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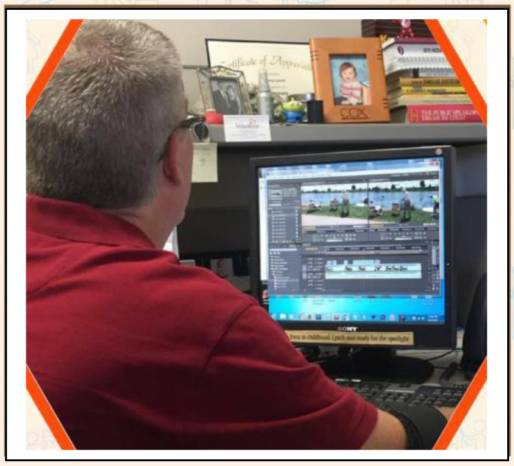
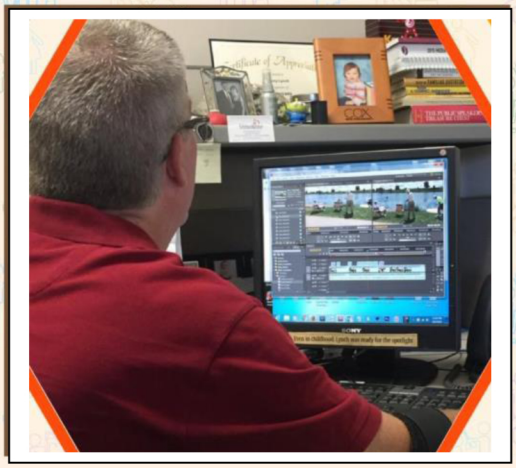
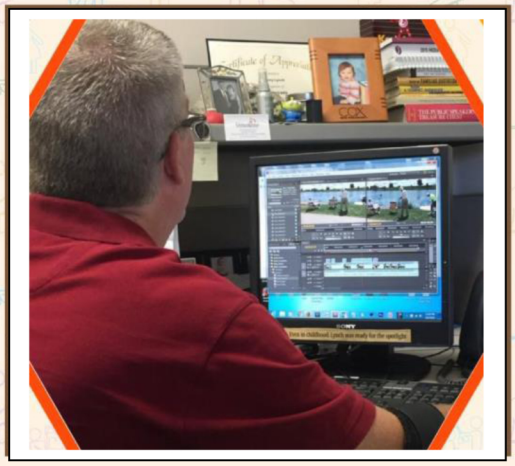
Facilitator Guide

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"Skilling is building a better India. If we have to move India towards development then Skill Development should be our mission."

Shri Narendra Modi
Prime Minister of India

Acknowledgements

Media & Entertainment Skills Council (MESC) would like to express its gratitude to all the individuals and institutions who contributed in different ways towards the preparation of this "Facilitator Guide". Without their contribution it could not have been completed. Special thanks are extended to those who collaborated in the preparation of its different modules. Sincere appreciation is also extended to all who provided peer review for these modules.

The preparation of this manual would not have been possible without the Media and Entertainment Industry's support. Industry feedback has been extremely encouraging from inception to conclusion and it is with their input that we have tried to bridge the skill gaps existing today in the Industry.

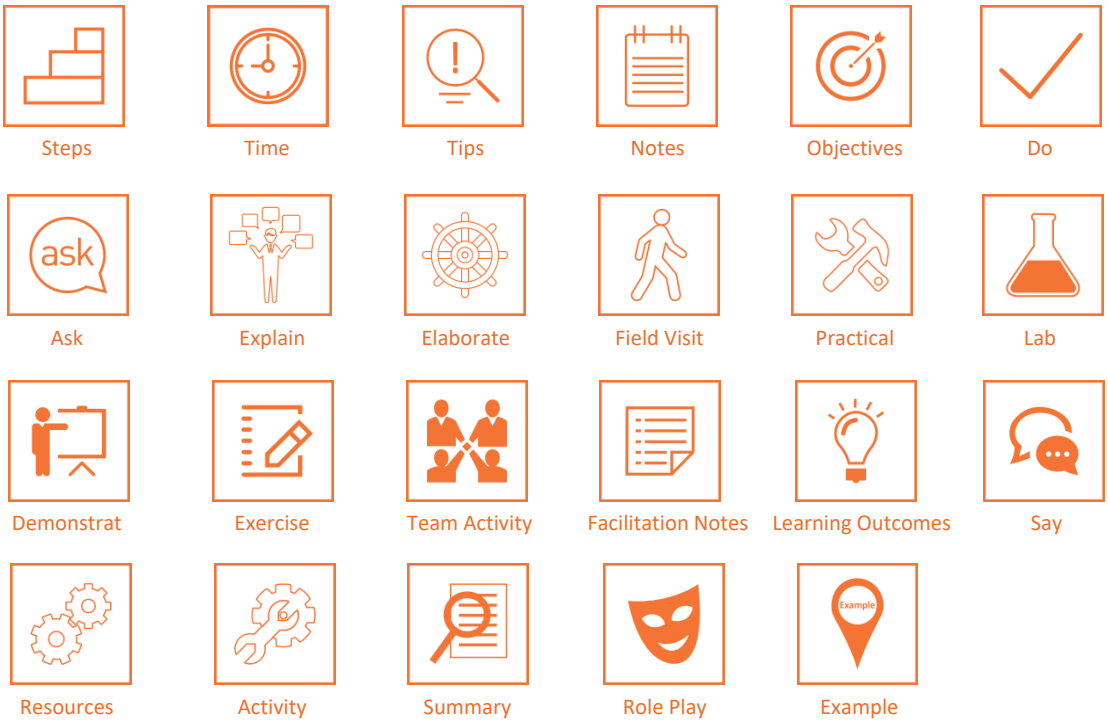
This manual is dedicated to the aspiring youth who desire to achieve special skills which will be a lifelong assets for future endeavors

About this Guide

This Facilitator Guide is designed to enable training for the specific Qualification Pack (QP). Each National Occupational (NOS) is covered across Unit/s.

