

Qualification Pack



Project Manager (OOH) Media

QP Code: MES/Q0707

Version: 1.0

NSQF Level: 5

Media & Entertainment Skills Council || Commercial premises No Ja522, 5th Floor, DLF Tower A, Jasola,
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Qualification Pack

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MES/Q0707: Project Manager (OOH) Media

Brief Job Description

A Project Manager in an OOH Media Company will be responsible for erection of media at selected / licensed site, in compliance of all statutory conditions and as per design & budget. This position manages multiple outdoor media projects as per the business requirement and follows / implements applicable regulatory guidelines.

Personal Attributes

Individuals in this job role require a creative mind to determine best locations, and type of media, that will draw maximum attention of audience at that location - both at present and likely in future. Project Manager (OOH) will need to spend time on the field extensively. Needs to be meticulous, process-oriented & persevering

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [MES/N0729: Recognise outdoor media industry](#)
2. [MES/N0732: Design media for different kind of sites](#)
3. [MES/N0734: Execute project for erection of media at approved sites](#)
4. [MES/N0731: Ensure compliance of all statutory conditions](#)
5. [MES/N0104: Maintain Workplace Health & Safety](#)

Qualification Pack (QP) Parameters

Sector	Media & Entertainment
Sub-Sector	Advertising
Occupation	Marketing/Advertising Sales/Traffic
Country	India
NSQF Level	5
Credits	NA



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Aligned to NCO/ISCO/ISIC Code	NCO 2015/7321.1200
Minimum Educational Qualification & Experience	Graduate (Pursuing Graduation (B.A. / B.Voc. in Media/Advertising)) with 1 Year of experience OR Diploma with 3 Years of experience OR 12th Class with 4 Years of experience
Minimum Level of Education for Training in School	Not Applicable
Pre-Requisite License or Training	NA
Minimum Job Entry Age	21 Years
Last Reviewed On	NA
Next Review Date	30/12/2026
NSQC Approval Date	30/12/2021
Version	1.0
Reference code on NQR	2021/ME/MESC/04869
NQR Version	1.0

Remarks:



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MES/N0729: Recognise outdoor media industry

Description

This NOS is about awareness of outdoor media industry, scope of advertisement and business growth in the industry

Scope

The scope covers the following :

- Advertisement industry and its importance
- Scope of outdoor advertisement and creating brand value

Elements and Performance Criteria

Advertisement industry and its importance

To be competent, the user/individual on the job must be able to:

- PC1.** recognize role of advertising in marketing & sales of brands
- PC2.** awareness about the OOH-Media industry
- PC3.** creation of business value of OOH-Advertising Media
- PC4.** analyse types of OOH advertising
- PC5.** recognize ways in which advertising messages are conveyed

Scope of outdoor advertisement and create brand value

To be competent, the user/individual on the job must be able to:

- PC6.** recognize client expectation to create brand value
- PC7.** recognize visual language eg. composition, scale, framing, contrast, color, shape, line, texture for the outdoor advertisement
- PC8.** create value addition through highlighting the product value
- PC9.** analyses different aspect of advertisement based on area, size and proximity of viewing for advertising in outdoors
- PC10.** factors for outdoor site selection
- PC11.** various designs of outdoor display formats/ types
- PC12.** lighting alternatives of outdoor display formats / types
- PC13.** Lighting of outdoor display formats
- PC14.** display mounting processes
- PC15.** processes for monitoring displays

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Organization and hierarchy structure of the Company, including all in-house departments and their functions



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- KU2.** Existing Media Assets of the Company and their details, in particular renewal, licensing and maintenance information, record creation and archival process.
- KU3.** Communication Process in the Company for seeking inter-departmental information / approval across functions
- KU4.** the appropriate use of the area and materials being used for
- KU5.** how different advertising angles / heights are used to serve as to display the subject matter in the frame
- KU6.** how advertisement framing methods are related to how close or far a subject from object
- KU7.** have in-depth knowledge of lighting techniques and know how to achieve them
- KU8.** All regulatory compliance requirements pertaining to concerned city and location
- KU9.** In depth knowledge of digital technology, including power supply, in case of use of Digital OOH Media.

