**QUALIFICATION FILE – E-commerce Micro Entrepreneur**

**☒ Short Term Training (STT) ☐ Long Term Training (LTT) ☐ Apprenticeship**

**☐ Upskilling ☐ Dual/Flexi Qualification ☐ For ToT ☐ For ToA**

**☐General ☐ Multi-skill (MS) ☒ Cross Sectoral (CS) ☐ Future Skills ☐ OEM**

**NCrF/NSQF Level: 4**

**Submitted By:**

**Logistics Sector Skill Council**

No. 480 A, 7th floor Khivraj Complex 2, Anna Salai, Nandanam, Chennai – 600 035

**Submitting Body Contact Details:**

Name: Ms. Reena Murray

Position in the Organization: Head - Standards & Quality Assurance

Address if different from the above: Same as above

Tel Number: 044 4851 4607

E-mail Address: reena@lsc-india.com

**Table of Contents**

[Section 1: Basic Details 3](#_heading=h.3znysh7)

[Section 2: Module Summary 5](#_heading=h.2et92p0)

[NOS/s of Qualifications 5](#_heading=h.tyjcwt)

[Mandatory NOS/s: 5](#_heading=h.3dy6vkm)

[Elective NOS/s: 6](#_heading=h.4d34og8)

[Optional NOS/s: 6](#_heading=h.17dp8vu)

[Assessment - Minimum Qualifying Percentage 6](#_heading=h.3rdcrjn)

[Section 3: Training Related 6](#_heading=h.lnxbz9)

[Section 4: Assessment Related 7](#_heading=h.1ksv4uv)

[Section 5: Evidence of Need for the Qualification 7](#_heading=h.44sinio)

[Section 6: Annexure & Supporting Documents Check List 8](#_heading=h.z337ya)

[Annexure: Evidence of Level 10](#_heading=h.3j2qqm3)

[Annexure: Tools and Equipment (Lab Set-Up) 12](#_heading=h.4i7ojhp)

[Annexure: Industry Validations Summary 13](#_heading=h.2bn6wsx)

[Annexure: Training & Employment Details 15](#_heading=h.qsh70q)

[Annexure: Blended Learning 16](#_heading=h.3as4poj)

[Annexure: Detailed Assessment Criteria 17](#_heading=h.1pxezwc)

[Annexure: Assessment Strategy 28](#_heading=h.147n2zr)

[Annexure: Acronym and Glossary 30](#_heading=h.23ckvvd)

# Section 1: Basic Details

|  | **Qualification Name** | E-commerce Micro Entrepreneur | |
| --- | --- | --- | --- |
|  | **Sector/s** | Logistics | |
|  | **Type of Qualification: ☒ New ☐ Revised ☐ Has Electives/Options**  **☐OEM** | **NQR Code & version of existing/previous qualification:** | **Qualification Name of existing/previous version:** |
|  | 1. **OEM Name** 2. **Qualification Name**   (*Wherever applicable)* | E-commerce Micro Entrepreneur | |
|  | **National Qualification Register (NQR) Code** **&Version**  (*Will be issued after NSQC approval)* | QG-04-TW-01358-2023-V1-LSC & 1.0 | 1. **NCrF/NSQF Level:** 4 |
|  | **Award (Certificate/Diploma/Advance Diploma/ Any Other** *(Wherever applicable specify multiple entry/exits also & provide details in annexure)* | Certificate | |
|  | **Brief Description of the Qualification** | E-commerce Micro Entrepreneur sells products manufactured by self or by self-help groups, small-scale industries etc. on e-commerce platforms. S/he will handle the end-to-end process, from branding to cataloguing to delivery to the end consumer. | |
|  | **Eligibility Criteria for Entry for Student/Trainee/Learner/Employee** | 1. **Entry Qualification & Relevant Experience:**  | **S. No.** | **Academic/Skill Qualification (with Specialization - if applicable)** | **Required Experience (with Specialization - if applicable)** | | --- | --- | --- | | 1. | 12th Grade Pass | - | | 2. | 10th grade pass with two years of NTC/NAC/CITS | - | | 3. | 10th Grade Pass | 2 years of relevant experience | | 4. | 8th Grade Pass plus 2-year NTC plus 1-Year NAC plus 1-Year CITS | - | | 5. | Completed 2nd year of 3-year diploma (after 10th) | - |  1. **Age:** 19 Years | |
|  | **Credits Assigned to this Qualification, Subject to Assessment** *(as per National Credit Framework (NCrF))* | 16 | 1. **Common Cost Norm Category (I/II/III)** *(wherever applicable)***: I** |
|  | **Any Licensing requirements for Undertaking Training on This Qualification** *(wherever applicable)* | NA | |
|  | **Training Duration by Modes of Training Delivery** *(Specify* ***Total Duration*** *as per selected training delivery modes and as per requirement of the qualification)* | **☐Offline ☐Online ☐Blended**   | **Training Delivery Modes** | **Theory (Hours)** | **Practical (Hours)** | **OJT Mandatory (Hours)** | **OJT Recommended (Hours)** | **Total (Hours)** | | --- | --- | --- | --- | --- | --- | | **Classroom (offline)** | 155 | 295 | 30 |  | 480 | | **Online** |  |  |  |  |  |   *(Refer Blended Learning Annexure for details)* | |
|  | **Aligned to NCO/ISCO Code/s** *(if no code is available mention the same)* | NCO-2015/2431, 5221 | |
|  | **Progression path after attaining the qualification** *(Please show Professional and Academic progression)* | E-commerce entrepreneur (Small scale) | |
|  | **Other Indian languages in which the Qualification & Model Curriculum are being submitted** | Hindi | |
|  | **Is similar Qualification(s) available on NQR-if yes, justification for this qualification** | **☐ Yes ☒ No URLs of similar Qualifications:** | |
|  | **Is the Job Role Amenable to Persons with Disability** | **☒ Yes ☐ No**  ***If “Yes”, specify applicable type of Disability:*** ***Locomotive disability, Hearing Impairment*** | |
|  | **How Participation of Women will be Encouraged** | This qualification was mainly developed keeping women and other self-help groups into consideration, it enables them to sell their manufactured goods online. | |
|  | **Are Greening/ Environment Sustainability Aspects Covered** *(Specify the NOS/Module which covers it)* | **☐ Yes ☒ No** | |
|  | **Is Qualification Suitable to be Offered in Schools/Colleges** | **Schools**  **☒ Yes ☐ No Colleges ☒ Yes ☐ No** | |
|  | **Name and Contact Details of Submitting / Awarding Body SPOC**  *(In case of CS or MS, provide details of both Lead AB & Supporting ABs)* | **Name**: Ms. Reena Murray  **Email**: reena@lsc-india.com  **Contact** **No**.: 044 4851 4607  **Website**: www.lsc-india.com | |
|  | **Final Approval Date by NSQC:**30-11-2023 | 1. **Validity Duration:** 3 Years | 1. **Next Review Date:** 30-11-2026 |

