



MEDIA & ENTERTAINMENT SKILLS COUNCIL (MESC)

Request for Proposal / Expression of Interest (RFP-EOI)

For Empanelment of Training Partners (TP/TC) to Conduct Skill Development Training in the Media & Entertainment Sector

Under "Namo Gujarat Kaushalya and Rojgar Mission" (NGKRM) – Gujarat Skill Development Mission (GSDM), Labour, Skills Development & Employment Department, Government of Gujarat

About Media & Entertainment Skills Council (MESC)

MESC is an Industry-led body promoted by the Federation of Indian Chambers of Commerce and Industry (FICCI) and working under the aegis of the Ministry of Skill Development & Entrepreneurship (MSDE), Government of India. MESC is also an awarding body under the National Council for Vocational Education & Training (NCVET).

MESC is Chaired by Padma Shree Dr. Shankar Mahadevan and governed by eminent industry leaders and professionals responsible for driving the strategic direction of the organisation and ensuring ethical, quality-driven practices across the Media & Entertainment (M&E) ecosystem. MESC has conducted more than 11,00,000+ trainings and certifications, 100 NSQF-aligned Qualification Packs, 500+ Partner Training Institutions, and 3500 Certified Trainers.

About the Scheme – Namo Gujarat Kaushalya and Rojgar Mission (NGKRM)

NGKRM is the flagship skilling mission of the Gujarat Skill Development Mission (GSDM), Government of Gujarat, aimed at building a state-level, industry-driven training ecosystem across priority and emerging sectors. The mission targets Reskilling, Upskilling and New-Skilling (RUN) of youth, women, workers, and marginalised communities, with training linked to verifiable NSQF/NCVET/KSU/GCVT certification, biometric-based attendance monitoring, and placement outcomes tracked on the NGKRM-MIS portal.

Purpose of the RFP/EOI

MESC invites Expression of Interest (EOI) / Proposals from eligible and experienced Training Partners (TPs) for conducting Skill Development Training in the Media & Entertainment sector under NGKRM, GSDM, Government of Gujarat, at the districts/talukas listed below.

The programme shall be implemented strictly in accordance with applicable NGKRM Implementation Guidelines, Common Cost Norms (CCN) notified by MSDE, NSQF standards, and NCVET/KSU/GCVT requirements, and the terms of the In-Principle Letter of Intent (LoI) and Undertaking-cum-Indemnity issued by GSDM.

Target Location & Job Roles

Tentative District	Tentative Taluka	Pincode	Sector	Job Role
PanchMahal	Godhra	389002	M&E	Graphic Designer
Narmada	Nandod	393145	M&E	Graphic Designer
Dahod	Dohad	389151	M&E	Graphic Designer
Dahod	Garbada	389155	M&E	Social Media Executive
Dahod	Jhalod	389180	M&E	Social Media Executive
Dahod	Dohad	389151	M&E	Social Media Executive
Kutch	Gandhidham	370201	M&E	Animator
Ahmedabad	Ahmedabad City	382213	M&E	Animator
Ahmedabad	Viramgam	382150	M&E	Animator
Bhavnagar	Bhavnagar	364001	M&E	Animator
Bhavnagar	Talaja	364140	M&E	Account Executive
Bhavnagar	Bhavnagar	364001	M&E	Account Executive
Bhavnagar	Bhavnagar	364001	M&E	Graphic Designer
Bhavnagar	Bhavnagar	364001	M&E	Social Media Executive
Chhota Udaipur	Chhota Udaipur	391165	M&E	Social Media Executive
BanasKantha	Palanpur	385001	M&E	Graphic Designer
Junagadh	Junagadh	362001	M&E	Graphic Designer
Bhavnagar	Ghogha	364750	M&E	Social Media Executive
Bhavnagar	Sihor	364240	M&E	Social Media Executive

Payment Terms (As per NGKRM / MSDE Common Cost Norms)

Payments to Training Partners shall be released by MESC on a milestone basis, in line with the tranche structure prescribed under NGKRM and MSDE Common Cost Norms (CCN):

Tranche	% of Cost	Milestone
1st Tranche	30%	On commencement of training, batch creation on NGKRM-MIS/SIDH portal, and verification of minimum 70% attendance for at least 21 working days

Tranche	% of Cost	Milestone
2nd Tranche	60%	On successful assessment and certification of trainees through an NCVET-accredited / KSU / GCVT / SSC-recognised assessment agency
3rd Tranche	10%	On confirmation of placement (wage or self-employment) of certified trainees within 3 months of certification, with verifiable placement proof

Mandatory Eligibility Conditions for Training Partners

Training Partners must ensure the following:

- Fully Accredited Training Centre** – The Training Partner must have an active & operational training centre at the location proposed for the project. The centre must be directly managed & operated by the TP. Subletting of premises or setting up a temporary centre only for the project will not be permitted.
- NSQF/NCVET Compliance** – All training must be conducted strictly as per NSQF-aligned Qualification Packs approved by MESC/GSDM. Trainers must be ToT certified wherever applicable.
- Placement Requirement** – Minimum 80% placement of certified candidates is mandatory, in the relevant job role/domain only, within 3 months of certification. Wage/self-employment proof must be submitted.
- Attendance & Biometric Monitoring** – Minimum 70% attendance is required for batch commencement (1st tranche) and for a candidate to appear in assessment. Attendance shall be captured through geo-fenced, face-recognition-based biometric attendance integrated and prescribed by NGKRM-MIS.
- Trainer**- Training shall be strictly conducted by certified Trainer.
- Infrastructure Requirements** – Training centre must have CCTV cameras installed in classrooms, common areas, entry/exit points, and across the entire premises, with footage accessible to MESC/GSDM on demand. Adequate training space, lab/equipment, and internet connectivity must be in place as per job role requirements.
- Non-Blacklisting Condition** – TP/TC must not be blacklisted or debarred by any Central/State Government Department, PSU, NSDC, Sector Skill Council, GSDM, or any other statutory authority. An affidavit for the same shall be provided.
- Right of Cancellation** – MESC/GSDM reserves the absolute right to change/cancel/revoke the targets at any stage if false/misleading information is provided, performance is unsatisfactory, or guidelines are violated.
- Information Sharing & Audit** – TP/TC must submit any information, data, or documents as and when required by MESC, GSDM, or the funding authority, and must cooperate in inspections, audits, and third-party evaluations. The Training Provider shall submit an Audit report duly signed by a CAG-empowered.
- The TP is required to submit a self-recorded, continuous, unedited video of each proposed Training Centre in a USB Flash Drive (Pen Drive). The video must clearly and continuously cover:

- Outside view of the building and approach road
- Parking area and entrance
- Reception / office area
- All classrooms, laboratories/workshops, and computer lab (if applicable)
- Washrooms and drinking water facility
- Common areas, staircases, and lifts (if available)
- Fire safety arrangements and emergency exits
- Overall infrastructure of the Training Centre

The video must be of good quality and should clearly establish the availability and readiness of the infrastructure proposed under the application. Submission of this video is a mandatory part of the compliance package.

11. The Training Partner must submit this RFP on its organization's official letterhead.

12. The selected TP shall affiliate with MESC within 10 days.

Technical Evaluation Criteria (100 Marks)

Sr. No.	Evaluation Parameter	Criteria	Maximum Marks
1	Experience in Government Skill Development Projects	2 Years = 10 Marks More than 2 Years = 20 Marks	20
2	Candidates Trained in Gujarat during the last 3 Financial Years	3,000 = 10 Marks 3,001–5,000 = 15 Marks, Above 5,001 = 20 Marks	20
3	Experience with Sector Skill Councils (SSCs)	2 SSCs = 5 Marks 3 SSCs = 10 Marks 4 or more SSCs = 15 Marks	15
4	Experience in Gujarat Government Skill Development Projects	One Project = 5 Marks Two Projects = 10 Marks Three or More Projects = 20 Marks	20
5	A Letter of Intent (LOI) shall be submitted.	1500 Candidates LOI = 10 Marks 3000 Candidates LOI = 15 Marks	15
6	Presentation before the Evaluation Committee	Understanding of Scope of Work, Implementation Strategy, Mobilization Plan, Training Methodology, Monitoring Framework, Placement Strategy, Team Strength, Innovation & Risk Mitigation	10
	Total		100 Marks

The maximum marks for the Technical Evaluation shall be 100. A bidder must secure a minimum of 70 marks out of 100 to qualify for the Financial Evaluation. Bidders scoring less than 70 marks shall be treated as technically non-responsive and their Financial Bid shall not be opened.



Presentation by Shortlisted Applicants

Only the applicants shortlisted after evaluation of the submitted EOI shall be invited to make a presentation before the Evaluation Committee.

The presentation shall assess the applicant's understanding of the scope of work, implementation methodology, project execution plan, candidate mobilization strategy, quality assurance mechanisms, monitoring and reporting framework, team strength, and overall capability to successfully implement the project.

The date, time, venue (or virtual meeting link), and presentation guidelines shall be communicated separately to the shortlisted applicants through e-mail.