Key Learning Objectives for the specific NOS mark the beginning of the Unit/s for that NOS. The symbols used in this book are described below.

Symbols Used



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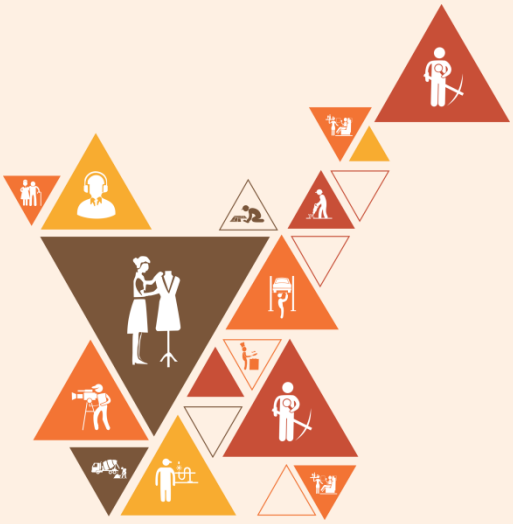
1. Introduction

Unit 1.1 - Introduction to the Media and Entertainment Sector
Unit 1.2 – Key Words



Key Learning Outcomes

At the end of this module, you will be able to:

1. Importance of media and entertainment sector in our life.
2. Familiarize with Role and responsibility of Editor.
3. Understand the role of the Editor.

Icebreaker

Unit Objectives

At the end of this unit, you will be able to:

1. Introduce each other
2. Build rapport with fellow students and the trainer
3. Find the interest of students

Resources to be used

- Available objects such as a duster, pen, notebook etc.
- A small bag to be used as parcel

Do

- Make the students stand in a circle, close enough to the person each side of them that they can pass the parcel quickly.
- Say 'Stop' when the when students least expect it. The person who has the parcel at that time should get out.
- Those who get out should introduce themselves by providing their names and a little additional information such as favorite hobbies, likes, dislikes etc.
- The winner of the game should stand and introduce himself/herself at the end of the game.

Say

- Thank the students for their participation.

Notes for Facilitation

- You could ask the students who get out during the game to be the music keepers. They can start and stop the music as the game progresses.
- Encourage shy students to provide information about themselves by prompting them with questions such as 'what do you enjoy doing the most', 'what is your favorite movie or book' etc.

Unit 1.1: Introduction to Media and Entertainment Sector

Unit Objectives

At the end of this unit, students will be able to:

1. Understanding Media & Entertainment Industry
2. Importance of Media & Entertainment in our life.
3. Familiarize with Role and responsibility of Editor.
4. Understand various parameters of Editor

Notes for Facilitation

- As this is first day so before starting the session introduce yourself, arrange the entire class and do some ice breaking activity and also ask everyone to introduce themselves.
- Use power point presentation to describe the topic.
- Start the session by stating the Session Objectives.
- During the session make sure all participants attentively listen to understand the content you deliver.
- Give quiz/test/assignment to check the students' understanding of the topic
- Ensure that the session plan should be followed according to time duration to complete the course in-time
- At the end of session ask questions given in assessment section.

Before concluding the session summarizes the key learning or takes away.

Unit 1.2: Key Words

Unit Objectives

At the end of this unit, students will be able to:

1. Familiarise with role and responsibilities of Editor.
2. Understand Team Roles
3. Know the channels of Media
4. Identify with Make Up Techniques

Explain

- Explain the role of Editor
- Explain the important make up techniques and when they are used.

Ask

At the end of session, the trainer should reserve the last 5 to 10 minutes for asking below questions.

Q1. What is Special Effects Make Up?
Q2. Which Make Up Type can create biography characters?
Q3. What are the three stages of Production and where does Visual Effects fall?
Q4. Who sets the budget for the Film or Production?

Q5. How does make up in Theatre and Cinema differ?

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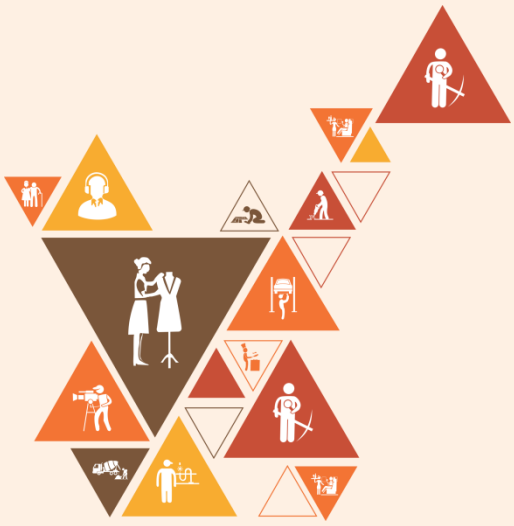
2. Understand Requirements and Plan Workflow

Unit 2.1- Understand Requirements and Plan Workflow



Key Learning Outcomes

At the end of this module, students will be able to:

Familiarize with production parameters and its specifications

UNIT 2.1: Understand Requirements and Plan Workflow

Unit Objectives

At the end of this unit, students will be able to:

Familiarise with production concepts and their applicability to each project.

Plan a project.

Explain

- Explain Video Editing.
- Video planning requirement and workflow.
- Pre-production
- Production
- Post Production
- Project Planning

Ask

Q1. What are goals of editing?
Q2. How do you outline scope?
Q3. What is the role of Gaffer?
Q4. What are different staged of editing?
Q5. What is final cut?
Q6. Define rough cut?
Q7. What is the need of project planning?