# Section 2: Module Summary

## NOS/s of Qualifications

*(In exceptional cases these could be described as components)*

### Mandatory NOS/s:

Specify the training duration and assessment criteria at NOS/ Module level. For further details refer curriculum document.

***Th****.-Theory* ***Pr.****-Practical* ***OJT****-On the Job* ***Man.****-Mandatory Training* ***Rec.****-Recommended* ***Proj.****-Project*

| **S. No** | **NOS/Module Name** | **NOS/Module Code & Version** *(if applicable)* | **Core/ Non-Core** | **NCrF/NSQF Level** | **Credits as per NCrF** | **Training Duration (Hours)** | | | | | **Assessment Marks** | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Th.** | **Pr.** | **OJT-Man.** | **OJT-Rec.** | **Total** | **Th.** | **Pr.** | **Proj.** | **Viva** | **Total** | **Weightage (%)** *(if applicable)* |
|  | Introduction to Ecommerce Micro Entrepreneur | NA | Non-core | 4 | 1 | 20 | 10 |  |  | 30 | 0 | 0 |  | 0 | 0 |  |
|  | Branding, Pricing and Cataloguing | LSC/N2401 & V1.0 | Core | 4 | 2 | 20 | 35 | 5 |  | 60 | 30 | 60 |  | 10 | 100 |  |
|  | Basics of inventory and Order management | LSC/N2402 & V1.0 | Core | 4 | 2 | 20 | 40 |  |  | 60 | 30 | 60 |  | 10 | 100 |  |
|  | Selling on Ecommerce platforms | LSC/N2403 & V1.0 | Core | 4 | 3 | 20 | 60 | 10 |  | 90 | 30 | 60 |  | 10 | 100 |  |
|  | First Mile Operations | LSC/N2404 & V1.0 | Core | 4 | 2 | 20 | 35 | 5 |  | 60 | 30 | 60 |  | 10 | 100 |  |
|  | Digital Marketing and Financial Literacy | LSC/N2405 & V1.0 | Core | 4 | 3 | 20 | 60 | 10 |  | 90 | 30 | 60 |  | 10 | 100 |  |
|  | Maintain Hygienic and Safe Working Environment | LSC/N9912 & V1.0 | Core | 4 | 2 | 20 | 40 |  |  | 60 | 30 | 60 |  | 10 | 100 |  |
|  | Employability Skills | DGT/VSQ/N0101 & V1.0 | Non-core | 4 | 1 | 15 | 15 |  |  | 30 | 20 | 30 |  |  | 50 |  |
| **Duration (in Hours) / Total Marks** | | |  | 4 | 16 | 155 | 295 | 30 |  | 480 | 200 | 390 |  | 60 | 650 |  |

### Elective NOS/s:

| **S. No** | **NOS/Module Name** | **NOS/Module Code & Version** *(if applicable)* | **Core/ Non-Core** | **NCrF/NSQF Level** | **Credits as per NCrF** | **Training Duration (Hours)** | | | | | **Assessment Marks** | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Th.** | **Pr.** | **OJT-Man.** | **OJT-Rec.** | **Total** | **Th.** | **Pr.** | **Proj.** | **Viva** | **Total** | **Weightage (%)** *(if applicable)* |
|  | NA | - | - | - | - | - | - |  |  | - | - | - | - | - | - |  |
| **Duration (in Hours) / Total Marks** | | |  |  | - | - | - |  |  | - | - | - | - | - | - |  |