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Refer and conform to the image / message technical specifications, accessories overview, software requirements mentioned in the manual for equipment being used to create the site
- GS2.** Refer and comprehend all regulatory compliance requirements
- GS3.** use the working vocabulary and specialist terminology which is relevant to their chosen area(s) of outdoor advertisement
- GS4.** Report writing, applications for license, fill up tender forms, provide necessary regulatory information, create competitor analysis report with their product / service offerings, customers and target market for internal consumption
- GS5.** decide on which audience types needs to be targeted based on typical business of the company
- GS6.** plan and allocate the budgets for different media and operational needs
- GS7.** manage and meet project / task deadlines successfully
- GS8.** identify technical issues related to location, design, erection & maintenance of appropriate advertising media which maximizes visibility of the site
- GS9.** analyze the location and relevant audience to create appropriate outdoor advertisement media at that location.
- GS10.** analyze and understand past records other media at that location and also its future value

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Advertisement industry and its importance</i>	10	20	-	-
PC1. recognize role of advertising in marketing & sales of brands	2	4	-	-
PC2. awareness about the OOH-Media industry	2	4	-	-
PC3. creation of business value of OOH-Advertising Media	2	4	-	-
PC4. analyse types of OOH advertising	2	4	-	-
PC5. recognize ways in which advertising messages are conveyed	2	4	-	-
<i>Scope of outdoor advertisement and create brand value</i>	20	50	-	-
PC6. recognize client expectation to create brand value	2	5	-	-
PC7. recognize visual language eg. composition, scale, framing, contrast, color, shape, line, texture for the outdoor advertisement	2	5	-	-
PC8. create value addition through highlighting the product value	2	5	-	-
PC9. analyses different aspect of advertisement based on area, size and proximity of viewing for advertising in outdoors	2	5	-	-
PC10. factors for outdoor site selection	2	5	-	-
PC11. various designs of outdoor display formats/ types	2	5	-	-
PC12. lighting alternatives of outdoor display formats / types	2	5	-	-
PC13. Lighting of outdoor display formats	2	5	-	-
PC14. display mounting processes	2	5	-	-
PC15. processes for monitoring displays	2	5	-	-



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
NOS Total	30	70	-	-



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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0729
NOS Name	Recognise outdoor media industry
Sector	Media & Entertainment
Sub-Sector	Advertising
Occupation	Marketing/Advertising Sales/Traffic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	NA
Next Review Date	30/12/2026
NSQC Clearance Date	30/12/2021



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MES/N0732: Design media for different kind of sites

Description

This NOS is about designing outdoor media to best leverage available OOH sites/locations.

Scope

The scope covers the following :

- Recognize location and appropriate media
- Design media as per location

Elements and Performance Criteria

Recognize location

To be competent, the user/individual on the job must be able to:

- PC1.** Identify areas in the city of work that provide maximum audiences of different types
- PC2.** Identify locations in specific areas that will add value to the organization's media portfolio
- PC3.** Identify appropriate format for selected location and obtain permissions for erecting site from land-owners and regulatory authorities
- PC4.** Negotiate with concerned for preventing cost increases on account of regulations regulatory compliances, rents, etc.
- PC5.** In case of tenders, identify locations on offer and establish value for the same
- PC6.** Participate in tender bids accordingly and obtain contracts for erection of sites as per tender conditions

Design media as per locations

To be competent, the user/individual on the job must be able to:

- PC7.** Create designs for OOH displays in various format genres like large, small, street furniture, digital, etc., and obtain approval from top management, as being most appropriate for location by format, size, illumination, license period, projected salability and cost budget.
- PC8.** Consult (a) Structural Engineering expert and (b) Electrical (Illumination) Engineering expert to prepare detailed construction and electrical wiring drawings for approved designs
- PC9.** Obtain structural stability certificate for the same from Approved Structural Engineer of the City / Cities;
- PC10.** • Create foundation, fabrication & erection drawings and electrical wiring drawings for the approved designs together with BOQ, BOM,
• etc., & release for execution.
- PC11.** Maintain Design Inventory.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** brand value of the business ie advertisement standards of the organization



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- KU2.** relevant guidelines defined by Government & Municipality / Panchayat
- KU3.** legal framework pertaining to rental / lease / tender contracts.
- KU4.** regulations governing design and specifications of various OOH display formats & existing inventory
- KU5.** design developments in OOH and Digital OOH nationally and globally
- KU6.** material and illumination developments especially with environment friendly properties
- KU7.** prevailing soil and surface conditions in city / cities
- KU8.** filing and maintaining library of drawings and specifications

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** .Be able to read maps and be thoroughly aware of city-scape including location of areas/monuments of interest as well as how traffic flows in the city
- GS2.** developing constructive and cooperative working relationships with others, and maintaining them
- GS3.** ability to communicate information and ideas in speaking so others will understand
- GS4.** ability to listen to and understand information and ideas presented through spoken words and sentences
- GS5.** decide on negotiations for rental/lease for private locations as well as for tenders if there is scope.
- GS6.** Decide on appropriate location based on audience and other location values
- GS7.** Decide on appropriate formats to be erected.
- GS8.** Negotiate best terms for erecting site at selected locations.
- GS9.** work on constantly improving salability projections to ensure correct selection.
- GS10.** assess salability and appropriateness of location and format
- GS11.** Analyze all conditions to decide best tender bid submission
- GS12.** critically appraise quality of own performance to identify issues
- GS13.** Scalability projections of previously erected sites meet actual and reasons for variances.

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Recognize location</i>	15	35	-	-
PC1. Identify areas in the city of work that provide maximum audiences of different types	2	6	-	-
PC2. Identify locations in specific areas that will add value to the organization's media portfolio	2	6	-	-
PC3. Identify appropriate format for selected location and obtain permissions for erecting site from land-owners and regulatory authorities	2	6	-	-
PC4. Negotiate with concerned for preventing cost increases on account of regulations regulatory compliances, rents, etc.	3	5	-	-
PC5. In case of tenders, identify locations on offer and establish value for the same	3	5	-	-
PC6. Participate in tender bids accordingly and obtain contracts for erection of sites as per tender conditions	3	7	-	-
<i>Design media as per locations</i>	15	35	-	-
PC7. Create designs for OOH displays in various format genres like large, small, street furniture, digital, etc., and obtain approval from top management, as being most appropriate for location by format, size, illumination, license period, projected salability and cost budget.	3	7	-	-
PC8. Consult (a) Structural Engineering expert and (b) Electrical (Illumination) Engineering expert to prepare detailed construction and electrical wiring drawings for approved designs	3	7	-	-
PC9. Obtain structural stability certificate for the same from Approved Structural Engineer of the City / Cities;	3	7	-	-
PC10. • Create foundation, fabrication & erection drawings and electrical wiring drawings for the approved designs together with BOQ, BOM, • etc., & release for execution.	3	7	-	-



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. Maintain Design Inventory.	3	7	-	-
NOS Total	30	70	-	-



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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0732
NOS Name	Design media for different kind of sites
Sector	Media & Entertainment
Sub-Sector	Advertising
Occupation	Marketing/Advertising Sales/Traffic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	NA
Next Review Date	30/12/2026
NSQC Clearance Date	30/12/2021



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MES/N0734: Execute project for erection of media at approved sites

Description

This NOS is about detailed planning and execution of project for erection of selected formats at approved locations

Scope

The scope covers the following :

- Ensuring all relevant approvals are on record for erecting site at location
- Preparation of project execution plan with timelines and costs and obtain all internal approvals for same
- Supervise on-site execution of work to ensure compliance /adherence to design s/working drawings/approvals/statutory regulations
- Conduct trial run post completion of erection and on satisfaction, hand-over for marketing, affix site identification board as per regulations / internal rules.
- Record and file all drawings, modifications if any, approvals, project plan, execution details, copies of work orders issued, copies of all invoices received and all relevant documents for the new site

Elements and Performance Criteria

Ensuring all approvals on record.

To be competent, the user/individual on the job must be able to:

- PC1.** Check-list of all approvals necessary for a media site to be erected in the city
- PC2.** Any special conditions and arrange for compliance of the same
- PC3.** Prepare reminders for rental payments, renewal of rental agreements, license fee payments and renewals of all relevant licenses, electricity payments

Preparation of Project Execution Plan

To be competent, the user/individual on the job must be able to:

- PC4.** Prepare BOM/BOQ based on approvals by Structural Engineer and Electrical Designer
- PC5.** Prepare project plan using appropriate software, using time and cost estimates as accurately as possible after discussions with concerned teams.
- PC6.** Prepare project plan using appropriate software, using time and cost estimates as accurately as possible after discussions with concerned teams
- PC7.** Prepare for time and cost over-run scenarios in case on contingencies.

