

राष्ट्रीय इलेक्ट्रॉनिकी एवं सूचना प्रौद्योगिकी संस्थान (रा.इ.सू.प्रौ.सं.)  
**National Institute of Electronics and Information Technology (NIELIT)**  
दिल्ली केंद्र/Delhi Centre

इलेक्ट्रॉनिकी एवं सूचना प्रौद्योगिकी मंत्रालय, भारत सरकार की स्वायत्त संस्था

**An Autonomous Scientific Society of Ministry of Electronics and IT (MeitY), Govt. of India**

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development and Entrepreneurship (MSDE) implemented by National Skill Development Corporation (NSDC). With an aim to empower country's youth and continue the journey of Skill India Mission in building India as the skill capital of the world, the Ministry of Skill Development and Entrepreneurship (MSDE) launched the third phase of its flagship scheme PMKVY 4.0. PMKVY 4.0 will encourage and promote skill development throughout the country to address industry needs, meet market demands and impart skills in services and in new-age job roles.

## **Media Content Developer (NSQF Level-3)**

### **Course Description**

A Media Content Developer is expected to be proficient in several technologies that help in evaluating the functioning of Business Requirement Specification, User Requirement Specifications, Software Requirement Specifications and Low-Level Design in the web development domain. It is one of the high-demand jobs in the software industry/MNCs for development. The course focuses on teaching the principles of creating effective Media content including the graphic design principles that relate to media content and learn how to implement theory into practice. Individuals who undergo this course may research, prepare, write, and edit online content for marketing and front-end of website.

### **Who can attend?**

Individuals who are interested in building their career as Media content Developer including:

- Beginners who wish to make their career in media content development
- Professionals looking to upgrade their skills for advancement in their career

## Key Benefits

- Free of cost training
- Focus on practical based learning
- Certification after successful completion of the course
- Continuous progress monitoring
- Course is NSQF aligned at Level-3 and is duly recognized as per National Qualification Register (NQR)

## Eligibility

- 12<sup>th</sup> Grade Pass  
or
- 10<sup>th</sup> grade pass with 2 years of relevant experience\*  
or
- NSQF Level 2 with 3 years of relevant experience\*

\*Relevant Experience: Computer Operation

## Age

- 15 to 45 years

## Duration

- 210 hours [Mon – Fri]

## Certificate

- Eligible students will get certificate from the awarding body after completion of the training and successfully clearing the examinations. Minimum 75% attendance is required during the classes in order to become eligible for appearing in examinations.

## Course Fee

- The course is being offered free-of-cost to the eligible candidates under the PMKVY 4.0 scheme of NSDC.

## Mode of classes

- Classes will be conducted in offline mode, however, NIELIT Delhi Centre reserves rights for conducting classes in online/blended mode as the situation demands or as per the guidelines of the scheme.

## Selection Criteria

- Admission will be offered to eligible candidates on first-come-first-serve basis.

## Seats

- 400 seats

## How to Apply

**Candidates have to follow the admission process as under:**

- **STEP 1:** Interested candidates may fill the following Registration form:  
**Register at:** - <https://forms.gle/AvhWYsHswUSRhtzy6>
- **STEP 2: Eligibility Verification:**

**After successfully filing of Google form, the candidates will receive an email/SMS describing further details about the schedule of document verification. The candidates will be required to visit NIELIT Delhi Centre, Inderlok, for verification of their eligibility documents from 16/03/2023 onwards or on the scheduled day and time as and when notified by the Institute through SMS/email.**

Candidates have to bring the following documents along with Original copies and Soft Copy of the document verification:

- Self-Attested copy of Aadhaar Card / Any other Govt. approved Photo Id-Card
  - Self-Attested copy of DOB Proof/X certificate
  - Self-Attested copy of eligibility qualification certificates and marksheets
  - Self-attested copy of Caste certificate in case of SC/ST candidate
  - Two recent passport size photographs
- **STEP- 3:** After checking of all eligibility documents. Batch code, roll no. will be allocated. Final registration process of candidate will be completed through SKILL INDIA PORTAL(SIP) which is to be done by the NIELIT Delhi. For registration on Skill India Portal, the candidate has to bring the soft copy (JPEG/JPG format, size less than 50 KB)of above mentioned documents.

## Terms and Conditions

- The candidate must possess an Aadhaar card linked with Bank Account.
- In case, the course is cancelled/postponed due to some technical/administrative issue at NIELIT or MSDE side and new date is not convenient to the candidate, NIELIT shall not be responsible for any consequential damages.
- Candidate can apply to enroll in single course only.
- All course related updates / announcements / information would be sent to the registered mobile no. / e-mail ID of the candidate.
- In case of non-submission of required documents within stipulated time, the admission can be cancelled and seat will be offered to the next candidate.
- In case, any enrolled candidate could not join the course or found ineligible after document verification or could not come for document verification at the scheduled dates or inadvertently applied for the course or any other reason, then seat will be allotted to next candidate.
- If any of the information provided by the shortlisted candidate is found false/incorrect or discrepancy is found in the information furnished online and the original documents, can lead to cancellation of admission.

## Course Coordinator

**Mr. Harihar Dash, Scientist-B**

**Ph: 7609870626,**

**Email: harihar.dash@nielit.gov.in**

## Location and How to Reach:

2nd Floor, Parsvnath Metro Mall,  
Inderlok Metro Station,  
Inderlok, Delhi-110052

NIELIT, Delhi Centre is located at the Inderlok Metro Station and is housed in a centrally air conditioned spacious Parsavnath Metro Mall which is at the junction of Green Line and Red Line Delhi Metro. It is well connected with New Delhi Railway Stations (which is just 7 Km), & Old Delhi Railway Station (just 6 Km) and Inter State Bus Terminal Kashmere Gate (just 7 Km) which is hardly 10 minutes Metro Run from Kashmere Gate Metro Station (Red Line). It is easily approachable from all corners of Delhi through Delhi Metro.

## Course Enquiries:

email: delhi.training@nielit.gov.in

Office Nos.: 8447795337, 011-23644149, 23644849, 23652370, Ext. No. 301, 306  
(9:00 am to 5:30 pm Monday to Friday)