

CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE

Name and address of submitting body:

Media and Entertainment Skill Council
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Name and contact details of individual dealing with the submission

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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

Model Curriculum to be added which will include the following:

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

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1	Qualification Title	Acting/ Voice-over Artist
2	Qualification Code, if any	MES/ Q 0101
3	NCO code and occupation	NCO 2015- 2655.0301 Voice Over Artist
4	Nature and purpose of the qualification (Please specify whether qualification is short term or long term)	Nature of qualification is Creative Art and purpose is to provide job and freelance opportunity as Voice Over Artist in M&E Industry (This qualification is Short Term Course)
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	Acting/ Voice-over Artist
9	Job description of the occupation	Artist in the Media & Entertainment Industry is also known as Voice-over Artist/ Dubbing Artist/ Voice Actor. Individuals at this job need to provide the voice for characters in various productions
10	Licensing requirements	No
11	Statutory and Regulatory requirement of the relevant sector (documentary evidence to be provided)	No
12	Level of the qualification in the NSQF	NSQF Level 4
13	Anticipated volume of training/learning required to complete the qualification	240 hrs
14	Indicative list of training tools required to deliver this qualification	Given with model curriculum
15	Entry requirements and/or recommendations and minimum age	Minimum: Class X
16	Progression from the qualification (Please show Professional and academic progression)	Senior Acting/ Voice-over Artist

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17	Arrangements for the Recognition of Prior learning (RPL)	RPL with prominent players in the Animation 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	20/03/2020	
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 0101 (Audition and qualify for voicing roles)	60	4
2.	MES / N 0102 (Prepare for voicing performances)	60	4
3.	MES / N 0103 (Perform voice-overs in accordance to requirements)	96	4
4.	MES/ N 0104 (Maintain Workplace Health and Safety)	24	4
	Sub Total (A)	240	4
	Optional component		
	Title of component and identification code/NOSs/Learning outcome	Estimated size (learning hours)	Level
(i)			
	Sub Total (B)		
	Total A+B	240	LEVEL 4

SECTION 1
ASSESSMENT

21	<p>Body/Bodies which will carry out assessment:</p> <p>MESC will conduct assessment through its empanelled 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 ridge 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

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
Audition and qualify for voicing	PC1. Understand the requirements of the audition PC2. Adapt his/her performance to the auditions’ requirements PC3. Showcase strengths and perform confidently during auditions PC4. Improvise and provide different voice interpretations, as required by auditions’
Prepare for voicing performance	PC1. Understand and interpret characters in scripts within the specified time-period (in general, time available is very limited) PC2. Adapt personality and performance in accordance to the requirements of the role PC3. Become proficient with own and co-actors Lines and understand interdependencies between roles
Perform voice-overs in accordance to requirements	PC1. Perform convincing interpretations of roles by portraying emotions (using speech, tone etc.) PC2. Improvise and adapt (provide valuations; vary speed, volume, pitch etc.) dynamically to the demands of the script PC3. Deliver within the shortest possible time-frame with

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	minimum number of takes
Maintain Workplace Health and Safety	PC1. Understand and comply with the organization's current health, safety and security policies and procedures
	PC2. Understand the safe working practices pertaining to own occupation
	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
	PC4. Participate in organization health and safety knowledge sessions and drills
	PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency
	PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms
	PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety
	PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures
	PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person
	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)
Means of assessment 2 Add boxes as required.	
Pass/Fail	Pass: Above 70%

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SECTION 2

25. EVIDENCE OF LEVEL

OPTION A

Title/Name of qualification/component: ACTING/ VOICEOVER ARTIST		Level: 4	
NSQF Domain	Outcome of the qualification/component	How the outcomes relate to the NSQF level descriptors	NSQF Level
Process	<ol style="list-style-type: none">1. Audition and qualify for voicing roles2. Prepare for voicing performances3. Perform voice-overs in accordance to requirements4. Maintain Workplace Health and Safety	<p>The job holder needs to showcase performance skills to Prospective producers and qualify for roles/parts in production. This job roles involves auditioning for voice roles in productions including film, television and advertising. He/she needs to perform imaging, narration, voice-overs according to requirements.</p> <p>The artist needs to understand the audition and adapt his performance accordingly. He needs to showcase his strengths and perform confidently during auditions and improvise and provide different voice interpretations as needed. He should understand the health, safety and security risks prevalent and know the people responsible for health and safety and the resources available.</p> <p>Should identify and report risks and comply with procedures in case of an emergency.</p>	Level 4
Professional	<ol style="list-style-type: none">1. Audition and qualify for voicing roles2. Prepare for voicing performances	The job holder must possess knowledge in the organizational and technical context including	Level 4

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<p>knowledge</p>	<p>3. Perform voice-overs in accordance to requirements</p> <p>4. Maintain Workplace Health and Safety</p>	<p>the role, venue and time for the audition and the key decision Makers conducting the audition. He should know the technical language of voicing, performance techniques and principles and the essentials for performance. He should be aware of the basics of media industry, different roles, a good ear for different types of sounds and voices, voice modulations, clarity and neutrality to emotions. He should know how to play with the tempo, tone, volume and pitch as per requirements.</p> <p>The artist needs to recognize the important words in a sentence and be able to use pitch inflection for emphasis, breathe correctly and have control over breath, know different languages, lip sync and match body language and mood of the character, listen to instructions, infer meaning of dialogues, emote through voice and accent, adapt to the character needs, suggest alternatives, overcome performance pressure and anxiety, know the relevant copyright laws and intellectual property rights and adhere to necessary health and safety measures. Should keep in mind the target audience as well as the budget, time constraints and roles and responsibilities of the production team.</p>	
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Professional skills	<ol style="list-style-type: none">1. Audition and qualify for voicing roles2. Prepare for voicing performances3. Perform voice-overs in accordance to requirements4. Maintain Workplace Health and Safety	<p>A Voice-over artist should know how to plan and organize and decide on whether to appear for the audition or not.</p> <p>He /she should possess problem solving abilities and plan, prepare and practice performance in accordance to the role being auditioned. Should have analytical and critical thinking. Should critically appraise quality of own performance to identify issues and work on the areas of improvement highlighted by the audition.</p> <p>He/she should assess the role if it meets his capabilities and skill-sets. Should be able to foresee any problems with the successful execution of the roles and resolve them properly.</p> <p>The artist should be able to prepare his own performance to deliver effectively and consistently, step into the shoes of the character and perform accordingly and improve his own performance.</p> <p>He / she should be able to make decisions on a suitable course of action/plan, plan and organise people and resources and equip them with risk-dealing abilities individually, apply problem solving approaches in different situations, understand risks and hazards within the scope of individual authority, report them to</p>	Level 4
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		the authorities and apply balanced judgements in every situation.	
Core skills	<ol style="list-style-type: none"> 1. Audition and qualify for voicing roles 2. Prepare for voicing performances 3. Perform voice-overs in accordance to requirements 4. Maintain Workplace Health and Safety 	<p>A Voice-over artist should possess excellent writing, reading and oral communication skills.</p> <p>He/she should know how to prepare and keep a portfolio of work handy for the audition process, fill out necessary forms and documentation at the audition venue, prepare follow up letters for auditioning authorities to find out results. He should research about the role, the production, key people involved in the decision-making process to prepare for the audition and read and understand the audition material provided. Should network with the casting agents and key people from the industry to identify roles, understand and discuss the audition requirements and process with the casting agents, rehearse performance and solicit feedback and suggestions for improvement. Should perform confidently, have fluency in speech, diction and dialect; follow-up to find out results and solicit feedback from audition on areas of improvement. Should read and understand the scripts and own dialogues along with those of co-performers.</p> <p>Should seek any clarifications from the director</p>	Level 4

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		<p>and scriptwriter. The artist needs to read the script to minimize takes and understand the nature of the character and the emotions being portrayed. He should be able to deliver dialogues and perform according to the director's instructions in order to engage the audiences.</p> <p>He would be required to write a feedback regarding health and safety to the concerned people, highlight potential risks, report a hazard, read instructions, policies, procedures and norms relation to health and safety and listen and communicate information with the concerned or affected people.</p>	
<p>Responsibility</p>	<ol style="list-style-type: none"> 1. Audition and qualify for voicing roles 2. Prepare for voicing performances 3. Perform voice-overs in accordance to requirements 4. Maintain Workplace Health and Safety 	<p>The job holder is responsible for his own work by way of understanding the requirements of the audition and adapts his performance according to the audition requirements. He needs to showcase strengths and perform confidently and improvise and provide different voice interpretations as required. He needs to become proficient with own and co-actor's lines and understand interdependence between roles. Should be able to perform convincing interpretations of roles, improvise, adapt and deliver with the shortest possible timeframe with minimum number of takes. Should</p>	<p>Level 4</p>

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		<p>Understand and comply with the organisation's current health, safety and security policies and procedures and identify security signals and aspects of potential risk at workplace.</p> <p>He/she should understand and comply with safe working practices and participate in knowledge drills, identify areas of potential risks and report to the concerned authorities and warn people who might be affected.</p>	
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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	As per the 2019 FICCI 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 and association where such employment is going to be generated and absorbed instead of generic validation of industry. The MESC submitted the endorsements from users / intended users of the qualification clearly supporting need for trained people against specific job role.	
	Usage of the qualification	MESC prepared this on the basis of requirement from industry and demand raised by various association. The qualification will be used both for new inductees as well as RPL of	