Notes for Facilitation

- Ensure all the required material and equipment related to session is in place and in proper working condition before starting the session.
- Before beginning the session, ask the students about what they learnt in the last session.
- Explain the Objectives of the current session.
- Use power point presentation to describe the topic.
- Divide the participants in groups and assign work related to the session for their better understanding.
- Give assignment to measure the student understanding of the topic
- Ensure that the session plan should be followed according to time duration to complete the course in-time
- Discuss the assignment questions with the students and provide correct answers

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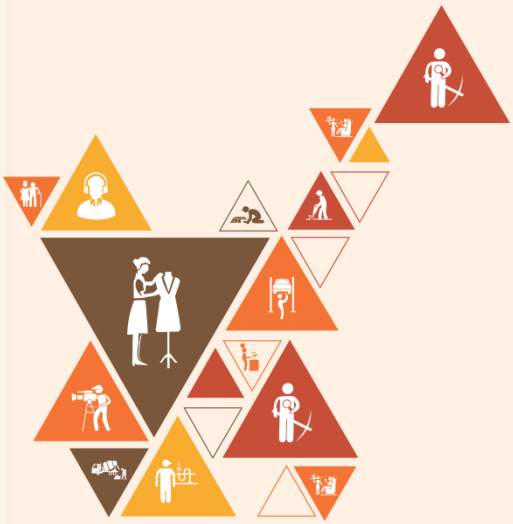
3. Manage Equipment and Material

Unit 3.1 - Manage Equipment and Material



Key Learning Outcomes

At the end of this module, students will be able to:

Manage equipment and material to be used in your project.

Familiarise with different softwares/tools of video editing

Unit 3.1: Manage Equipment and Material

Unit Objectives

At the end of this unit, students will be able to:

Manage equipment and material to be used in your project.

Familiarise with different softwares/tools of video editing

Notes for Facilitation

- Ensure all the required material and equipment related to session is in place and in proper working condition before starting the session.
- Before beginning the session, ask the students about what they learnt in the last session.
- Explain the Objectives of the current session.
- Use power point presentation to describe the topic.
- Give assignment to measure the student understanding of the topic
- Ensure that the session plan should be followed according to time duration to complete the course in-time
- Discuss the assignment questions with the students and provide correct answers.

  At the end of the session summarize the key learning.

Explain

- Explain hardware used for video editing
- Explain different tools used for video editing

Ask

At the end of session, the trainer should reserve the last 5 to 10 minutes for asking below questions.

Q1. What are different storage devices?
Q2. Wax is used for which editing functions?
Q3. What are the features of blender tool?
Q4. How do you manage material and equipment?

Summarize

- Summarize usage of various tools and equipment used for video editing

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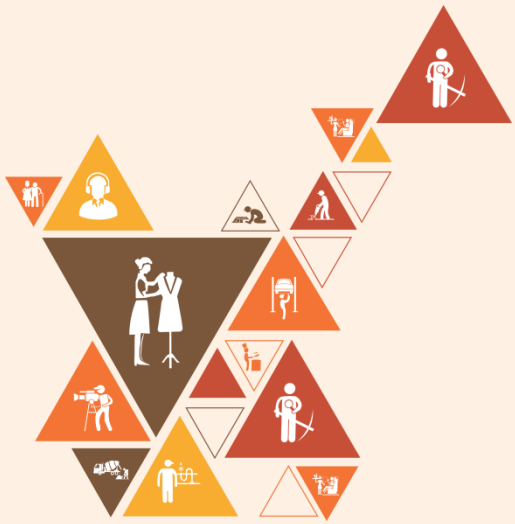
4. Edit the Production

Unit 4.1 - Edit the Production
Unit 4.2 - Audio and Video Formats
Unit 4.3- Project Testing



Key Learning Outcomes

At the end of this module, students will be able to:

- Work on Adobe Premiere CS 6.5
- Capture and edit videos
- Familiarise with the different types of Audio and Video formats
- Use the different formats relevantly
- Familiarise with containers, codec and bit rate
- Paraphrase how to test a deliverable output.

Unit 4.1: Edit the Production

Unit Objectives

At the end of this unit, students will be able to:

1. Work on Adobe Premiere CS 6.5
2. Capture and edit videos

Notes for Facilitation

1. Ensure all the required material and equipment related to session is in place and in proper working condition before starting the session.
2. Before beginning the session, ask the students about what they learnt in the last session.
3. Explain the Objectives of the current session.
4. Use power point presentation to describe the topic.
5. Give assignment to measure the student understanding of the topic
6. Ensure that the session plan should be followed according to time duration to complete the course in-time
7. Discuss the assignment questions with the students and provide correct answers.

Ask

Q1. Explain features of Adobe Premier 6.5?

Q2. Demonstrate how to change audio settings in adobe premier 6.5?

Q3. How do you import clips?

Q4. What do you mean by Trimming?

Q5.Why is superimposing needed?

Q6. Explain text rolling?

Summarize

- Summarize the process of editing the production?

Unit 4.2: Audio and Video Formats

Unit Objectives

At the end of this unit, students will be able to:

1. Familiarize with the different types of Audio and Video formats
2. Use the different formats relevantly
3. Familiarize with containers, codec and bit rate

Notes for Facilitation

1. Ensure all the required material and equipment related to session is in place and in proper working condition before starting the session.
2. Before beginning the session, ask the students about what they learnt in the last session.
3. Explain the Objectives of the current session.
4. Use power point presentation to describe the topic.
5. Give assignment to measure the student understanding of the topic
6. Ensure that the session plan should be followed according to time duration to complete the course in-time
7. Discuss the assignment questions with the students and provide correct answers.

