

QUALIFICATION FILE

Film Critic

☒ Short Term Training (STT) ☐ Long Term Training (LTT) ☐ Apprenticeship

☐ Upskilling ☐ Dual/Flexi Qualification ☐ For ToT ☐ For ToA

☒ General ☐ Multi-skill (MS) ☐ Cross Sectoral (CS) ☐ Future Skills ☐ OEM

NCrF/NSQF Level: **NSQF Level 6**

Submitted By:

National Film Development Corporation Ltd.

4th Floor, Soochana Bhawan, CGO Complex, Phase-I,

New Delhi

110003

Table of Contents

Section 1: Basic Details	3
Section 2: Module Summary	5
NOS/s of Qualifications	5
Mandatory NOS/s:	5
Elective NOS/s:	6
Optional NOS/s:	6
Assessment - Minimum Qualifying Percentage	6
Section 3: Training Related	6
Section 4: Assessment Related	7
Section 5: Evidence of the need for the Qualification	7
Section 6: Annexure & Supporting Documents Check List	9
Annexure 1: Evidence of Level	9
Annexure 2: Tools and Equipment (Lab Set-Up)	19
Annexure 3: Industry Validations Summary	21
Annexure 4: Training & Employment Details	22
Annexure 5: Blended Learning	24
Annexure 6: Detailed Assessment Criteria	24
Annexure 7: Assessment Strategy	25
Annexure 8: Acronym and Glossary	26

Section 1: Basic Details

1.	Qualification Name	Film Critic													
2.	Sector/s	Media & Entertainment													
3.	Type of Qualification: ☒ New ☐ Revised ☐ Has Electives/Options ☐ OEM	NQR Code & version of existing/previous qualification: <i>(change to previous, once approved)</i>	Qualification Name of existing/previous version:												
4.	a. OEM Name b. Qualification Name <i>(Wherever applicable)</i>	b. Film Critic													
5.	National Qualification Register (NQR) Code &Version <i>(Will be issued after NSQC approval)</i>	QG-06-ME-03715-2025-V1-NFDC	6. NCrF/NSQF Level: <i>NSQF Level 6</i>												
7.	Award (Certificate/Diploma/Advance Diploma/ Any Other) <i>(Wherever applicable specify multiple entry/exits also & provide details in annexure)</i>	Certificate													
8.	Brief Description of the Qualification	A Film Critic analyses and evaluates films, providing informed opinions and insights for audiences. They watch various films, researching background information and production details.													
9.	Eligibility Criteria for Entry for Student/Trainee/Learner/Employee	a. Entry Qualification & Relevant Experience: <table border="1"> <thead> <tr> <th>S. No.</th> <th>Academic/Skill Qualification (with Specialisation - if applicable)</th> <th>Required (with Specialisation - if applicable)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>UG (Hons.)</td> <td></td> </tr> <tr> <td>2</td> <td>UG</td> <td>1.5 years in Film Critic and Film Review, Film studies, journalism, media studies, cultural studies, and creative writing.</td> </tr> <tr> <td>3</td> <td>UG Diploma or equivalent</td> <td>3 years in Film Critic and Film Review, Film studies, journalism, media studies, cultural studies, and creative writing.</td> </tr> </tbody> </table> b. Age: NA		S. No.	Academic/Skill Qualification (with Specialisation - if applicable)	Required (with Specialisation - if applicable)	1	UG (Hons.)		2	UG	1.5 years in Film Critic and Film Review, Film studies, journalism, media studies, cultural studies, and creative writing.	3	UG Diploma or equivalent	3 years in Film Critic and Film Review, Film studies, journalism, media studies, cultural studies, and creative writing.
S. No.	Academic/Skill Qualification (with Specialisation - if applicable)	Required (with Specialisation - if applicable)													
1	UG (Hons.)														
2	UG	1.5 years in Film Critic and Film Review, Film studies, journalism, media studies, cultural studies, and creative writing.													
3	UG Diploma or equivalent	3 years in Film Critic and Film Review, Film studies, journalism, media studies, cultural studies, and creative writing.													
10.	Credits Assigned to this Qualification, Subject to Assessment <i>(as per National Credit Framework (NCrF))</i>	19	11. Common Cost Norm Category (I/II/III) <i>(wherever applicable): II</i>												
12.	Any Licensing requirements for Undertaking Training on This Qualification <i>(wherever applicable)</i>	NA													

13.	Training Duration by Modes of Training Delivery (Specify Total Duration as per selected training delivery modes and as per requirement of the qualification)	☒ Offline ☐ Online ☐ Blended					
		Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)
		Classroom (offline)	140	340	90		570
		Online					
		(Refer Blended Learning Annexure for details)					
14.	Aligned to NCO/ISCO Code/s (if no code is available, mention the same)	2641.0200					
15.	Progression path after attaining the qualification (Please show Professional and Academic progression)	Horizontal: Senior Film Critic					
16.	Other Indian languages in which the Qualification & Model Curriculum are being submitted	Will be translated into Hindi					
17.	Is similar Qualification(s) available on NQR-if yes, justification for this qualification	☐ Yes ☒ No URLs of similar Qualifications:					
18.	Is the Job Role Amenable to Persons with Disability	☐ Yes ☒ No If "Yes", specify the applicable type of Disability:					
19.	How Participation of Women will be Encouraged						
20.	Are Greening/ Environment Sustainability Aspects Covered (Specify the NOS/Module which covers it)	☒ Yes ☐ No					
21.	Is Qualification Suitable to be Offered in Schools/Colleges	Schools ☒ Yes ☐ No Colleges ☒ Yes ☐ No					
22.	Name and Contact Details of Submitting / Awarding Body SPOC (In the case of CS or MS, provide details of both Lead AB & and Supporting ABs)	Name: Ms. Sonal Mathur; Shri. D. Ramakrishnan Position in the organisation: Head of Skill Development Address if different from above: Tel number(s): 044 – 2819 2506 / 2819 2407 Fax: 044-2819 2408 E-mail address: rama@nfdcindia.com					
23.	Final Approval Date by NSQC: 18/02/25	24. Validity Duration: 3 years				25. Next Review Date: 18/02/28	

Section 2: Module Summary

NOS/s of Qualifications

(In exceptional cases, these could be described as components)

Mandatory NOS/s:

Specify the training duration and assessment criteria at the NOS/ Module level. For further details, refer curriculum document.

Th.-Theory Pr.-Practical OJT-On the Job Man.-Mandatory Training Rec.-Recommended Proj.-Project

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/Non-Core	NCrF/NS QF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) (if applicable)
1.	Produce well-researched and articulate reviews.	NFD/MES/N1101, V1.0	Core	6	2	20	40			60	30	70	-	-	100	20
2.	Craft a Distinctive Critical Voice	NFD/MES/N1102, V1.0	Core	6	3	25	65			90	30	70	-	-	100	15
3.	Cultivate relationships with filmmakers, industry professionals, and fellow critics.	NFD/MES/N1103, V1.0	Core	6	2	15	45			60	30	70	-	-	100	15
4.	Contribute to the cultural discourse on film through participation in panels, conferences, and media appearances.	NFD/MES/N1104, V1.0	Core	6	2	15	45			60	30	70	-	-	100	15
5.	Maintain a consistent publication schedule.	NFD/MES/N1105, V1.0	Core	6	2	15	45			60	30	70	-	-	100	15
6.	Follow Workplace Health & Safety Protocols	NFD/MES/N0304 (v1.0)	Non-Core	4	2	20	40			60	30	70	-	-	100	10
7.	Employability Skills (90 Hours)	DGT/VSQ/N0103	Non-Core	5	3	30	60			90	20	30	-	-	50	10
8	OJT							90		90						
Duration (in Hours) / Total Marks					16	140	340	90		570	200	450			650	100

Elective NOS/s:

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/Non-Core	NCrF/NS QF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) (if applicable)
1.																
2.																
Duration (in Hours) / Total Marks																

Optional NOS/s:

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/Non-Core	NCrF/NS QF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) (if applicable)
1.																
2.																
Duration (in Hours) / Total Marks																

Assessment - Minimum Qualifying Percentage

Please specify **any one** of the following:

Minimum Pass Percentage – Aggregate at qualification level: 50 % (Every Trainee should score a specified minimum aggregate passing percentage at qualification level to successfully clear the assessment.)

Minimum Pass Percentage – NOS/Module-wise: 50 % (Every Trainee should score a specified minimum passing percentage in each mandatory and selected elective NOS/Module to successfully clear the assessment.)

Section 3: Training Related

1.	Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	Graduate in Film, Cinematography, or a related field with 3 years of relevant experience as an established film critic with 2 years of training experience
----	---	---

2.	Master Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	Graduate in Film, Cinematography, or a related field with 5 years of relevant experience as an established film critic with 3 years of training experience
3.	Tools and Equipment Required for Training	☒ Yes ☐ No (If "Yes", details to be provided in Annexure)
4.	In Case of Revised Qualification, Details of Any Upskilling Required for Trainer	

Section 4: Assessment Related

1.	Assessor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	Bachelor's degree in Film, Cinematography, or a related field with 4 years of relevant experience as an established film critic with 2 years of assessment experience OR Graduate in Film and cinematography, with 6 years of relevant experience as an established film critic with 4 years of assessment experience
2.	Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	Graduate with proctoring experience of 1 year.
3.	Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	
4.	Assessment Mode (Specify the assessment mode)	Offline
5.	Tools and Equipment Required for Assessment	☒ Same as for training ☒ Yes ☐ No (details to be provided in Annexure-if it is different for Assessment)

Section 5: Evidence of the need for the Qualification

Provide Annexure/Supporting documents name.

1.	Latest Skill Gap Study (not older than 2 years) (Yes/No): No
2.	Latest Market Research Reports or any other source (not older than 2 years) (Yes/No): The Submitting Body would produce any reputable and reliable research reports, such as labour market information reports, occupational mapping or similar research carried out by Ministry/State/Any other authentic source forecasting the demand for the proposed qualification
3.	Government /Industry initiatives/ requirement (Yes/No):
4.	The number of Industry validations provided: 30

5.	Estimated nos. of persons to be trained and employed: 600
6.	Evidence of Concurrence/Consultation with Line Ministry/State Departments: <i>Line Ministry Concurrence is initiated</i> If “No”, why: Recommendation from the concerned Line Ministry of the Government/Regulatory Body. To be supported by documentary evidence

Section 6: Annexure & Supporting Documents Check List

Specify the Annexure Name / Supporting document file name.