Note: Submission of the presentation is not required at the time of EOI submission. Only shortlisted applicants will be invited to present before the Evaluation Committee as part of the subsequent evaluation process

Important Dates

- Date of Issue of RFP/EOI: 21/08/ 2026
- Last Date and Time of Submission of EOI: 29/08/2026 by 05:00 PM

Submission Details

- EOI Proposal to be submitted via email only
- Email ID: specialprojects@mescindia.org
- Subject Line: EOI – NGKRM/GSDM – Media & Entertainment Skill Development – [District/Taluka Name]

Contact Person

Manash

Mobile: +91 9336367704

Email: specialprojects@mescindia.org

Website: www.mescindia.org

Proposal with Annexures

Checklist & Documents Required from Training Partner (TP/TC)

A. Organizational Documents

- Certificate of Incorporation / Registration
- PAN Card of Organization
- GST Registration Certificate
- Latest GST Returns of last 3 Financial Years
- Income Tax Returns – Last 3 Financial Years
- Audited Financial Statements – FY 2022–23, 2023–24, 2024–25

B. Declarations & Compliance Documents

- Non-Blacklisting Declaration (on letterhead, duly signed & stamped by Authorised person only)
- Declaration of office presence in respective District & Taluka

C. Training Centre Details

- Training Centre Name and Complete Address
- Geo-tagged photographs of: Classrooms, Practical labs, Building exterior, CCTV installation
- Self-recorded, continuous, unedited readiness video of the Training Centre (as specified above), submitted on USB Flash Drive
- Proof of ownership/lease agreement

D. Human Resource Details

- Trainer Names, Qualification & Experience
- Trainer PAN
- Trainer Organization Association
- ToT certificates (SSC-issued, valid)

E. Experience & Capability

- Prior experience in Government Skill Development Projects
- Details of similar projects executed
- Placement proof samples (appointment letters, wage slips, etc.)
- Mobilization experience with marginalised/target communities (youth, women, workers, SC/ST/OBC/PwD/EWS-BPL)

F. Proposal & Strategy Documents

- Proposal Implementation Plan
- Mobilization Strategy for target candidates in allocated District/Taluka



- Placement Strategy & Employer Tie-ups
- TP Website Link & Office Address

Disclaimer

Submission of EOI does not guarantee allocation of targets. MESC/GSDM reserves the right to:

- Accept or reject any EOI
- Modify targets, timelines, or guidelines
- Cancel the process without assigning any reason

Annexure – A

APPLICATION (EOI) FOR EMPANELMENT AS TRAINING PARTNER — MEDIA & ENTERTAINMENT SECTOR (NGKRM/GSDM)

I. Details of the Organization

A. Details of Organization/Institution	
Name of Organization/Institution:	
Address of Registered Office/Head Office:	
Phone/Mobile No.:	
Website:	
Email:	
B. Details of Authorized Representative / Project Coordinator	
Name:	
Designation:	
Phone/Mobile No.:	
Email:	

II. Details of Legal Constitution (Nature/Type) of the Organization

Nature / Type of the Organization:	
Registration Number:	
Date & Place of Registration:	
Act under which registered (Specify name of Act):	
PAN No.:	



GST No.:	
Unique Id of NITI Aayog (if applicable):	

III. Brief History, Current Activities & Government Affiliations

TABLE-I: Brief history and activities

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TABLE-II: Affiliations

Affiliations with Central Govt	Affiliations with State Govt / GSDM	Affiliation with NSDC/SSCs

(Please attach supporting documents for Affiliations)

IV. Prior Experience of the Organization in Skill Training (Last 3 Years or More)

A. Experience in Skill Training under Government-Sponsored / Marginalised-Community Schemes

Financial Year	No. of Trainees	Scheme/Sponsoring Agency	Job Role(s)	Work Order Enclosed (Y/N)	Receipts Enclosed (Y/N)

V. Annual Turnover of the Organization for the Last Three Years

Financial Year	Turnover (in Lakhs)	Net Worth



(Please attach audited report of last three years)

VI. Intake Capacity of Proposed Training Centre

(Keeping in view accessibility, safety, and infrastructure needs as per NGKRM/GSDM norms)

Address of Training Centre	No. of Classrooms & Seating Capacity	No. of Labs & Capacity	Intake Capacity per Batch

(Please attach supporting documents and photographs)

VII. Human Resource (Trainers)

S.No.	Name of Trainer	Qualification	Experience (Years)	ToT Certificate Enclosed (Y/N)	Resume Enclosed (Y/N)

(Please attach resume of Trainers and ToT certificates)

VIII. Experience of the Organization in Placement (Last 3 Financial Years)

Year-wise Placement Details

Financial Year	No. Trained	No. Passed/Certified	Employed – Wage/Salary	Employed – Self-Employed	% Placed (>3 months)

(Please attach list of placed beneficiaries with contact numbers and employer details)

I hereby declare that the information provided in this proposal is true and correct to the best of my knowledge and belief. If any information provided herein is found to be false, misleading, or incorrect, MESC/GSDM reserves the right to reject the proposal and take appropriate action, including disqualification or blacklisting, as deemed appropriate.

Signature & Stamp



Name of Signatory:

Designation:

Date:

Place:

