unique & exciting opportunity for the benefit of your students.

Yours sincerely,

*Subba Rao*

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