Ask

Q1. What is container?

Q2. What is codec?

Q3. Define resolution?

Q4. What are common codecs?

Q5. List most common containers?

Q6. What is sampling rate?

Q7. What is wavelength?

Summarize

- Summarize various audio and video formats and their importance

Unit 4.3: Project Testing

Unit Objectives

At the end of this unit, students will be able to:

Paraphrase how to test a deliverable output.

Notes for Facilitation

1. Ensure all the required material and equipment related to session is in place and in proper working condition before starting the session.
2. Before beginning the session, ask the students about what they learnt in the last session.
3. Explain the Objectives of the current session.
4. Use power point presentation to describe the topic.
5. Give assignment to measure the student understanding of the topic
6. Ensure that the session plan should be followed according to time duration to complete the course in-time
7. Discuss the assignment questions with the students and provide correct answers.

Ask

Q1. What is the importance of testing a model?

Q2. What are different stages of testing?

Summarize

- Summarize the importance of Project Testing.

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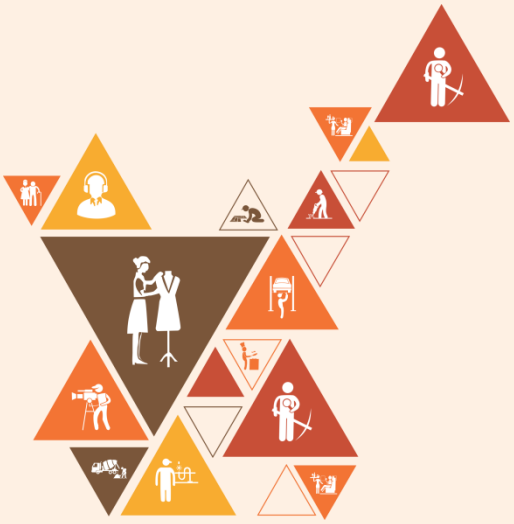
5. Maintain Workplace Health & Safety

Unit 5.1 - Maintain Workplace Health & Safety



Key Learning Outcomes

At the end of this module, students will be able to:

1. Understand and comply with the organisation's current health, safety and security policies and procedures.
2. Understand the safe working practices pertaining to own occupation.
3. 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.
4. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency.
5. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms.
6. Identify aspects of your workplace that could cause potential risk to own and others health and safety.
7. Ensure own personal health and safety, and that of others in the workplace though precautionary measures.
8. Identify and recommend opportunities for improving health, safety, and security to the designated person.
9. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority.

Unit 5.1: Workplace Health & Safety

Unit Objectives

At the end of this unit, students will be able to:

1. Ensure own personal health and safety, and that of others in the workplace though precautionary measures
2. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority.
3. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency.

Notes for Facilitation

1. Ensure all the required material and equipment related to session is in place and in proper working condition before starting the session.
2. Before beginning the session, ask the students about what they learnt in the last session.
3. Explain the Objectives of the current session.
4. Use power point presentation to describe the topic.
5. Give assignment to measure the student understanding of the topic
6. Ensure that the session plan should be followed according to time duration to complete the course in-time
7. Discuss the assignment questions with the students and provide correct answers.
8. At the end of the session summarize the key learning.

Ask

Q1. What are natural calamities?
Q2. What will you do if someone faints?
Q3. What causes Shock?
Q4. When will you call for emergency medical aid?
Q5. What is first aid?

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6. Soft Skills And Communication Skills

Unit 6.1 - Introduction to the Soft Skills

Unit 6.2 - Effective Communication

Unit 6.3 - Grooming and Hygiene

Unit 6.4 - Interpersonal Skill Development

Unit 6.5 - Social Interaction

Unit 6.6 - Group Interaction

Unit 6.7 - Time Management

Unit 6.8 - Resume Preparation

Unit 6.9 - Interview Preparation

Key Learning Outcomes

At the end of this module, students will be able to:

1. Understand Art of Effective Communication.
2. Able to handle effective Communication with co-workers.
3. Able to handle effective Communication with Peers/ colleagues.
4. Learn basic reading and writing skills.

Unit 6.1: **Introduction to Soft Skills**

Unit Objectives

At the end of this unit, students will be able to:

1. Understand the basic meaning of Soft Skills, their components and their benefits.
2. Understand Work Readiness and its significance

Notes for Facilitation

1. Use power point presentation to describe the topic.
2. Start the session by stating the Session Objectives.
3. During the session make sure all participants attentively listen to understand the content you deliver.
4. Ensure that the session plan should be followed according to time duration to complete the course in-time
5. At the end of session ask questions given in assessment section.
6. Before concluding the session summarize the key learning or takes away.

Ask

Q1. What is leadership quality?

Q2. Give 2 benefits of soft skills.

Q3. Give 2 components of right attitude

Unit 6.2: **Effective Communication**

Unit Objectives

At the end of this unit, students will be able to:

1. Do public speaking.
2. Describe likes and dislikes of a person.
3. Know basic etiquette of conversation

Notes for Facilitation

1. Use power point presentation to describe the topic.
2. Start the session by stating the Session Objectives.
3. During the session make sure all participants attentively listen to understand the content you deliver.
4. Ensure that the session plan should be followed according to time duration to complete the course in-time
5. At the end of session ask questions given in assessment section.
6. Before concluding the session summarize the key learning or takes away

Ask

Q1. What is a channel?
Q2. What is non verbal communication?
Q3. What are communication barriers?

Unit 6.3: Grooming and Hygiene

Unit Objectives

At the end of this unit, students will be able to:

1. Maintain cleanliness and hygiene.
2. Keep their dress clean and tidy.
3. Maintain positive body language while speaking.
4. Enable to perform more of the do's than the don'ts.
5. Learn about good eating habit and their impact on health.
6. Avoiding bad things such as gutkha and alcohol.
7. Learn about AIDS and its prevention.

Notes for Facilitation

1. Use power point presentation to describe the topic.
2. Start the session by stating the Session Objectives.
3. During the session make sure all participants attentively listen to understand the content you deliver.
4. Ensure that the session plan should be followed according to time duration to complete the course in-time
5. At the end of session ask questions given in assessment section.
6. Before concluding the session summarize the key learning or takes away.

Ask

Q1. What is appearance?
Q2. Is smiling part of posture?
Q3. What denotes a firm handshake?
Q4. Why is healthy eating important?
Q5. What does AIDS stand for?

Unit 6.4: **Interpersonal Skill Development**

Unit Objectives

At the end of this unit, students will be able to:

1. Develop a positive attitude and behavior.
2. Understanding Goal Setting.
3. Motivated for team participation at work.
4. Learn how to manage relations.
5. Learn about Stress and anger management skills.
6. Learn to develop leadership qualities.

Notes for Facilitation

1. Use power point presentation to describe the topic.
2. Start the session by stating the Session Objectives.
3. During the session make sure all participants attentively listen to understand the content you deliver.
4. Ensure that the session plan should be followed according to time duration to complete the course in-time
5. At the end of session ask questions given in assessment section.
6. Before concluding the session summarize the key learning or takes away.

Ask

Q1. What is attitude?
Q2. What did you learn from the story?
Q3. What is difference between optimism and positive attitude?
Q4. Why should goals be time bound?
Q5. What are etiquettes?
Q6. What is ownership and empathy?

Unit 6.5: **Social Interaction**

Unit Objectives

At the end of this unit, students will be able to:

1. Understand what social interaction is and what are social interaction behaviour.
2. Give a brief description about himself/herself in public.
3. Follow daily duties.
4. Cooperate with peers, family and other members in society.

Notes for Facilitation

1. Use power point presentation to describe the topic.
2. Start the session by stating the Session Objectives.
3. During the session make sure all participants attentively listen to understand the content you deliver.
4. Ensure that the session plan should be followed according to time duration to complete the course in-time
5. At the end of session ask questions given in assessment section.
6. Before concluding the session summarize the key learning or takes away.

Ask

Q1. What basics will you include in introduction?
Q2. What is experiential knowledge?

Unit 6.6: **Group Interaction**

Unit Objectives

At the end of this unit, students will be able to:

1. Participate in group discussions in the class.
2. Give speech in the public.
3. Understand the importance of team building and team work.

Notes for Facilitation

1. Use power point presentation to describe the topic.
2. Start the session by stating the Session Objectives.
3. During the session make sure all participants attentively listen to understand the content you deliver.
4. Ensure that the session plan should be followed according to time duration to complete the course in-time
5. At the end of session ask questions given in assessment section.
6. Before concluding the session summarize the key learning or takes away.

Ask

Q1. Why are interactions important?
Q2. What is importance of listening skills?
Q3. Is team work dream work?

Unit 6.7: **Time Management**

Unit Objectives

At the end of this unit, students will be able to:

1. Understand the importance of time management.
2. Develop time management skills.
3. Learn about effective time planning.

Notes for Facilitation

1. Use power point presentation to describe the topic.
2. Start the session by stating the Session Objectives.
3. During the session make sure all participants attentively listen to understand the content you deliver.
4. Ensure that the session plan should be followed according to time duration to complete the course in-time
5. At the end of session ask questions given in assessment section.
6. Before concluding the session summarize the key learning or takes away.

Ask

Q1. Why is being punctual important?
Q2. Narrate a good time management story.
Q3. Explain what is urgent and what is important?

Unit 6.8: **Resume Preparation**

Unit Objectives

At the end of this unit, students will be able to:

1. Understand the importance of resume.
2. Learn how to prepare a resume

Notes for Facilitation

1. Use power point presentation to describe the topic.
2. Start the session by stating the Session Objectives.
3. During the session make sure all participants attentively listen to understand the content you deliver.
4. Ensure that the session plan should be followed according to time duration to complete the course in-time
5. At the end of session ask questions given in assessment section.
6. Before concluding the session summarize the key learning or takes away.

Ask

Q1. What should a resume potray?
Q2. Why should you not include photo?
Q3. How will you categorize skills?

Unit 6.9: **Interview Preparation**

Unit Objectives

At the end of this unit, students will be able to:

1. Understand the procedure of interview.
2. Go thorough mock interviews.
3. Understand how to present themselves during an interview.
4. Motivated to work after the training period is over.

Notes for Facilitation

1. Use power point presentation to describe the topic.
2. Start the session by stating the Session Objectives.
3. During the session make sure all participants attentively listen to understand the content you deliver.
4. Ensure that the session plan should be followed according to time duration to complete the course in-time
5. At the end of session ask questions given in assessment section.
6. Before concluding the session summarize the key learning or takes away.

Ask

Q1. What is a Panel Interview?
Q2. What do you cover in company research before going for interview?
Q3. How does grooming impact your interview?

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7. Employability & Entrepreneurship Skills

Unit 7.1 – Personal Strengths & Value Systems

Unit 7.2 – Digital Literacy: A Recap

Unit 7.3 – Money Matters

Unit 7.4 – Preparing for Employment & Self Employment

Unit 7.5 – Understanding Entrepreneurship Unit

Unit 7.6 – Preparing to be an Entrepreneur

Key Learning Outcomes

At the end of this module, students will be able to:

1. Understand value system
2. Appreciate the role of digital literacy
3. Understand Money Matters
4. Appreciate the concept of self-employment
5. Who is entrepreneur
6. How to be an entrepreneur

Unit 7.1: Personal Strength and Value System

Unit Objectives

At the end of this unit, students will be able to:

- Explain the meaning of hygiene
- Understand the purpose of Swacch Bharat Abhiyan
- Explain the meaning of habit
- Discuss ways to set up a safe work environment
- Discuss critical safety habits to be followed by employees
- Explain the importance of self-analysis
- Understand motivation with the help of Maslow's Hierarchy of Needs
- Discuss the meaning of achievement motivation
- List the characteristics of entrepreneurs with achievement motivation
- List the different factors that motivate you
- Discuss how to maintain a positive attitude
- Discuss the role of attitude in self-analysis
- List your strengths and weaknesses
- Discuss how to foster a good work ethic
- List the characteristics of highly creative people
- List the characteristics of highly innovative people
- Discuss the benefits of time management
- List the traits of effective time managers
- Describe effective time management technique
- Discuss the importance of anger management
- Discuss the symptoms of stress
- Discuss tips for stress management

Notes for Facilitation

1. Ensure all the required material and equipment related to session is in place and in proper working condition before starting the session.
2. Before beginning the session, ask the students about what they learnt in the last session.
3. Explain the Objectives of the current session.
4. Use power point presentation to describe the topic.
5. Give assignment to measure the student understanding of the topic
6. Ensure that the session plan should be followed according to time duration to complete the course in-time
7. Discuss the assignment questions with the students and provide correct answers.
8. At the end of the session summarize the key learning.

Ask

Q1. Q1. What is WHO?
Q2. How is hygiene and Health related?
Q3. What is self actualization in Maslows pyramid?
Q4. Why is positive attitude important?
Q5. What is meaning of ethics?
Q6. What is innovation?
Q7. What is cognitive restructuring?

Unit 7.2: Digital Literacy: A Recap

Unit Objectives

At the end of this unit, students will be able to:

1. Identify the basic parts of a computer
2. Identify the basic parts of a keyboard
3. Recall basic computer terminology
4. Recall basic computer terminology
5. Recall the functions of basic computer keys
6. Discuss the main applications of MS Office
7. Discuss the benefits of Microsoft Outlook
8. Discuss the different types of e-commerce
9. List the benefits of e-commerce for retailers and customers
10. Discuss how the Digital India campaign will help boost e-commerce in India
11. Describe how you will sell a product or service on an e-commerce platform

Notes for Facilitation

1. Ensure all the required material and equipment related to session is in place and in proper working condition before starting the session.
2. Before beginning the session, ask the students about what they learnt in the last session.
3. Explain the Objectives of the current session.
4. Use power point presentation to describe the topic.
5. Give assignment to measure the student understanding of the topic
6. Ensure that the session plan should be followed according to time duration to complete the course in-time
7. Discuss the assignment questions with the students and provide correct answers.
8. At the end of the session summarize the key learning.

Ask

Q1.What is a cursor?

Q2. What does ESC do?

Q3. What is Microsoft Acess?

Q4. Explain B2B and C2C?

Unit 7.3: Money Matters

Unit Objectives

At the end of this unit, students will be able to:

1. Discuss the importance of saving money
2. Discuss the benefits of saving money
3. Discuss the main types of bank accounts
4. Describe the process of opening a bank account
5. Differentiate between fixed and variable costs
6. Describe the main types of investment options
7. Describe the different types of insurance products
8. Describe the different types of taxes
9. Discuss the uses of online banking
10. Discuss the main types of electronic funds transfers

Notes for Facilitation

1. Ensure all the required material and equipment related to session is in place and in proper working condition before starting the session.
2. Before beginning the session, ask the students about what they learnt in the last session.
3. Explain the Objectives of the current session.
4. Use power point presentation to describe the topic.
5. Give assignment to measure the student understanding of the topic
6. Ensure that the session plan should be followed according to time duration to complete the course in-time
7. Discuss the assignment questions with the students and provide correct answers.
8. At the end of the session summarize the key learning.

Ask

Q1. Why is investing important?
Q2. What are recurring accounts?
Q3. What is the Nature of Variable costs?
Q4. What is a Private equity?
Q5. What is Capital gain tax?
Q6. What is RTGS?

Unit 7.4: Preparing for Employment & Self Employment

Unit Objectives

At the end of this unit, students will be able to:

1. Discuss the steps to prepare for an interview
2. Discuss the steps to create an effective Resume
3. Discuss the most frequently asked interview questions
4. Discuss how to answer the most frequently asked interview questions
5. Discuss basic workplace terminology

Notes for Facilitation

1. Ensure all the required material and equipment related to session is in place and in proper working condition before starting the session.
2. Before beginning the session, ask the students about what they learnt in the last session.
3. Explain the Objectives of the current session.
4. Use power point presentation to describe the topic.
5. Give assignment to measure the student understanding of the topic
6. Ensure that the session plan should be followed according to time duration to complete the course in-time
7. Discuss the assignment questions with the students and provide correct answers.
8. At the end of the session summarize the key learning.

Ask

Q1. Why is preparation important for interview?
Q2. What will you include in personal skills?
Q3. Why do you want the job- reasoning?
Q4. How will you identify strengths?
Q5. What does CV stand for?