Coordinate with Commercial and select vendors

To be competent, the user/individual on the job must be able to:

- PC8.** Share Project plan with Commercial Team and identify outsourced jobs
- PC9.** Prepare technical specs for RFP/RFQ for material and jobs
- PC10.** Evaluate all offers received and negotiate along with Commercial to finalize vendors for jobs and suppliers and quality of material
- PC11.** Ensure job vendors understand Project Plan and all working drawings

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- PC12.** Coordinate with Commercial to release Purchase Orders / Work Contracts on time and as per agreed terms
- PC13.** Coordinate with Commercial & vendors to ensure timely and quality compliant deliveries of materials and timely availability of job vendors.

On-site supervision of execution

To be competent, the user/individual on the job must be able to:

- PC14.** Either personally or thru subordinates, ensure daily visits to each site and submission / recording of status report with regard to material consumed and job completion and update on-line project plan to reflect daily status
- PC15.** Create and maintain check-list of all regulations / compliances to be maintained onsite and ensure knowledge of all concerned regarding same
- PC16.** Coordinate with vendors, on-site supervisors, suppliers, company accounts team to ensure adherence to Project Plan timings
- PC17.** Receive vendor invoices for material and jobs, verify accuracy of same and approve payment as appropriate

Conduct trials and release finished media site for Marketing

To be competent, the user/individual on the job must be able to:

- PC18.** Prepare check-list for testing when site is ready
- PC19.** Complete check-list as above and record results
- PC20.** If all test results positive, to release site by informing all concerned about site, including GPS coordinates, close view and long view photographs taken in daytime and in illuminated condition; to also inform concerned regulatory authorities and land-owner
- PC21.** Have prepared Identification Board with Municipality License Number, name of company, size of the media and any other details specified by local regulations and affix same on the media erected, prior to taking photographs as above

Record and file all drawings and documents

To be competent, the user/individual on the job must be able to:

- PC22.** All designs, drawings, approvals, documents pertaining to the project must be taken possession of and filed chronologically in hard format. Depending upon company policy, each document may be scanned and archived.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Every media in the company's own inventory, including type of media format, location, all technical details, audience for each by both numbers and quality.
- KU2.** All relevant regulations for erecting outdoor media site in the city / state
- KU3.** Reading and understanding designs and drawings and their correctness
- KU4.** Preparation of BOM/BOQ
- KU5.** Correct processes for executing various stages of erection viz: foundation, preparation / fabrication and installation of columns / pillars / structures / lighting fixtures, wiring, installation of LED modules (in case of digital displays), testing for IP65/67 conditions for electrical fittings
- KU6.** How to use various online project planning and monitoring tools & processes



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Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Read / understand regulations and standards
- GS2.** discuss with teams (project, commercial, vendors, accounts) all issue concerning efficiency of execution at lesser costs
- GS3.** communicate with senior management at all stages so that senior management approves plan and execution
- GS4.** Fully understand different regulations and compliance requirements
- GS5.** Understand each phase of work and material requirement so that estimations of project completion time and costs are correct
- GS6.** Plan back-ups for key tasks and material
- GS7.** Identify issues that may arise during execution and explore options to resolve them proactively
- GS8.** conflict management and negotiation skills especially when dealing with both internal administration and external vendors
- GS9.** Prepare for contingencies
- GS10.** Be innovative in use of material and design to execute better media sites

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Ensuring all approvals on record.</i>	5	9	-	-
PC1. Check-list of all approvals necessary for a media site to be erected in the city	2	3	-	-
PC2. Any special conditions and arrange for compliance of the same	2	3	-	-
PC3. Prepare reminders for rental payments, renewal of rental agreements, license fee payments and renewals of all relevant licenses, electricity payments	1	3	-	-
<i>Preparation of Project Execution Plan</i>	6	12	-	-
PC4. Prepare BOM/BOQ based on approvals by Structural Engineer and Electrical Designer	1	3	-	-
PC5. Prepare project plan using appropriate software, using time and cost estimates as accurately as possible after discussions with concerned teams.	2	3	-	-
PC6. Prepare project plan using appropriate software, using time and cost estimates as accurately as possible after discussions with concerned teams	2	3	-	-
PC7. Prepare for time and cost over-run scenarios in case on contingencies.	1	3	-	-
<i>Coordinate with Commercial and select vendors</i>	9	18	-	-
PC8. Share Project plan with Commercial Team and identify outsourced jobs	1	3	-	-
PC9. Prepare technical specs for RFP/RFQ for material and jobs	2	3	-	-
PC10. Evaluate all offers received and negotiate along with Commercial to finalize vendors for jobs and suppliers and quality of material	2	3	-	-
PC11. Ensure job vendors understand Project Plan and all working drawings	2	3	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. Coordinate with Commercial to release Purchase Orders / Work Contracts on time and as per agreed terms	1	3	-	-
PC13. Coordinate with Commercial & vendors to ensure timely and quality compliant deliveries of materials and timely availability of job vendors.	1	3	-	-
<i>On-site supervision of execution</i>	6	12	-	-
PC14. Either personally or thru subordinates, ensure daily visits to each site and submission / recording of status report with regard to material consumed and job completion and update on-line project plan to reflect daily status	2	3	-	-
PC15. Create and maintain check-list of all regulations / compliances to be maintained onsite and ensure knowledge of all concerned regarding same	1	3	-	-
PC16. Coordinate with vendors, on-site supervisors, suppliers, company accounts team to ensure adherence to Project Plan timings	2	3	-	-
PC17. Receive vendor invoices for material and jobs, verify accuracy of same and approve payment as appropriate	1	3	-	-
<i>Conduct trials and release finished media site for Marketing</i>	7	12	-	-
PC18. Prepare check-list for testing when site is ready	2	3	-	-
PC19. Complete check-list as above and record results	2	3	-	-
PC20. If all test results positive, to release site by informing all concerned about site, including GPS coordinates, close view and long view photographs taken in daytime and in illuminated condition; to also inform concerned regulatory authorities and land-owner	2	3	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC21. Have prepared Identification Board with Municipality License Number, name of company, size of the media and any other details specified by local regulations and affix same on the media erected, prior to taking photographs as above	1	3	-	-
<i>Record and file all drawings and documents</i>	1	3	-	-
PC22. All designs, drawings, approvals, documents pertaining to the project must be taken possession of and filed chronologically in hard format. Depending upon company policy, each document may be scanned and archived.	1	3	-	-
NOS Total	34	66	-	-



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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0734
NOS Name	Execute project for erection of media at approved sites
Sector	Media & Entertainment
Sub-Sector	Advertising
Occupation	Marketing/Advertising Sales/Traffic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	NA
Next Review Date	30/12/2026
NSQC Clearance Date	30/12/2021



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MES/N0731: Ensure compliance of all statutory conditions

Description

This NOS is about statutory compliances as per legal framework and team management for implementing the project.

Scope

The scope covers the following :

- Apply legal framework / statutory compliances
- Team management

Elements and Performance Criteria

Apply legal framework and statutory compliances

To be competent, the user/individual on the job must be able to:

- PC1.** recognize Regulatory Authority governing OOH and applicable licensing rules, regulations & bye-laws
- PC2.** recognize Safety requirements
- PC3.** recognize Environment & Sustainability as well as cost elements and select material accordingly

Team management

To be competent, the user/individual on the job must be able to:

- PC4.** Conduct training session for subordinates
- PC5.** Allocation of respective assignments among team members
- PC6.** Site allocation
- PC7.** Measure performance and effectiveness of team members
- PC8.** Risk management

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Legal Counsel or Company Secretary or other person(s) available for any referral or advise
- KU2.** Company's arrangements for liaison with local regulatory and legal authorities.
- KU3.** Team members and their nature so as to be able to motivate individual team members and obtain best performance.
- KU4.** Current legal and regulatory status of Company's inventory
- KU5.** Which activities pertaining to Campaign execution may need special regulatory approval
- KU6.** how to apply the indicated process as per conditions stipulated
- KU7.** How to report on status of the condition
- KU8.** How to avoid inconvenience to the surrounding people while executing project



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Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Read / understand regulations.
- GS2.** discuss with team
- GS3.** communicate and work with regulators, all involved in obtaining legal approvals
- GS4.** Obtain and manage all legal and regulatory requirements for Company's inventory
- GS5.** Plan for contingencies during execution.
- GS6.** Identify issues that may arise and explore options to resolve them proactively
- GS7.** conflict management and negotiation skills
- GS8.** Avoid any issues arising from non-compliance of regulatory / legal issues.