### Optional NOS/s:

| **S. No** | **NOS/Module Name** | **NOS/Module Code & Version** *(if applicable)* | **Core/ Non-Core** | **NCrF/NSQF Level** | **Credits as per NCrF** | **Training Duration (Hours)** | | | | | **Assessment Marks** | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Th.** | **Pr.** | **OJT-Man.** | **OJT-Rec.** | **Total** | **Th.** | **Pr.** | **Proj.** | **Viva** | **Total** | **Weightage (%)** *(if applicable)* |
|  | NA | - | - | - | - | - | - |  |  | - | - | - | - | - | - |  |
| **Duration (in Hours) / Total Marks** | | |  |  | - | - | - |  |  | - | - | - | - | - | - |  |

## Assessment - Minimum Qualifying Percentage

*Please specify* ***any one*** *of the following:*

**Minimum Pass Percentage – Aggregate at qualification level: 70 %** *(Every Trainee should score specified minimum aggregate passing percentage at qualification level to successfully clear the assessment.)*

**Minimum Pass Percentage – NOS/Module-wise: 70 %** *(Every Trainee should score specified minimum passing percentage in each mandatory and selected elective NOS/Module to successfully clear the assessment.)*

# Section 3: Training Related

|  | **Trainer’s Qualification and experience in the relevant sector (in years)** *(as per NCVET guidelines)* | Recommended that the Trainer is certified for the Job Role: “Trainer (VET and Skills)”, mapped to the Qualification Pack: “MEP/Q2601, V2.0”. Minimum accepted score is 80% |
| --- | --- | --- |
|  | **Master Trainer’s Qualification and experience in the relevant sector (in years)** *(as per NCVET guidelines)* | Certified for Job Role: “Ecommerce Micro Entrepreneur” mapped to QP: “LSC/Q2401, v1.0”. Minimum accepted score is 80% |
|  | **Tools and Equipment Required for Training** | ☒Yes ☐No (*If “Yes”, details to be provided in Annexure)* |
|  | **In Case of Revised Qualification, Details of Any Upskilling Required for Trainer** | NA |

# Section 4: Assessment Related

|  | **Assessor’s Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines)* | Any degree + 2 years of industrial experience  Recommended that the Assessor is certified for the Job Role: “Assessor (VET and Skills)”, mapped to the Qualification Pack: “MEP/Q2701, V2.0”. Minimum accepted score is 80% |
| --- | --- | --- |
|  | **Proctor’s Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines)* | Any degree + 2 years of industrial experience  Certified for Job Role: “E-commerce Micro Entrepreneur” mapped to QP: “LSC/Q2401, v1.0”. Minimum accepted score is 80% |
|  | **Lead Assessor’s/Proctor’s Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines)* | Any degree + 5 years of industrial experience + 1 year assessment experience  Recommended that the Assessor is certified for the Job Role: “Lead Assessor”, mapped to the Qualification Pack: “MEP/Q2701, V2.0”. Minimum accepted score is 80% |
|  | **Assessment Mode** *(Specify the assessment mode)* | Online and Offline |
|  | **Tools and Equipment Required for Assessment** | ☒ Same as for training ☐ Yes ☐ No *(details to be provided in Annexure-if it is different for Assessment)* |

# Section 5: Evidence of Need for the Qualification

*Provide Annexure/Supporting documents name.*

|  | **Latest Skill Gap Study (not older than 2 years) (Yes/No):** Yes |
| --- | --- |
|  | **Latest Market Research Reports or any other source (not older than 2 years) (Yes/No):** Yes |
|  | **Government /Industry initiatives/ requirement (Yes/No):** Yes |
|  | **Number of Industry validation provided:** 14 |
|  | **Estimated nos. of persons to be trained and employed:** As per Annexure: Training and Employment Details |
|  | **Evidence of Concurrence/Consultation with Line Ministry/State Departments:**Awaiting |

# Section 6: Annexure & Supporting Documents Check List

*Specify Annexure Name / Supporting document file name*

|  | **Annexure:** NCrF/NSQF level justification based on NCrF level/NSQF descriptors *(Mandatory)* | Yes |
| --- | --- | --- |
|  | **Annexure:** List of tools and equipment relevant for qualification *(Mandatory, except in case of online course)* | Yes |
|  | **Annexure:** Detailed Assessment Criteria *(Mandatory)* | Assessment of the Candidates on completion of the Training is a very important activity that is monitored by Logistics Sector Skill Council (LSC). It ensures sustained quality of training delivery. It also indicates to the LSC the need for any changes in training content. LSC has developed policies related to affiliation of assessment agencies and assessment process to enhance the quality of assessments and they are outlined in succeeding paragraphs.\  1) Guidelines on affiliation of assessment agencies:  As per NSDC guidelines on affiliation of assessment agency, we are adhering the following:  a) Application evaluation  b) Affiliation certificate  c) SME profile validation  d) Question bank validation  e) TOA process  f) Link through SIP  2) Assessment process:  1) The assessment process would begin by developing the correct qualitative questions for theory/practical and viva. Questions papers are submitted by Assessment Bodies (AB) to LSC for approval.  2) AB submits Assessor’s details, their experience and credentials to LSC for approval.  3) Third step in the process would be allocation of batches by LSC to AB for which LSC has shifted from a manual allocation system to automated allocation on the basis of grading system on the below mentioned parameters.  i. Quality of the assessors submitted by the assessment agency.  ii. Certification of the assessor by LSC basis the training of assessor’s program conducted by LSC.  iii. Adherence to schedule of assessments by the assessment agencies.  iv. Integrity of the assessor in conducting quality assessments.  v. Quality of the question papers submitted by the assessment agencies to LSC.  vi. Submission of quality documents of the assessments conducted as insisted by LSC.  vii. Time of submission of the required assessment related documents to LSC for approval  viii. Time of submission of results in SDMS system post approval by LSC  Basis the above grading metrics the system would allocate the batches to the assessment agencies, which has brought transparency in the system of who are allocated how many batches and it is made very clear to the ecosystem that performance matters a lot. This has in turn also helped to improve the quality of the trainings as the check list of documents advised by LSC to be submitted by the assessment agencies speaks on the quality of trainings happening. |
|  | **Annexure:** Assessment Strategy *(Mandatory)* | 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 validated and approved by the SSC. 3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre (as per assessment criteria below) 4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on these criteria  5. To pass the Qualification Pack, every trainee should score a minimum of 70% for NSQF level 4 & above job roles and 50% for NSQF level 1 to 3 job roles.  6. In case of unsuccessful completion, the trainee may seek re-assessment on the Qualification Pack. |
|  | **Annexure:** Blended Learning *(Mandatory, in case selected Mode of delivery is Blended Learning)* | No |
|  | **Annexure:** Multiple Entry-Exit Details *(Mandatory, in case qualification has multiple Entry-Exit)* | No |
|  | **Annexure:** Acronym and Glossary *(Optional)* | Yes |
|  | **Supporting Document:** Model Curriculum *(Mandatory – Public view)* | Yes |
|  | **Supporting Document:** Career Progression *(Mandatory - Public view)* | Yes |
|  | **Supporting Document:** Occupational Map *(Mandatory)* | Yes |
|  | **Supporting Document:** Assessment SOP *(Mandatory)* | https://drive.google.com/file/d/1G3IXYAboNyUNjTb6nHRY6fuK3HQkEsLu/view?usp=sharing |
|  | **Any other document you wish to submit:** | NA |

## Annexure: Evidence of Level

#### 

| **NCrF/NSQF Level Descriptors** | **Key requirements of the job role/ outcome of the qualification** | **How the job role/ outcomes relate to the NCrF**/**NSQF level descriptor** | **NCrF/NSQF Level** |
| --- | --- | --- | --- |
| **Professional Theoretical Knowledge/Process** | • Possesses knowledge in multidisciplinary contexts, broadly, within the chosen fields of branding, cataloguing, basic inventory management and digital literacy.  • Acquired specialized knowledge and a range of cognitive and practical skills to accomplish tasks like registering and selling on ecommerce platforms. The ability to solve a problem by selecting appropriate information, methods, tools, and materials. | This is an entrepreneurial job role and the E-commerce Micor Entrepreneur will be trained in various fields like branding, cataloging, basic inventory management etc. S/he will acquire knowledge on selling the goods on the ecommerce platform, managing their seller account etc. Hence this qualification is proposed for level 4. | 4 |
| **Professional and Technical Skills/ Expertise/ Professional Knowledge** | • Displays clarity of knowledge and practice in a broad range of activities/ tasks for selling on ecommerce platforms.  • Business Management Skills for managing the complete business and manufacturing.  • Skill to clearly identify the relevant tools or sometimes improvise the available tools and techniques for work area safety.  • Acquired skills in data collecting, organizing information, analysis and communication of results for informed decision-making. | The Ecommerce Micro Entrepreneur must possess managerial skills for running the manufacturing and business unit. S/he will be acquiring knowledge on digital literacy and using basic online tools. S/he needs to possess decision-making skills for deciding on various aspects and problem-solving skills. Hence this qualification qualifies to be pegged at level 4. | 4 |
| **Employment Readiness & Entrepreneurship**  **Skills & Mind-set/Professional Skill** | • Possesses excellent collaboration skills for clearly taking the leaders' vision to the shop floor-level workforce.  • Acquired Digital, Financial, Legal Literacy and to use them effectively  • Has a good understanding of constitutional, humanistic, ethical, and moral values for leading the workforce, and assisting other self-help groups.  • Organisation and Time Management  • Has a well-informed, practical understanding of the social, political and work environment.  •Exercise self-management within the work context.  •Emotional Intelligence  •Entrepreneurial Skills and mindset for creating a start-up/ small business and its end-to-end management. | The Ecommerce Micro Entrepreneur must display excellent collaboration skills to lead the workforce and the business. S/ he will be acquiring knowledge on basic Digital, Financial, Legal Literacy and to use them effectively. S/ he should possess a good understanding of constitutional, humanistic, ethical, and moral values for encouraging and leading the rural workforce. The ecommerce micro entrepreneur needs to possess Organisational and Time Management skills for the timely processing of orders. S/ he will have a clear understanding about the social, political and work environment and should be able to utilize the benefits offered by the Govt. of India. S/ he needs to exercise self-management within the work context and Emotional Intelligence to run the business unit. The ecommerce micro entrepreneur must possess excellent Entrepreneurial Skills and a mindset for creating and successfully developing, running a small business unit and selling the products on ecommerce platforms. Thus, considering the professional knowledge and responsibilities, s/he can be placed at level 4. | 4 |
| **Broad Learning Outcomes/Core Skill** | •Apply the acquired specialized knowledge and a range of cognitive and practical skills to accomplish tasks like basic inventory and order management so as to solve problems by selecting appropriate information, methods, tools, and materials.  • Communication and collaboration skills to act as a layer between the ecommerce platforms, customers and workforce.  • Should be able to listen and understand properly and present complex information in a clear and concise manner  • make judgments and take decisions based on the analysis and evaluation of information for determining solutions to a variety of unpredictable problems associated with selling products online,  • Takes responsibility for the nature and quality of outputs. | The Job holder is expected to acquire the desired  analytical and mathematical skills for preparing the  Branding, Pricing, Cataloguing etc. S/he must have an understanding of social /political an environment like local cultures to communicate effectively with customers, interact effectively with seller team, skill in collecting and organizing information like analyzing local market trends, understanding requirements seasonal requirements, etc. and communication skills so as to interact effectively with customers, ensure sales, and pass on instruction to the workforce. Thus, considering the core skills, s/he can be placed at Level 4. | 4 |
| **Responsibility** | • Is accountable for determining and achieving personal and  /Or group tangible outcomes  • Handles/ adapts/ accommodates change requirements and change management at the ground/ shop floor level.  • Team Building  • Manages processes and procedures within broad parameters for defined activities.  • Supervises the routine work of the workforce takes the required responsibility for the evaluation and improvement of employees.  • Constantly motivates, guides, mentors and trains the workforce.  • Is responsible for managing an independent work unit. | The ecommerce micro entrepreneur is responsible for his/ her own work as s/he has to ensure the development of the business and expand through the identification of suitable opportunities, updating oneself with industry trends and skills for ensuring the provision of good service to all consumers while maintaining business viability, and to an extent influence the workforce and learning as s/he is responsible for passing knowledge and skills to his/ her team. Since the Job holder responsibility is not limited till his/her own work & learning but also encompasses responsibilities for others' learnings and improvement of the self-help group, as s/he is expected to ensure knowledge transfer to workers s/he can’t be placed at 4. As the number of people reporting to him/her may be less and the individual may not have large teams working across multiple functions, s/he can’t be placed at level 5. Considering the responsibilities, the individual can be placed at level 4. | 4 |

## Annexure: Tools and Equipment (Lab Set-Up)

#### List of Tools and Equipment

**Batch Size:** 30

| **S. No.** | **Tool / Equipment Name** | **Specification** | **Quantity for specified Batch size** |
| --- | --- | --- | --- |
| 1 | Personal Protective Equipment (PPE) | Standard | 1 |
| 2 | Computers with web camera | Standard | 15 |
| 3 | System tools | UPI payment apps for demo | 5 |
| 4 | Sample price lists, Sample catalogues | Standard | 5 |
| 5 | Sample brandings & product brochures | Standard | 2 |
| 6 | LLMS | LLMS software logins to be subscribed from LSC. Regarding equipment guidance, please reach out to Logistics Sector Skill Council. | 15 logins per center |
| 7 | Packing materials, Sample POs | Standard | 1 |
| 8 | Forecasting software | Standard | 15 |
| 9 | GST guidelines | Standard | 5 |
| 10 | Sample reports | Standard | 5 |
| 11 | Thermal printers, shipping label | Standard | 2 |
| 12 | Invoice, packing and labeling materials | Standard | 10 |
| 13 | Digital marketing tools | Social Media apps | 5 |
| 14 | Sample profit and loss reports | Standard | 5 |
| 15 | RBI guidelines | Standard | 5 |
| 16 | First Aid Kit, Cleaning equipment | Standard | 1 |
| 17 | Fire extinguisher, waste disposal bins | Standard | 1 |
| 18 | MS Office | Standard | 15 |

#### Classroom Aids

The aids required to conduct sessions in the classroom are:

1. Training Kit (Trainer Guide, Presentations) Charts, Models, Video presentation, Flip Chart
2. Whiteboard, Marker, Projector, Laptop

## Annexure: Industry Validations Summary

| **S. No** | **Organization Name** | **Representative Name** | **Designation** | **Contact Address** | **Contact Phone No** | **E-mail ID** | **LinkedIn Profile** *(if available)* |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | Saravi Nature’s | Vinothini Poornachandran | Proprietor | No.38, Aditi Apartment, Pasumpon Nagar, 11th Avenue, Kallikuppam, Ambattur, Chennai-600053. |  |  |  |
| 2 | J Shree Ranga Nayaki | J Shree Ranga Nayaki | Proprietor | M.K.P Gardens, Elayamuthur (PO), Udumalpet, chennai-642154. |  |  |  |
| 3 | G. Sivagami | G. Sivagami | Individual Seller/Owner | 38A, Rani Anna Colony, Mettupatti, Chinnalapatti, Dinduigal District. |  |  |  |
| 4 | Annai Magalir Self Help Group | M. Thangam | President of SHG | Pilangalai, vettukaatuvilai. Mekkamandam PO, Kanniyakumari District. |  |  |  |
| 5 | M. Sevvanthi | M. Sevvanthi | President of SHG | 2/31, Nadutheru, Allithurai, Sombaraspettai, Seerangam Taluk. |  |  |  |
| 6 | Vetri Self Help Group | Indira Gandhi | Member of SHG | 3/291, Palani Andavar Koil Street, Inamkulathur, Trichirapalli. |  |  |  |
| 7 | M. Amsavalli | M. Amsavalli | Individual Seller/Owner | 122A, Vadakutheru, Vizhupanur, Srivilliputhur Taluk, Virudhunagar District-626138. |  |  |  |
| 8 | V. Sagayaselvi | V. Sagayaselvi | Individual Seller/Owner | M1/2, New AR Quarters, Pudupet, Chennai-600002. |  |  |  |
| 9 | B. Prabavathi | B. Prabavathi | Individual Seller/Owner | 36, Iraiyur, Kamarajar Nagar, Perambalur District-621133. |  |  |  |
| 10 | Kavitha | Kavitha | Individual Seller/Owner | 68/45, TVK Street, Veerappan Chathiram, Erode. |  |  |  |
| 11 | SS Craft Fabrics | V. Seetha | Asst. Vice President - Human Resource | 3/116, Sridevi Karumari Amman Street, Kolapakkam, Chennai-600128. |  |  |  |
| 12 | Cogos Technologies Pvt. Ltd. | Aruna H K | Asst. General Manager – Human Resources | No. 38, 3rd Floor, Kalyan Plaza, 33A Cross,  9th Main Road, Jayanagar 4th Block, Bangalore, Karnataka – 560011. |  |  |  |
| 13 | CCI Logistics Limited | C V Kumar | CEO | 202B, Corporate Centre, Andheri-Kurla Road, Andheri(E), Mumbai-400059. |  |  |  |
| 14 | Mahindra Logistics Ltd | Naveen B H | Senior Manager – Human Resources | 4th Floor, Building No. 104, Infantry Techno Park, Infantry Road, Shivajinagar, Bangalore – 560001. |  |  |  |

## Annexure: Training & Employment Details

**Training and Employment Projections:**

| **Year** | **Total Candidates** | | **Women** | | **People with Disability** | |
| --- | --- | --- | --- | --- | --- | --- |
| **Estimated Training #** | **Estimated Employment Opportunities** | **Estimated Training #** | **Estimated Employment Opportunities** | **Estimated Training #** | **Estimated Employment Opportunities** |
| 2023-24 | 200 | 100 | 80 | 50 | 50 | 40 |
| 2024-25 | 600 | 400 | 200 | 100 | 100 | 60 |
| 2025-26 | 800 | 550 | 350 | 200 | 150 | 100 |

*Data to be provided year-wise for next 3 years.*

**Training, Assessment, Certification, and Placement Data for previous versions of qualifications:**

| **Qualification Version** | **Year** | **Total Candidates** | | | | **Women** | | | | **People with Disability** | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Trained** | **Assessed** | **Certified** | **Placed** | **Trained** | **Assessed** | **Certified** | **Placed** | **Trained** | **Assessed** | **Certified** | **Placed** |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |

*Applicable for revised qualifications only, data to be provided for past 3 years.*

**List Schemes in which the previous version of Qualification was implemented:**



**Content availability for previous versions of qualifications:**

☐ Participant Handbook ☐ Facilitator Guide ☐ Digital Content ☐ Qualification Handbook ☐ Any Other:

**Languages in which Content is available:**

## Annexure: Blended Learning

**Blended Learning Estimated Ratio & Recommended Tools:**

***Refer NCVET “Guidelines for Blended Learning for Vocational Education, Training & Skilling” available on:*** [*https://ncvet.gov.in/sites/default/files/Guidelines%20for%20Blended%20Learning%20for%20Vocational%20Education,%20Training%20&%20Skilling.pdf*](https://ncvet.gov.in/sites/default/files/Guidelines%20for%20Blended%20Learning%20for%20Vocational%20Education,%20Training%20&%20Skilling.pdf)

| **S. No.** | **Select the Components of the Qualification** | **List Recommended Tools – for all Selected Components** | **Offline : Online Ratio** |
| --- | --- | --- | --- |
|
| 1 | ☐Theory/ Lectures - Imparting theoretical and conceptual knowledge |  |  |
| 2 | ☐Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners |  |  |
| 3 | ☐Showing Practical Demonstrations to the learners |  |  |
| 4 | ☐Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training |  |  |
| 5 | ☐Tutorials/ Assignments/ Drill/ Practice |  |  |
| 6 | ☐Proctored Monitoring/ Assessment/ Evaluation/ Examinations |  |  |
| 7 | ☐On the Job Training (OJT)/ Project Work Internship/ Apprenticeship Training |  |  |