1.	Annexure: NCrF/NSQF level justification based on NCrF level/NSQF descriptors <i>(Mandatory)</i>	<i>Annexure 1</i>
2.	Annexure: List of tools and equipment relevant for qualification <i>(Mandatory, except in case of online course)</i>	<i>Annexure 2</i>
3.	Annexure: Detailed Assessment Criteria <i>(Mandatory)</i>	<i>Annexure 6</i>
4.	Annexure: Assessment Strategy <i>(Mandatory)</i>	<i>Annexure 7</i>
5.	Annexure: Blended Learning <i>(Mandatory, in case the selected Mode of delivery is “Blended Learning”)</i>	<i>Annexure 5</i>
6.	Annexure: Multiple Entry-Exit Details <i>(Mandatory, in case of qualification has multiple Entry-Exit)</i>	
7.	Annexure: Acronym and Glossary <i>(Optional)</i>	<i>Annexure 8</i>
8.	Supporting Document: Model Curriculum <i>(Mandatory – Public view)</i>	<i>Model Curriculum</i>
9.	Supporting Document: Career Progression <i>(Mandatory - Public view)</i>	
10.	Supporting Document: Occupational Map <i>(Mandatory)</i>	
11.	Supporting Document: Assessment SOP <i>(Mandatory)</i>	
12.	Any other document you wish to submit:	

Annexure 1: Evidence of Level

NCrF/NSQF Level Descriptors	Key requirements of the job role/ outcome of the qualification	How the job role/ outcomes relate to the NCrF/NSQF level descriptor	NCrF/NSQF Level
Professional Theoretical Knowledge/Process	● Produce well-researched and articulate reviews. ● Develop a unique voice and perspective in critiques. ● Cultivate relationships with filmmakers, industry professionals, and fellow critics for networking and collaboration. ● Contribute to the cultural discourse on film through participation in panels, conferences, and media appearances. ● Maintain a consistent publication schedule and adapt to evolving trends in film and media. ● Health and safety best practices at the workplace ● Employability Skills	As inferred from the learning outcomes and performance criteria of the Qualification listed in the adjacent cell, the Film Critic requires well-developed skill, with a clear choice of procedures in a familiar context. Hence NSQF level for this descriptor is 6.	6
Professional and Technical Skills/ Expertise/ Professional Knowledge	Professional Skills: ● It is crucial to dissect a film's various elements (acting, directing, cinematography, etc.) and analyse their effectiveness. ● Film critics must express their opinions clearly, concisely, and engagingly in writing reviews and potentially in spoken presentations or interviews. ● Maintaining a fair and unbiased approach while critiquing films is essential. ● Researching film history, production details, and cultural context is necessary. Technical Skills: ● A broad understanding of film history, genres, filmmaking techniques, and critical theory is vital for informed analysis. ● Strong grammar, punctuation, and spelling are essential for writing clear, engaging reviews. ● Familiarity with film review platforms or employers' content management systems can be beneficial. Professional Knowledge:	As can be inferred from the knowledge and understanding of related points mentioned in the adjacent cell, which have been taken from the Film Critic qualification pack, the job role holder must know facts, principles, processes and general concepts in a field of work or study. Hence NSQF level for this descriptor is 6.	6

	● It is valuable to understand the film industry's different sectors (production, distribution, exhibition) and how they work together. ● Knowledge of different film analysis frameworks and critical perspectives strengthens your critical approach. ● Knowing who you are writing for (general audience, niche film buffs) helps tailor the review's style and content. ● Current Film Landscape: Staying updated on new releases, ongoing trends, and critical discussions in the film world demonstrates your engagement with the field. ● The ability to conduct insightful interviews with filmmakers or actors can be valuable for some roles. ● Utilising social media platforms to engage with audiences and industry discussions can enhance your online presence. ● For critics of international cinema, fluency in relevant languages is a significant asset.		
Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	Range of cognitive and practical skills to accomplish tasks Employment Readiness Skills: ● Excellent written and verbal communication skills are crucial for film critics. ● Film critics often have tight deadlines to meet for reviews and other content. ● Film critics must be organised to track film screenings, research materials, interview notes, and deadlines. ● Familiarity with relevant software and online tools is important for research, communication, and content creation (e.g., film databases, online review platforms, and social media).	As can be inferred from the knowledge and understanding of related points mentioned in the adjacent cell, which have been taken from the Film Critic qualification pack, the job role holder must know facts, principles, processes and general concepts in a field of work or study. Hence NSQF level for this descriptor is 6	6

	● Film critics must be adaptable and willing to learn new skills and approaches to stay relevant. Entrepreneurship Skills & Mind-set: ● Film critics often work independently, setting their deadlines and managing their workload. They must be self-motivated and take the initiative to find new films to review and build their reputation. ● Standing out in a crowded field requires creativity. Film critics can develop unique review styles and thematic focuses or explore new media formats like video reviews. ● If a film critic aspires to freelance or create their platform, understanding basic business principles like marketing and budgeting becomes crucial. ● A deep understanding of film history, genres, and filmmaking techniques is essential. ● Film critics must analyse all aspects of a film, identifying its strengths, weaknesses, and artistic merit. ● The ability to form well-supported opinions and articulate well-reasoned arguments is key. ● Film critics need to go beyond simply liking or disliking a film, providing insightful critiques that contribute to the discourse around cinema. ● Effective research allows film critics to contextualise films within their historical, cultural, and social backgrounds. ● Film critics need to write engaging and informative reviews that capture the essence of a film while expressing their critical perspective. ● Maintaining a professional demeanour, meeting deadlines consistently, and delivering high-quality work are essential for building trust and credibility within the industry.		
--	--	--	--

Broad Learning Outcomes/Core Skill	● A deep understanding of film history, various genres, filmmaking techniques, and different schools of thought is crucial. ● Film critics need to be able to deconstruct a film, analyse its various elements, and form well-supported opinions on its effectiveness. ● The ability to express complex ideas clearly and concisely in writing is essential for crafting engaging and informative reviews. ● Being able to effectively research film backgrounds, directors, cast, and production details enriches reviews and provides context. ● Film critics must break down films, assess their strengths and weaknesses, and identify underlying themes or messages. ● While expressing opinions, film critics should maintain fairness and avoid personal attacks. ● Writing clear, concise, and engaging reviews tailored to different audiences and publications is essential. ● Meeting deadlines consistently and managing the workload of watching and reviewing films is crucial. ● A genuine enthusiasm for film and visual storytelling fuels the drive to constantly learn, analyse, and share insights. ● Understanding how to utilise online platforms to connect with audiences and participate in industry discussions can be valuable. ● The ability to understand and critique foreign films can open up career opportunities. ● For critics who conduct interviews with filmmakers, strong interviewing skills ensure	As can be inferred from the knowledge and understanding of related points mentioned in the adjacent cell, which have been taken from the Film Critic qualification pack, the job role holder must know facts, principles, processes and general concepts in a field of work or study. Hence NSQF level for this descriptor is 6	6
--	--	---	----------

	insightful conversations.		
Responsibility	Most Responsibilities include: ● Watching and analysing films ● Researching film history, theory, and cultural context ● Writing insightful and engaging film reviews ● Expressing clear and well-supported opinions on film elements (e.g., acting, directing, cinematography) ● Highlighting strengths and weaknesses of the film ● Meeting deadlines consistently. Hence, the Film Critic has much responsibility.	As can be inferred from the knowledge and understanding of related points mentioned in the adjacent cell, the Film Critic must take responsibility for their work and learning and some responsibility for others' works and learning. Hence NSQF level for this descriptor is 6	6

Annexure 2: Tools and Equipment (Lab Set-Up)

List of Tools and Equipment

Batch Size:

	Tool / Equipment Name	Specification	Quantity for specified Batch size
1.	Computer/Laptop		1 each
2.	Smartphone/Tablet		1 each
3.	Digital Voice Recorder		1 each
4.	High-Quality Headphones		1 each
5.	Camera		1 each
6.	Notebook/Note-taking App		1 each
7.	Dictaphone/Recording App		1 each
8.	Video Editing Software		1 each
9.	Reference Books		
10.	Internet Access		1

11.	Subscription to film databases or online resources		3
12.	External Hard Drive/Cloud Storage		1 each
13.	Graphics Software		1 each
14.	First Aid Box		3
15.	Fire Extinguishers (water, powder and CO2)		1 each
16.	Personal protective equipment (Hard hat, Boots, Gloves, Apron)		1 each
17.	Projection facilities and equipment		1 each

Classroom Aids

The aids required to conduct sessions in the classroom are:

1. Laptops
2. Whiteboards and markers
3. Projector

S. No	Organization name	Representative Name	Designation	Contact Address	Contact Phone No	E-mail	LinkedIn
1	Artography Designs	Akbar Khan	Founder	14, Aman Nagar, Indore (M.P.)	8602333707	akbkhan26@gmail.com	NA
2	USCI: Unitedworld school of creative intelligence	Atul Jain	Director	Uvarsad-Adalaj Road Uvarsad, District Gandhinagar, Gujarat 382422			NA
3	Freelancer	Sabari Varkala	Sound Engineer & Media Creator	Sabari The Traveller, Koorkkenchery Post, Thrissur -680007, Kerala, India	7736688424	sabarivak@gmail.com	NA
4	MDS Creative Designs	Gaurav Singh	Founder	Block A, Plot no. 336 Sector 15 Noida	8318611943	mdscreativdesign@gmail.com	NA

5	Horizon Skilling	Rashmi Singh	Founder			project@horizonskilling.com	NA
6	Innovative Film Academy	Saravana Prasad	Founder and Chairman	Innovative Film Academy, Innovative Multiplex Marathahalli, Bangalore- 560037	9692280337	sprasad@innovativefilmacademy.com	NA
7	Key elements	Vipul Dwivedi	COO(Chief Operating Officer)	79, Utkarsh Estate, Ashish Nagar Bengali Square, Indore 4520016	9755915552	vipul@keyelements.in	NA
8	Shoot School, Thrissur	Joseph Lazar	Photography Faculty	Muringatheri (H),P.O.Viyyur,Padukad,Thrissur-680010,Kerala,India	9447441621	jozeflazar@gmail.com	NA
9	ANI MOTION STUDIOS	Vikas Ghavery	Director & CTO	SCF-7, 1st and 2nd Floor, Vikas Vihar Market, Ambala City-134003	73558-95946 72061-11250	vikasghavery@gmail.com	NA
10	Budget VFX	Harsingh Lamay	Co-founder	Mahakali cave road , Andheri east	7033272483	harsingh.century.star@gmail.com	NA
11	Pragmatics Learning	Anuradha Kadam	Proprietor	Office No. B-102, Phase 1, Dwarka Suncreast, Park Royal Road, Kokane Chowk, Pimple Saudagar 411027- Pune, Maharastra, India.	9623702697	anuradha@pragmaticslearning.com	NA
12	Lucky Design Hub and Packaging	Lucky Khan	Founder	Lucky Design Hub and Packaging	9893675921	Lucky1112137@gmail.com	NA
13	Studio 9	Taranjeet Singh				taranjeet@studio9.co.in	NA
14	Lighthouse Studios	Riya Parekh	Program Head	Lighthouse Studios	9702568226	riya@lighthousestudios.in	NA
15	Townhall Films	Rahul Shrivastava	Director	23, Rose CHS Ltd. Jankalyan Nagar, Malad West, Mumbai-95	820747716	th9films@gmail.com , rahuldadda@gmail.com	NA
16	CREO Valley	Mr. S Devaraj	Principal	Opposite Adugodi Police Station, 30, Hosur Rd, 7th	9008031065	principal@creovalley.com	NA