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Apply legal framework and statutory compliances</i>	9	21	-	-
PC1. recognize Regulatory Authority governing OOH and applicable licensing rules, regulations & bye-laws	3	7	-	-
PC2. recognize Safety requirements	3	7	-	-
PC3. recognize Environment & Sustainability as well as cost elements and select material accordingly	3	7	-	-
<i>Team management</i>	23	47	-	-
PC4. Conduct training session for subordinates	3	7	-	-
PC5. Allocation of respective assignments among team members	5	10	-	-
PC6. Site allocation	5	10	-	-
PC7. Measure performance and effectiveness of team members	5	10	-	-
PC8. Risk management	5	10	-	-
NOS Total	32	68	-	-



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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0731
NOS Name	Ensure compliance of all statutory conditions
Sector	Media & Entertainment
Sub-Sector	Advertising
Occupation	Marketing/Advertising Sales/Traffic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	NA
Next Review Date	30/12/2026
NSQC Clearance Date	30/12/2021



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MES/N0104: Maintain Workplace Health & Safety

Description

This OS unit is about contributing towards maintaining a healthy, safe and secure working environment

Elements and Performance Criteria

Understanding the health, safety and security risks prevalent in the workplace

To be competent, the user/individual on the job must be able to:

- PC1.** understand and comply with the organizations 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

Knowing the people responsible for health and safety and the resources available

To be competent, the user/individual on the job must be able to:

- 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

Identifying and reporting risks

To be competent, the user/individual on the job must be able to:

- 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 individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected

Complying with procedures in the event of an emergency

To be competent, the user/individual on the job must be able to:

- PC11.** follow organizations 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 individuals authority

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:



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- KU1.** Organizations norms and policies relating to health and safety
- KU2.** Government norms and policies regarding health and safety and related emergency procedures
- KU3.** Limits of authority while dealing with risks/ hazards
- KU4.** The importance of maintaining high standards of health and safety at a workplace
- KU5.** The different types of health and safety hazards in a workplace
- KU6.** Safe working practices for own job role
- KU7.** Evacuation procedures and other arrangements for handling risks
- KU8.** Names and contact numbers of people responsible for health and safety in a workplace
- KU9.** How to summon medical assistance and the emergency services, where necessary
- KU10.** Vendors or manufacturers instructions for maintaining health and safety while using equipment, systems and/or machines

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** how to write and provide feedback regarding health and safety to the concerned people
- GS2.** how to write and highlight potential risks or report a hazard to the concerned people
- GS3.** read instructions, policies, procedures and norms relating to health and safety
- GS4.** highlight potential risks and report hazards to the designated people
- GS5.** listen and communicate information with all anyone concerned or affected
- GS6.** make decisions on a suitable course of action or plan
- GS7.** plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority
- GS8.** apply problem solving approaches in different situations
- GS9.** understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority
- GS10.** apply balanced judgments in different situations
- GS11.** How to write and provide feedback regarding health and safety to the concerned people
- GS12.** How to write and highlight potential risks or report a hazard to the concerned people
- GS13.** Read instructions, policies, procedures and norms relating to health and safety
- GS14.** Highlight potential risks and report hazards to the designated people
- GS15.** Listen and communicate information with all anyone concerned or affected
- GS16.** Make decisions on a suitable course of action or plan
- GS17.** Plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority
- GS18.** Apply problem solving approaches in different situations
- GS19.** build and maintain positive and effective relationships with colleges and customers
- GS20.** analyze data and activities
- GS21.** Understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority



Qualification Pack

GS22. Apply balanced judgments in different situations

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Understanding the health, safety and security risks prevalent in the workplace</i>	15	15	-	-
PC1. understand and comply with the organizations current health, safety and security policies and procedures	5	5	-	-
PC2. understand the safe working practices pertaining to own occupation	5	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	3	2	-	-
PC4. participate in organization health and safety knowledge sessions and drills	2	3	-	-
<i>Knowing the people responsible for health and safety and the resources available</i>	10	10	-	-
PC5. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency	5	5	-	-
PC6. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms	5	5	-	-
<i>Identifying and reporting risks</i>	18	17	-	-
PC7. identify aspects of your workplace that could cause potential risk to own and others health and safety	5	5	-	-
PC8. ensure own personal health and safety, and that of others in the workplace through precautionary measures	5	5	-	-
PC9. identify and recommend opportunities for improving health, safety, and security to the designated person	3	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected	5	5	-	-
<i>Complying with procedures in the event of an emergency</i>	7	8	-	-
PC11. follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard	5	5	-	-
PC12. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority	2	3	-	-
NOS Total	50	50	-	-



Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0104
NOS Name	Maintain Workplace Health & Safety
Sector	Media & Entertainment
Sub-Sector	Film, Television, Animation, Gaming, Radio, Advertising
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	30/12/2021
Next Review Date	27/01/2027
NSQC Clearance Date	27/01/2022

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

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 part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.
6. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.