## Annexure: Detailed Assessment Criteria

Detailed assessment criteria for each NOS/Module are as follows:

| **NOS/Module Name** | **Assessment Criteria for Performance Criteria/Learning Outcomes** | **Theory Marks** | **Practical Marks** | **Project Marks** | **Viva Marks** |
| --- | --- | --- | --- | --- | --- |
| Branding, Pricing and Cataloguing | **PC1.** Write a brief description of the products manufactured and add details corresponding to the brand's purpose, position, personality, and unique features like handmade, eco-friendly etc. | 2 | 3 | - | - |
| **PC2.** Identify the target audience for your products by taking factors such as age, location, gender, income level, education, and ethnic background into consideration. | 2 | 3 | - | 1 |
| **PC3.** Check for information about competitors selling similar products successfully and how to diﬀerentiate your branding from them. | 2 | 3 | - | - |
| **PC4.** Try to include a brand story containing brief information about the origin of this product, artisans etc. | 1 | 3 | - | 1 |
| **PC5.** Create a unique brand name with the above factors, a logo and a simple slogan. | 1 | 4 | - | - |
| **PC6.** Register the brand and copyright if necessary. | 2 | 4 | - | - |
| **PC7.** Ensure GST registration is done, as it's mandatory for selling most of the products. | 1 | 3 | - | - |
| **PC8.** Use consultants, vendors or agencies for assistance. | 1 | 3 | - | - |
| **PC9.** Calculate the variable costs (per product) by adding the cost of raw materials, labour, utility expenses, aﬃliated commissions etc. | 2 | 4 | - | 1 |
| **PC10.** Estimate the ﬁxed cost of the business, e.g., rent, property tax, insurance, machinery, maintenance and depreciation. | 2 | 3 | - | - |
| **PC11.** Decide on the proﬁt margin by considering ﬁxed and variable costs. | 2 | 3 | - | 1 |
| **PC12.** Work out the target price for every product once the margin is decided {Generally, Target Price = (Variable cost per product) / (1 - your desired proﬁt margin as a decimal)} | 2 | 3 | - | 1 |
| **PC13.** Compare the price with existing competitors in the market and keep your price ﬂexible. | 2 | 3 | - | 1 |
| **PC14.** Take help from professionals to try various pricing methods, market trends, and demands. | 2 | 3 | - | 1 |
| **PC15.** Considering the above factors, create a price list for all the products manufactured. | 2 | 3 | - | 1 |
| **PC16.**   * Produce visually appealing product images by following the below steps: * Arrange your products with proper background and lighting. * If you have photography skills and feel comfortable taking pictures by yourself and own a digital camera/ mobile phone with a high pixel ratio - set the camera to the highest resolution and take photos. * Click high-quality pictures from multiple angles and perspectives.   Hire a professional photographer if the above steps are complicated or the budget permits. | 1 | 3 | - | - |
| **PC17.** Write down the product features, beneﬁts, technical speciﬁcations, original and discount prices, etc. | 1 | 3 | - | 1 |
| **PC18.** Categorise the products based on any one of the factors, e.g., speciﬁcations or uses or methods/ raw materials. | 1 | 3 | - | - |
| **PC19.** Organise the content and design a catalogue. Agencies may also be hired to design the catalogues. | 1 | 3 | - | 1 |
| **Total Marks** | **30** | **60** | **-** | **10** |
| Basics of Inventory and Order management | **PC1.** Start with a basic inventory with a surplus of ﬁnished goods and raw materials. | 2 | 4 | - | 1 |
| **PC2.** Categorise and organise stocks according to type, e.g., raw materials, packing materials, ﬁnished products etc. | 2 | 4 | - | 1 |
| **PC3.** Label and stack the goods according to categories, part numbers, colours, tools etc. | 2 | 4 | - | - |
| **PC4.** Monitor your stockroom regularly and dedicate an employee to inventory management if required. | 2 | 4 | - | 1 |
| **PC5.** Do physical inventory counting daily and tally the same periodically with the production, orders placed/ received etc. | 2 | 4 | - | 1 |
| **PC6.** Forecast the requirement according to orders and season and restock accordingly. | 2 | 4 | - | - |
| **PC7.** Record and maintain inventory on books. Eﬀective inventory management is essential for accounting and analysing the ﬂow of business. | 2 | 4 | - | 1 |
| **PC8.** Inventory management software can also be used for maintaining inventory and order management on a computer. | 2 | 4 | - | 1 |
| **PC9.** Organise and record ﬁnished products, vendor information, and orders received. | 2 | 4 | - | 2 |
| **PC10.** Create accurate purchase orders for oﬄine orders and share them with customers. | 2 | 4 | - | 1 |
| **PC11.** Use the order management tool provided by E-commerce platforms eﬀectively and monitor each order placed. | 2 | 4 | - | - |
| **PC12.** Ensure to fulﬁl the order is within the timeline provided by the E-commerce platforms and generate periodical performance reports using their seller services. | 2 | 4 | - | - |
| **PC13.** Plan your production according to the orders received. | 2 | 4 | - | 1 |
| **PC14.** In the case of orders received through multiple E-commerce platforms, integrate and maintain records for all orders placed, physically or by computer. | 2 | 4 | - | - |
| **PC15.** Track the payments received against each order and ﬁle GST accordingly. | 2 | 4 | - | - |
| **Total Marks** | **30** | **60** | **-** | **10** |
| Selling on E-commerce platforms | **PC1.** Collect information about the e-commerce platforms in which you want to sell the products. | 0.5 | 1 | - | - |
| **PC2.** Check details about becoming their seller by calling their customer care or browsing their website. | 0.5 | 1 | - | - |