				Block, Adugodi, Bengaluru, Karnataka 560030			
17	BADAL MEDIA ART VILLAGE	Aswaghosh an T P	Founder & Cinematogra pher	Badal Media Art Village,Thuruthumpadav,Cher pu West, Kerala 680561	+91 90379 03720	aswaghoshantp@gmail.com	NA
18	Naturals Beauty Academy	Deepan Joseph	Founder	No. 51/2116-15, 4th Floor, Fort Palace, PO, Vivekananda Garden, West Fort, Vonginisserly,Aranattukara, Thrissur, Kerala-680004	91 77360 99011	nbathrissur@gmail.com	NA
19	Freelancer	Prafull Singh	Actor, Voiceove artist and Writer		+91 96434 17667	prafulls9654@gmail.com	NA
20	Freelancer	Yash Singh	Filmmaker, Screenwriter		9113303114	yashconqueror@gmail.com	NA
21	Freelance Cinematogra pher and Editor	Ahmad Raza	Freelance Cinematogra pher and Editor		+91 85418 50587	ahmadrazarmgrh24@gmail.com	NA
22	Freelancer	Adnan Taque Ahmad	Freelance Writer and director		9718534884	adnantaquea@gmail.com	NA
23	Krishwaha Technology LLP	Hemant Kushwaha	Director	Krishwaha Technology LLP	9993277781	info@krishwaha.co.in	NA
24	Meeran Theatres	Amjath Meeran	Film Writer, Director, Actor, Voice Artist and Producer	Aptech, A,65, MIDC Central Rd, Marol, Andheri East, Mumbai, Maharastra 400093	98400 38583, 9487332119	amjath@meerantheatres.com	NA
25	New Initiatives & Emerging Technologies	Abir AICH	EXECUTIVE VICE PRESIDENT- M&E	Sathyam Apartments - VIBA., 2nd Main Road, RA Puram, Chennai - 600028	9819933742	abir@aptech.ac.in	NA

26		Shankey Bansal				shankey@click-inc.in	NA
27	Lighthouse Studios	Angela Mondal	Film editor, Voice over Artist, Actor	Lighthouse Studios	9051486648	angela@lighthousestudios.co	NA
28	Freelancer	Manisha Sharma	Script Writer		9953648321	manishasharma@gmail.com	NA
29	Skills Mantra	Ketan Bindra				ketan@skillmantra.org	NA
30	Edutech Consulting and Linnovation Pvt. Ltd.(Intellect Moxie)	Rajeev Singh Baghel	Director			rajeev@intellectmoxie.com	NA

4. Screen
5. Chart paper
6. AV equipment
7. Stationery
8. Telephone connection

Annexure 3: Industry Validations Summary

Provide the summary information of all the industry validations in the table. This is not required for OEM qualifications.

Annexure 4: Training & Employment Details

Training and Employment Projections:

Year	Total Candidates	Women	People with Disability
------	------------------	-------	------------------------

	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities
2023-24	600	425	150	120	18	2023-24

Data to be provided year-wise for the next 3 years

Training, Assessment, Certification, and Placement Data for previous versions of qualifications:

Qualification Version	Year	Total Candidates				Women				People with Disability			
		Trained	Assessed	Certified	Placed	Trained	Assessed	Certified	Placed	Trained	Assessed	Certified	Placed

Applicable for revised qualifications only, data to be provided year-wise for the past 3 years.

List Schemes in which the previous version of Qualification was implemented:

- 1.
- 2.

Content availability for previous versions of qualifications:

☐ Participant Handbook ☐ Facilitator Guide ☐ Digital Content ☐ Qualification Handbook ☐ Any Other:

Languages in which Content is available:

Annexure 5: Blended Learning

Blended Learning Estimated Ratio & Recommended Tools:

Refer to NCVET "Guidelines for Blended Learning for Vocational Education, Training & Skilling", available at:

<https://ncvet.gov.in/sites/default/files/Guidelines%20for%20Blended%20Learning%20for%20Vocational%20Education,%20Training%20&%20Skilling.pdf>

S. No.	Select the Components of the Qualification	List Recommended Tools – for all Selected Components	Offline: Online Ratio
1	☐ Theory/ Lectures - Imparting theoretical and conceptual knowledge	Laptop, Projector, Projecting Screen and LMS.	1:1
2	☐ Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners	Laptop, Projector, Projecting Screen and LMS.	1:1
3	☐ Showing Practical Demonstrations to the learners	As per the tool list attached	NA
4	☐ Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	As per the tool list attached	NA

5	☐ Tutorials/ Assignments/ Drill/ Practice	As per the tool list attached	NA
6	☐ Proctored Monitoring/ Assessment/ Evaluation/ Examinations	As per the tool list attached	NA
7	☐ On the Job Training (OJT)/ Project Work Internship/ Apprenticeship Training	As per the tool list attached	NA

Annexure 6: Detailed Assessment Criteria

Detailed assessment criteria for each NOS/Module are as follows:

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
NFD/MES/N1101: Produce Well-Researched and Articulate Reviews	Conduct content research and analysis	15	35		
	PC1. Conduct thorough research on the film, encompassing director, cast, production details, and relevant background information.				
	PC2. Demonstrate a comprehensive understanding of film history, theory, and techniques applicable to the reviewed film.				
	PC3. Provide a clear and concise synopsis of the film's plot without excessive spoilers.				
	PC4. Identify and analyse key film elements like acting, directing, cinematography, editing, and sound design.				
	PC5. Effectively explain the film's themes, messages, and symbolism, drawing insightful connections to other films or cultural contexts.				
	Formulate well-supported arguments about the film's successes and weaknesses using textual evidence from the film itself.				
	PC6. Analyse the film's artistic merit and its potential impact on the audience.				
	PC7. Consider the film within its genre conventions and historical context, highlighting its originality or adherence to genre tropes.				
	PC8. Compare and contrast the film with similar works or the director's previous filmography (when applicable).				
	PC9. Integrate relevant industry knowledge and critical theory to enhance the review's depth and analysis.				
	PC10. Effectively explain the film's themes, messages, and symbolism, drawing insightful connections to other films or cultural contexts.				
	Practice Clear and Engaging Communication	15	35		
	PC11. Structure the review logically, with a clear introduction, body paragraphs, and conclusion.				
	PC12. Write clearly and concisely, avoiding excessive jargon or overly complex language.				

	PC13. Tailor the writing style and tone to the target audience of the publication or platform.				
	PC14. Use active voice and strong verbs to create a compelling and engaging narrative.				
	PC15. Employ vivid and appropriate language to describe the film's visuals, themes, and emotional impact.				
	PC16. To enhance the review's expressiveness, use literary devices like metaphors, similes, and allusions effectively.				
	PC17. Proofread the review meticulously to ensure proper grammar, punctuation, and spelling.				
	PC18. Maintain a consistent and engaging voice throughout the review, reflecting the critic's personality and perspective.				
	PC19. Use humour or wit strategically, where appropriate, to enhance reader engagement without detracting from the review's seriousness.				
	PC20. Craft a compelling and well-written conclusion summarising the key points and reaffirming the overall argument about the film.				
	Total Marks	30	70		
NFD/MES/N1102: Craft a Distinctive Critical Voice	Craft a Distinctive Critical Voice	15	35		
	PC1. Develop a clear and engaging writing style that is recognisable as your own.				
	PC2. Utilise a diverse vocabulary specific to film criticism while maintaining clarity for the target audience.				
	PC3. Employ creative metaphors, similes, and other figures of speech to enhance expression and analysis.				
	PC4. Experiment with different writing structures and tones to find your unique voice in reviewing films.				
	PC5. Demonstrate consistent use of a recognisable voice across various film genres and styles.				
	Demonstrate a refined writing style	15	35		
	PC6. Identify and analyse film elements that other critics may overlook.				
	PC7. Connect the film to relevant historical, social, or cultural contexts, offering insightful interpretations.				
	PC8. Utilise personal experiences and film knowledge to form well-supported, original viewpoints.				
	PC9. Challenge conventional interpretations of films by providing thought-provoking counter-arguments.				
	PC10. PC 9. Highlight emerging trends or themes in cinema through your unique perspective.				

	PC11. Demonstrate an ability to anticipate audience reactions while simultaneously offering insightful critiques.				
	PC12. Generate debate and conversation around films through your critical analysis.				
	PC13. Distinguish yourself within the field by focusing on a specific niche or genre of expertise.				
	PC14. Engage in constructive dialogue with other critics, respectfully acknowledging different viewpoints.				
	PC15. Maintain an evolving critical voice, adapting to new trends and filmmaking techniques in the industry.				
	PC16. Identify and analyse film elements that other critics may overlook.				
	Total Marks	30	70		
NFD/MES/N1103: Cultivate relationships with filmmakers, industry professionals, and fellow critics.	Carry networking and relationship development	30	70		
	PC1. Establish and maintain a diverse network of contacts within the film industry, including filmmakers, producers, actors, and other key stakeholders.				
	PC2. Actively engage in networking events, film festivals, and industry gatherings to connect with industry professionals and build rapport.				
	PC3. Initiate and nurture mutually beneficial relationships with fellow critics, fostering a supportive community for collaboration and knowledge-sharing.				
	PC4. Demonstrate effective communication skills in interacting with filmmakers and industry professionals, showcasing professionalism and respect.				
	PC5. Identify opportunities for collaboration, such as joint projects, interviews, or events, and proactively pursue them to enhance professional connections.				
	PC6. Respond promptly to inquiries and requests from filmmakers and industry contacts, showing reliability and commitment to fostering relationships.				
	PC7. Seek feedback and input from peers and mentors to continuously improve networking strategies and relationship-building efforts.				
	PC8. Showcase integrity and ethical conduct in all interactions, maintaining trust and credibility with industry contacts.				
	PC9. Attend regular screenings, premieres, and industry gatherings to stay connected with the latest developments and forge new connections.				
	PC10. Measure the effectiveness of networking efforts by tracking outcomes such as collaborative projects initiated, referrals received, and opportunities generated.				
	Total Marks	30	70		
NFD/MES/N1104: Contribute to the cultural discourse on	Contribute to Cultural Discourse	30	70		
	PC1. Participate actively in panels, forums, and conferences focused on film criticism and contributed insightful perspectives to enrich discussions.				