Unit 7.5: Understanding Entrepreneurship

Unit Objectives

At the end of this unit, students will be able to:

1. Discuss the concept of entrepreneurship
2. Discuss the importance of entrepreneurship
3. Describe the characteristics of an entrepreneur
4. Describe the different types of enterprises
5. List the qualities of an effective leader
6. Discuss the benefits of effective leadership
7. List the traits of an effective team
8. Discuss the importance of listening effectively
9. Discuss how to listen effectively
10. Discuss the importance of speaking effectively
11. Discuss how to speak effectively
12. Discuss how to solve problems
13. List important problem solving traits
14. Discuss ways to assess problem solving skills
15. Discuss the importance of negotiation
16. Discuss how to negotiate
17. Discuss how to identify new business opportunities
18. Discuss how to identify business opportunities within your business
19. Understand the meaning of entrepreneur
20. Describe the different types of entrepreneurs
21. List the characteristics of entrepreneurs
22. Recall entrepreneur success stories
23. Discuss the entrepreneurial process
24. Describe the entrepreneurship ecosystem

Notes for Facilitation

1. Ensure all the required material and equipment related to session is in place and in proper working condition before starting the session.
2. Before beginning the session, ask the students about what they learnt in the last session.
3. Explain the Objectives of the current session.
4. Use power point presentation to describe the topic.
5. Give assignment to measure the student understanding of the topic
6. Ensure that the session plan should be followed according to time duration to complete the course in-time
7. Discuss the assignment questions with the students and provide correct answers.
8. At the end of the session summarize the key learning.

Ask

Q1. What is entrepreneurship?
Q2. What makes a good entrepreuer?
Q3. What is a LLP?
Q4. How is reinvention important?
Q5. What are two elements of problem solving?
Q6. What is SWOT analysis?
Q7. Name two types of entrepreneurs.
Q8. What is Make in India campaign?
Q9. What is Risk Appetite?

Unit 7.6: Preparing to be an Entrepreneur

Unit Objectives

At the end of this unit, students will be able to:

1. Discuss how market research is carried out
2. Describe the 4 Ps of marketing
3. Discuss the importance of idea generation
4. Recall basic business terminology
5. Discuss the need for CRM
6. Discuss the benefits of CRM
7. Discuss the need for networking
8. Discuss the benefits of networking
9. Understand the importance of setting goals
10. Differentiate between short-term, medium-term and long-term goals
11. Discuss how to write a business plan
12. Explain the financial planning process
13. Discuss ways to manage your risk
14. Describe the procedure and formalities for applying for bank finance
15. Discuss how to manage your own enterprise
16. List important questions that every entrepreneur should ask before starting an enterprise

Notes for Facilitation

1. Ensure all the required material and equipment related to session is in place and in proper working condition before starting the session.
2. Before beginning the session, ask the students about what they learnt in the last session.
3. Explain the Objectives of the current session.
4. Use power point presentation to describe the topic.
5. Give assignment to measure the student understanding of the topic
6. Ensure that the session plan should be followed according to time duration to complete the course in-time
7. Discuss the assignment questions with the students and provide correct answers.
8. At the end of the session summarize the key learning.

Ask

1. What are the 4 P;'s?
2. What is Depreciation?
3. What is ROI?
4. Why is networking important?
5. How will one set goals?
6. What is business plan?
7. What are channels of distribution?
8. What documents must be prepared for loans?
9. What is seed funding?

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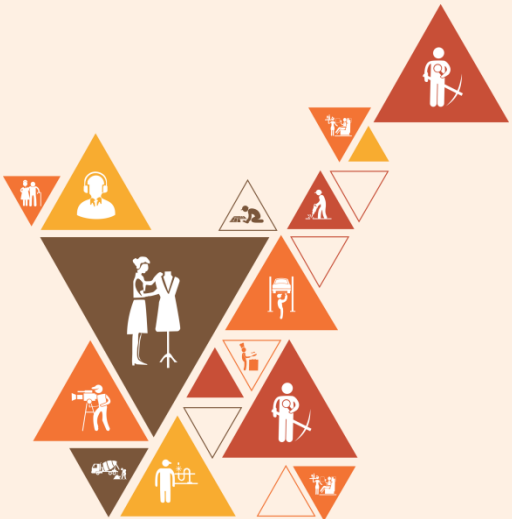
8. Annexures

Annexure I: Training Delivery Plan

Annexure II: Assessment Criteria



Annexure I

Training Delivery Plan

Training Delivery Plan			
Program Name:	**Editor**		
Qualification Pack Name & Ref. ID	MES/ Q 1401		
Version No.	**1.0**	**Version Update Date**	**26/11/14**
Pre-requisites to Training	This job requires the individual to be well-versed with editing conventions and techniques such as sorting, assembling, parallel editing, splicing and joining, merging and synchronizing picture/sound. The individual must be able to prepare the final output using editing software such as Avid, Final Cut Pro, After Effects, Adobe Premiere and sound cleaning software		
Training Outcomes	**By the end of this program, the participants would have achieved the following competencies:**		
	Understanding Editing and its Process • Editing software's and learn their techniques • Innovative editing methods. • Adding effects and enhancing Editing • Team Management of Subordinates • Health, Safety and Security Standards		

S. No	Sessions	Methodology	Training Tools/ Aids	Duration (Theory + Practical)
1.	Introduction	• Explaining • Demonstrating Application • Showing Videos and Clips • Learning by teaching • Quiz & Exams	• Laptop, • White board, • Marker, • Projector,	10.0
2.	Key words			
3.	Understand Requirements and Plan Workflow	• Explaining • Demonstrating • Physical Application • Learning by teaching • Quiz & Exams	• Laptop, • White board, • Marker, • Projector • Editing tools • Editing software • Storage devices	40.0
4.	Manage Equipment and Material	• Explaining • Demonstrating • Physical Application • Learning by teaching • Quiz & Exams	• Laptop • White board • Marker • Projector • Editing tools • Editing software • Storage devices	40.0
5.	Edit the Production	• Explaining • Demonstrating • Physical Application • Learning by teaching • Quiz & Exams	• Laptop • White board • Marker • Projector • Editing tools • Editing software • Storage devices	15.0
6.	Audio and Video Formats			10.0
7.	Project Testing			15.0
8.	Workplace Health & Safety	• Explaining • Demonstrating • Collaboration • Learning by teaching • Quiz & Exams	• Laptop, • White board, • Marker • Projector • Safety devices • Fire Extinguisher	28.0
9.	Introduction to Soft Skills	• Explaining • Demonstrating Application	• Laptop • White board • Marker • Projector	**18.0**
10.	Effective Communication Unit			