Qualification Pack

Minimum Aggregate Passing % at QP Level : 70

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
MES/N0729.Recognise outdoor media industry	30	70	0	0	100	20
MES/N0732.Design media for different kind of sites	30	70	0	0	100	25
MES/N0734.Execute project for erection of media at approved sites	34	66	0	0	100	25
MES/N0731.Ensure compliance of all statutory conditions	32	68	0	0	100	20
MES/N0104.Maintain Workplace Health & Safety	50	50	-	-	100	10
Total	176	324	-	-	500	100



Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
NOS	National Occupational Standard(s)
NSQF	National Skills Qualification Framework
QP	Qualifications Pack
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework

Qualification Pack

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.
Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.

Qualification Pack

Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles which performs similar or related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards(OS)	OS specify the standards of performance that an individual must achieve when carrying out a function at the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
Aberration	A distortion of image quality or color rendition in a photographic image caused by optical limitations of the lens used to capture the image.

Qualification Pack

Accessories	Anything carried or worn on top of the basic costume for decorative purposes, e.g. a shawl, a purse.
Bitmap	A method of storing digital information by mapping out an image bit by bit.
Blimp	sound proof enclosure for an SLR stills camera to enable the stills photographer to shoot silently.
Budget	Budget is an estimate of the total cost of production that may include a break-up of cost components
CMYK Color	CMYK (Cyan, Magenta, Yellow, Black) is the color space used for commercial offset printing.
Computer-generated effects	Computer-generated effects is the process of creating illusionary images for use in productions Continuity Continuity represents the seamless transition from one shot to another Costume Is the distinctive style of dress of an individual or group that reflects their class, gender, profession, ethnicity, nationality, activity or epoch.
Copyright Laws	A legal framework linked to intellectual property and the rights given to creators of original products/ concepts
Creative Brief	Creative brief is a document that captures the key questions that serve as a guide for the production including the vision, objective of the project, target audience, timelines, budgets, milestones, stakeholders etc.
Digital Intermediate	Digital Intermediate is the process of altering the colour characteristics of a digital version of the production
Digital Negative	Digital Negative (DNG) is an open raw image format owned by Adobe and used for digital photography
Editing	Editing is the process of cutting, organising and putting together audio, visual footage to prepare an accurate, condensed, consistent final output
Financer	An entity (individual or organization) that provides financing for a project
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
OOH	Out of Home Media

Qualification Pack

Parallax	The difference between the image seen by a viewing system and the image recorded by the imaging sensor.
Personal space	The 'space bubble' around the body, extending as far as the body and body parts can reach, without travelling
Pixel	Short for picture element, pixels are the tiny components that capture the digital image record in your camera.
Quick change	any costume change completed when an actor has a limited amount of time, sometimes as few as twenty seconds.
Rehearsal	A practice or trial performance of a play or scene
RGB Color (Red Green Blue)	Computers and other digital devices handle color information as shades of red, green and blue.
Saturation	Saturation is the depth of the colors within a photographic image.
Script	Script is a structured narrative of a story
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
SLR (Single-Lens-Reflex)	A camera that utilizes a prism and mirror system to project the image seen by the lens onto a focusing screen located below the prism housing.
Sub-functions	Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function
Target Audience	Group of people at whom content/ adverting is aimed.
Time Lapse	A series of photographs captured over a period of time. These images can be captured in variable or set time intervals over the course of seconds, minutes, hours, days, weeks, etc.
Timelines	Timelines is a listing of dates by which the production milestones/stages need to be completed
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
Vignetting	Darkening of the edges of a photographic image due to the inability of a lens to distribute light evenly to the corners of the frame.



Qualification Pack

Watermark	a watermark is an image or icon that is embedded into paper for security purposes
White Balance	The camera's ability to correct color cast or tint under different lighting conditions including daylight, indoor, fluorescent lighting and electronic flash.