film through participation in panels, conferences, and media appearances.	PC2.	Deliver engaging and thought-provoking presentations or talks on film-related topics at academic institutions, cultural institutions, or public events.				
	PC3.	Publish articles, essays, or op-eds in reputable publications that explore significant themes or trends in cinema and stimulate dialogue within the film community.				
	PC4.	Utilise social media platforms and online forums to engage with a wider audience, sharing informed opinions and generating discourse on relevant film topics.				
	PC5.	Collaborate with cultural organisations or educational institutions to organise film-related events, screenings, or lecture series that promote dialogue and understanding.				
	PC6.	Seek opportunities to serve as a guest speaker or commentator on radio, television, or podcasts to offer expert insights on film-related subjects.				
	PC7.	Actively contribute to online communities or discussion groups dedicated to film criticism, fostering a supportive and intellectually stimulating environment for discourse.				
	PC8.	Stay informed about current events, social issues, and cultural trends that intersect with the world of film, providing informed commentary and analysis.				
	PC9.	Engage with diverse perspectives and voices within the film community, demonstrating openness to different viewpoints and promoting inclusivity in cultural discourse.				
	PC10.	Evaluate the impact of contributions to cultural discourse through metrics such as audience engagement, media coverage, and feedback from peers and audiences.				
	Total Marks		30	70		
NFD/MES/N1105: Maintain a consistent publication schedule and adapt to evolving trends in film and media.	Maintain Publication Schedule		30	70		
	PC1.	Develop a detailed editorial calendar outlining publication deadlines, topics, and formats for reviews, articles, or other content related to film criticism.				
	PC2.	Prioritise tasks and manage time effectively to ensure timely reviews and other writing assignments are completed according to the established schedule.				
	PC3.	Communicate proactively with editors, publishers, or content managers to negotiate deadlines and manage expectations regarding publication timelines.				
	PC4.	Adapt writing style and content to meet the requirements of different publication platforms, whether print, online, or multimedia formats.				
	PC5.	Consistently produce high-quality content that meets editorial standards for accuracy, clarity, and relevance, maintaining the publication's integrity.				
	PC6.	Stay abreast of emerging trends, developments, and new releases in the film industry to inform content creation and maintain relevance with readers.				
	PC7.	Utilise tools and technology to streamline the writing and editing process, optimising productivity without compromising quality.				

	PC8. Collaborate with editors, fellow writers, and support staff to address any challenges or obstacles in meeting publication deadlines.				
	PC9. Regularly review and evaluate the publication schedule to identify areas for improvement and adjust strategies as needed to ensure efficiency and consistency.				
	PC10. Monitor key performance indicators such as publication frequency, audience engagement, and reader feedback to assess the effectiveness of the publication schedule and make adjustments as necessary.				
	Total Marks	30	70		
MES/N0104: Maintain Workplace Health & Safety	Follow the health, safety and security risks prevalent in the workplace.				
	PC1. Follow established safety protocols, report potential hazards, and avoid unsafe practices.				
	PC2. Promote healthy posture and take breaks to prevent work-related injuries.				
	PC3. Practices proper eye care while working on screens and takes regular breaks to prevent eye strain.				
	PC4. Follow 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.				
	PC5. Participates in relevant health and safety training programs to stay informed about best practices in the workplace.				
	PC6. Utilise effective stress management techniques to maintain well-being and productivity.				
	PC7. Identify security signals, e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms.				
	PC8. Follow emergency procedures in case of an accident or fire.				
	PC9. Take proactive measures to address any safety concerns promptly.				
	PC10. Ensure personal health and safety, and that of others in the workplace, through precautionary measures.				
	PC11. Identify and recommend opportunities for improving health, safety, and security to the designated person.				
	PC12. Report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn others who may be affected.				
	Total Marks	30	70		
DGT/VSQ/N0103: Employability Skills (90 Hours)					
	Introduction to Employability Skills	1	1		
	PC1. understand the significance of employability skills in meeting the current job market requirement and future of work				

PC2. identify and explore learning and employability relevant portals				
PC3. research about the different industries, job market trends, latest skills required and the available opportunities				
Constitutional values - Citizenship	1	1		
PC4. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.				
PC5. follow environmentally sustainable practices				
Becoming a Professional in the 21st Century	1	3		
PC6. recognize the significance of 21st Century Skills for employment				
PC7. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life				
PC8. adopt a continuous learning mindset for personal and professional development				
Basic English Skills	3	4		
PC9. use basic English for everyday conversation in different contexts, in person and over the telephone				
PC10. read and understand routine information, notes, instructions, mails, letters etc. written in English				
PC11. write short messages, notes, letters, e-mails etc. in English				
Career Development & Goal Setting	1	2		
PC12. identify career goals based on the skills, interests, knowledge, and personal attributes				
PC13. prepare a career development plan with short- and long-term goals				
Communication Skills	2	2		
PC14. follow verbal and non-verbal communication etiquette while communicating in professional and public settings				
PC15. use active listening techniques for effective communication				
PC16. communicate in writing using appropriate style and format based on formal or informal requirements				
PC17. work collaboratively with others in a team				
Diversity & Inclusion	1	1		

	PC18. communicate and behave appropriately with all genders and PwD				
	PC19. escalate any issues related to sexual harassment at workplace according to POSH Act				
	Financial and Legal Literacy	2	3		
	PC20. identify and select reliable institutions for various financial products and services such as bank account, debit and credit cards, loans, insurance etc.				
	PC21. carry out offline and online financial transactions, safely and securely, using various methods and check the entries in the passbook				
	PC22. identify common components of salary and compute income, expenses, taxes, investments etc				
	PC23. identify relevant rights and laws and use legal aids to fight against legal exploitation				
	Essential Digital Skills	3	5		
	PC24. operate digital devices and use their features and applications securely and safely				
	PC25. carry out basic internet operations by connecting to the internet safely and securely, using the mobile data or other available networks through Bluetooth, Wi-Fi, etc.				
	PC26. display responsible online behaviour while using various social media platforms				
	PC27. create a personal email account, send and process received messages as per requirement				
	PC28. carry out basic procedures in documents, spreadsheets and presentations using respective and appropriate applications				
	PC29. utilize virtual collaboration tools to work effectively				
	Entrepreneurship	2	3		
	PC30. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research				
	PC31. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion				
	PC32. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity				
	Customer Service	1	2		
	PC33. identify different types of customers and ways to communicate with them				
	PC34. identify and respond to customer requests and needs in a professional manner				
	PC35. use appropriate tools to collect customer feedback				
	PC36. follow appropriate hygiene and grooming standards				

	Getting ready for apprenticeship & Jobs	2	3		
	PC37. create a professional Curriculum vitae (Résumé)				
	PC38. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively				
	PC39. apply to identified job openings using offline /online methods as per requirement				
	PC40. answer questions politely, with clarity and confidence, during recruitment and selection				
	PC41. identify apprenticeship opportunities and register for it as per guidelines and requirements				
	Total Marks	20	30		
	Grand Total	200	450		

Annexure 7: Assessment Strategy

This section includes the processes involved in identifying, gathering, and interpreting information to evaluate the Candidate on the required competencies of the program.

Mention the detailed assessment strategy in the provided template.

1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SIP or email
- Assessment agencies send the assessment confirmation to VTP/TC looping SSC
- Assessment agency deploys the ToA-certified Assessor to execute the assessment
- SSC monitors the assessment process records

2. Testing Environment:

- Check the Assessment location, date and time
- If the batch size exceeds 30, then there should be 2 Assessors.
- Check that the allotted time for the candidates to complete the Theory & Practical Assessment is correct.

3. Assessment Quality Assurance levels/Framework:

- The question bank is created by the Subject Matter Experts (SME) are verified by the other SMEs
- Questions are mapped to the specified assessment criteria
- The assessor must be ToA certified; the trainer must be ToT Certified

4. Types of evidence or evidence-gathering protocol:

- Time-stamped geotagged reporting of the assessor from the assessment location
- Centre photographs with signboards and scheme-specific branding

5. Method of verification or validation:

- Surprise visit to the assessment location

6. Method for assessment documentation, archiving, and access

- Hard copies of the documents are stored

On the Job:

- Each module will be assessed separately.
- The candidate must score 70% in each module to complete the OJT.
- Tools of Assessment that will be used for assessing whether the candidate has having desired skills and etiquette of dealing with customers, understanding needs and requirements, assessing the customer and performing Soft Skills effectively:
 - Videos of Trainees during OJT
- Assessment of each Module will ensure that the candidate can:
 - Effective engagement with the customers
 - Understand the working of various tools and equipment

Annexure 8: Acronym and Glossary

Acronym

Acronym	Description
AA	Assessment Agency
AB	Awarding Body
ISCO	International Standard Classification of Occupations
NCO	National Classification of Occupations
NCrF	National Credit Framework
NOS	National Occupational Standard(s)
NQR	National Qualification Register
NSQF	National Skills Qualifications Framework
OJT	On the Job Training

Glossary

Term	Description
National Occupational Standards (NOS)	NOS define the measurable performance outcomes required from an individual engaged in a particular task. They list what an individual performing that task should know and do.
Qualification	A formal outcome of an assessment and validation process is obtained when a the competent body determines that an individual has achieved learning outcomes to given standards
Qualification File	A Qualification File is a template designed to capture necessary information about a Qualification from the perspective of NSQF compliance. The Qualification File will be normally submitted by the awarding body for the qualification.
Sector	A grouping of professional activities based on their main economic function, product, service or technology.
Long Term Training	Long-term skilling means any vocational training program undertaken for a year and above. https://ncvet.gov.in/sites/default/files/NCVET.pdf