11.	Grooming and Hygiene	• Showing Videos and Clips • Learning by teaching • Quiz & Exams		
12.	Interpersonal Skill Development			
13.	Social Interaction			
14.	Group Interaction			
15.	Time Management			
16.	Resume Preparation			
17.	Interview Preparation			
18.	Individual Intrinsic and External Core Development	• Explaining • Demonstrating • Collaboration • Learning by teaching • Quiz & Exams	• Laptop, • White board, • Marker, projector	20.0
19.	Digitalized Era : Flashback			
20.	Financial Handles			
21.	Proceeding with Understanding : Entrepreneurial Battle			
22.	Entrepreneurship In Depth			
23.	Setting the Game : Initial Plunge			

Annexure II

Assessment Criteria

CRITERIA FOR ASSESSMENT OF TRAINEES

Assessment Criteria	
Job Role	Editor
Qualification Pack	MES/ Q 1401, v1.0
Sector Skill Council	Media & Entertainment

NOS		NOS NAME	Weightage
1	MES/ N 1401	Understand requirements and plan workflow	30%
2	MES/ N 1402	Manage equipment & material	20%
3	MES/ N 1403	Edit the production	45%
4	MES/ N 0104	Maintain workplace health and safety	5%
			100%

Guidelines for Assessment:
1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory & Practical part will be based on knowledge bank of questions created by the AA and approved by SSC.
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria.
5. To pass the Qualification Pack , every trainee should score a minimum of 70% cumulatively (Theory and Practical).

Assessment Outcomes	Assessment Criteria for outcomes	Total Mark	Out Of	Theory	Skills Practical
MES/ N 1401 (Understand requirements and plan workflow)	PC1. Understand the Directors vision, creative and technical requirements and expectations in terms of deliverables and timelines	100	20	10	50
	PC2. Understand the way the story needs to be conveyed including the emotional graph, grammar of the scene, motivational points and need for transitions		20	10	
	PC3. Determine key post-production processes that would be involved to produce the desired outcome and chart-out the process workflow (Supervisor)		20	10	
	PC4. Break-down the workflow into tasks that can be performed on a daily basis		20	10	
	PC5. Translate expectations into effort estimates for each process and prepare a work plan, keeping in mind the impact on the production budget, timelines and technical viability (Supervisor)		20	10	
		Total	100	50	50

Assessment Outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
MES/ N 1402 (Manage equipment & material)	PC1. Gather raw footage/material and select relevant material that can be used for post-production	100	40	20	50
	PC2. Ingest the footage/keep the material ready for the post-production process		25	10	
	PC3. Ensure software/equipment is ready for use (e.g. Final Cut Pro, Avid, After-Effects and sound cleaning software)		10	5	
	PC4. Save back-ups for interim work-products in the appropriate file formats		10	5	
	PC5. Ensure final work-products are prepared in appropriate file formats (mp4, avi, wmv, mpg, mov etc.) and appropriate medium (DVD, film, tape, digital etc.) compatible with intended distribution/exhibition mediums		10	5	
	PC6. Clear logs/data and keep the software and equipment ready for future use		5	5	
		Total	100	50	50

Assessment Outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
MES/ N 1403 (Edit the production)	PC1. Visualise the flow of the story idea and conceptualise possibilities	100	25	10	50
	PC2. Evaluate and select the production raw material (raw camera footage, dialogue, sound effects, graphics, special effects etc.) that can be used to create the required flow		20	10	
	PC3. Manage video, sound and image assets		20	10	

	effectively, maintaining accurate and up-to-date logs, audio track breakdowns and sound tracks.				
	PC4. Cut, sequence and merge the material using digital software to create an output that meets guidelines and has the required attributes (pace, direction, style, mood, impact etc.) that would appeal to the target audience		15	10	
	PC5. Prepare a rough cut to ensure the required standards for the deliverable are adhered to		10	5	
	PC6. Ensure continuity in the final output		10	5	
		Total	100	50	50
Assessment outcomes	Assessment criteria for outcomes		Marks Allocation		
		Total mark	Out of	Theory	Skills Practical
MES/ N 0104 (Maintain workplace health and safety Description)	PC1. Understand and comply with the organisation's current health, safety and security policies and procedures	100	10	5	50
	PC2. Understand the safe working practices pertaining to own occupation		10	5	
	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		5	3	
	PC4. Participate in organization health and safety knowledge sessions and drills		5	2	
	PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency		10	5	
	PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	
	PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety		10	5	
	PC8. Ensure own personal health and safety, and that of others in the workplace though precautionary measures		10	5	
	PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person		5	3	
	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		10	5	
	PC11. Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard		10	5	
	PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	
		Total	100	50	50

Do

- Explain each Guideline for Assessment in detail
- Explain the score that each trainee needs to obtain
- Recapitulate each NOS one-by-one and take participants through the allocation of marks for Theory and Skills Practical.
- Explain the Allocation of Marks. Explain that they will be assessed on Theory and Skills Practical.

Notes

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