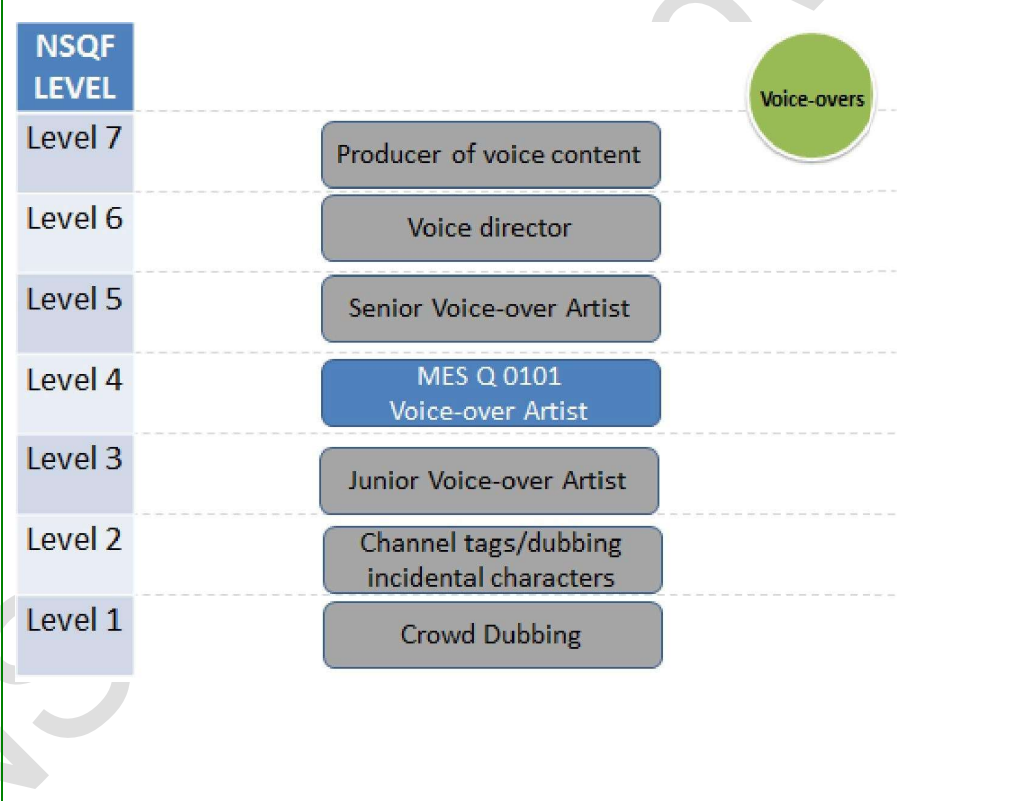
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		working actors in the industry.	
	Estimated uptake	MESC has conducted skill gap study in consultation with FICCI (KPMG and EY) and interaction with the industry. The skill gap study and industry interaction says huge demand of manpower for this qualification. MESC will share the tentative demand sheet whenever desired.	
27	<p>Recommendation from the concerned Line Ministry of the Government/Regulatory Body. 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 skilled Gap Survey we have done functional mapping for all the job roles ,ensuring there is no duplications in the in the planned qualifications in NSQF through vertical career progression and horizontal multiskilling</p>		
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. 24 months from the approval of the NSQC 2. If less than 30% of the certified candidates get employed 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? <i>Show the career map here to reflect the clear progression</i></p>  <p>The career map illustrates the progression of voice-over roles across NSQF levels. The levels are listed on the left, and corresponding roles are listed in boxes on the right. The role at Level 4, 'MES Q 0101 Voice-over Artist', is highlighted in blue. A green circle labeled 'Voice-overs' is positioned to the right of the map.</p> <table border="1"> <thead> <tr> <th>NSQF LEVEL</th> <th>Role</th> </tr> </thead> <tbody> <tr> <td>Level 7</td> <td>Producer of voice content</td> </tr> <tr> <td>Level 6</td> <td>Voice director</td> </tr> <tr> <td>Level 5</td> <td>Senior Voice-over Artist</td> </tr> <tr> <td>Level 4</td> <td>MES Q 0101 Voice-over Artist</td> </tr> <tr> <td>Level 3</td> <td>Junior Voice-over Artist</td> </tr> <tr> <td>Level 2</td> <td>Channel tags/dubbing incidental characters</td> </tr> <tr> <td>Level 1</td> <td>Crowd Dubbing</td> </tr> </tbody> </table>	NSQF LEVEL	Role	Level 7	Producer of voice content	Level 6	Voice director	Level 5	Senior Voice-over Artist	Level 4	MES Q 0101 Voice-over Artist	Level 3	Junior Voice-over Artist	Level 2	Channel tags/dubbing incidental characters	Level 1	Crowd Dubbing
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