| **PC3.** Find information about the diﬀerent schemes/ plans oﬀered and details on their proﬁt share, margins, assistance in ﬁling GST, packing, shipping etc. | 0.5 | 1 | - | - |
| **PC4.** Coordinate with the seller/ registration team of the e-commerce platform to collect more information on the above-mentioned aspects and whether the privileges given by the Govt of India (if any) are taken into consideration. | 1 | 2 | - | - |
| **PC5.** Check and arrange if any infrastructure requested by the e-commerce platform companies e.g., thermal printers. | 0.5 | 1 | - | 1 |
| **PC6.** Read all the terms and conditions laid by e- commerce platforms in detail like packing regulations, processing time, returns & refunds, etc. and seek assistance if clarity required. | 0.5 | 1 | - | - |
| **PC7.** Get all the information and documents required for registration ready. | 0.5 | 1 | - | - |
| **PC8.** Register online in the e-commerce platforms by ﬁlling out the relevant ﬁelds like contact details, store name, bank account details and uploading the necessary documents like Aadhaar, PAN, address proof, and GST registration. | 1 | 2 | - | 1 |
| **PC9.** If online registration is diﬃcult, get assistance from the customer care/ seller team for completing the registration. | 0.5 | 1 | - | - |
| **PC10.** Start selling on a single e-commerce platform at a time to identify the diﬃculties and to adapt. | 1 | 1 | - | - |
| **PC11.** Check whether the oﬄine price decided earlier is feasible, with all the additional included and the proﬁt margin is achieved. | 0.5 | 1 | - | - |
| **PC12.** Compare the pricing decided by you with that of similar products available on the e- commerce platforms. If your product is unique or the ﬁrst of its kind on the platform, the price can be decided taking only the above points into consideration. | 1 | 2 | - | - |
| **PC13.** Decide on the ﬁnal online price for each item and categorize them. | 1 | 2 | - | 1 |
| **PC14.** Once the registration process is completed, login to your account to start listing your products. | 0.5 | 1 | - | - |
| **PC15.** Select the respective category or search option can also be used. | 0.5 | 1 | - | - |
| **PC16.** If the existing categories/ options do not match, create a new category. | 0.5 | 2 | - | - |
| **PC17.** Update on requested ﬁelds like product name, batch details (if any), Price, quantity available, origin, product description, dimensions, item condition, HSN code, country of origin etc. and upload the photos. | 1 | 2 | - | 1 |
| **PC18.** Additional help can be taken from customer care or seller team for listing. | 0.5 | 1 | - | - |
| **PC19.** Once the product is live on the platform, check whether the listing matches with that of the details entered earlier. Coordinate further with customer care or seller team if there are any discrepancies. | 1 | 2 | - | - |
| **PC20.** You will get regular notiﬁcations on the orders placed from the e-commerce platform on the registered contact details. | 1 | 2 | - | - |
| **PC21.** Login to the seller account and check frequently for new orders received. | 1 | 2 | - | 1 |
| **PC22.** Use ﬁlters or search options to ﬁnd the status of orders received. | 0.5 | 1 | - | - |
| **PC23.** Check whether the order details match with that of the listing. | 0.5 | 1 | - | - |
| **PC24.** Contact customer care or seller team if there are any discrepancies. | 0.5 | 1 | - | - |
| **PC25.** Conﬁrm the new orders received and update further information about pick up/ dispatch, tracking details, shipping date etc. | 1 | 2 | - | 1 |
| **PC26.** Generate and print the shipping label and invoice. | 0.5 | 1 | - | - |
| **PC27.** Pack the product according to the speciﬁcations given by the e-commerce selling company and place the invoice inside the package. | 1 | 2 | - | - |
| **PC28.** Ensure that the guidelines for packing and labeling given by the e-commerce platform are followed on each stage. | 0.5 | 1 | - | - |
| **PC29.** Stick the shipping label ﬁrmly on the outside of package. | 0.5 | 1 | - | - |
| **PC30.** Handover to the courier company and update the tracking details on the website if shipping is done by self. | 1 | 2 | - | - |
| **PC31.** Check whether any return or exchange requests are received in your login. | 0.5 | 1 | - | - |
| **PC32.** Arrange for pick up if the couriering was originally done from your end. | 0.5 | 1 | - | - |
| **PC33.** Dispatch the replacement item if it is an exchange request and wait for the returned item. | 0.5 | 1 | - | - |
| **PC34.** If it is a return request, process for a refund once the product is received in good condition. | 1 | 2 | - | 1 |
| **PC35.** Login to the seller login and check on the other features available in the account. | 0.5 | 1 | - | - |
| **PC36.** Coordinate with customer care or seller team to know how the seller performance is rated and the steps to improve. | 1 | 2 | - | - |
| **PC37.** Answer to the questions raised by the customers about products. | 0.5 | 1 | - | - |
| **PC38.** Generate various available reports to check on the performance, customer ratings/ reviews etc. | 1 | 2 | - | 1 |
| **PC39.** In case of negative reviews received from customers, take action to rectify the errors. | 1 | 2 | - | 1 |
| **PC40.** Check the reasons for returns, exchanges and ﬁx any issues. | 1 | 2 | - | 1 |
| **PC41.** Monitor whether the payments are received on time, for the orders processed. | 0.5 | 1 | - | - |
| **PC42.** Implement new and innovative products, services that help improve customer satisfaction. | 1 | 2 | - | - |
| **Total Marks** | **30** | **60** | **-** | **10** |
| First mile operations | **PC1.** Choose suitable packing materials according to the type of product (e.g., fragile items, food items), the courier company's/transporter's guidelines/ restrictions, weight, product dimensions, distance, weather conditions, transportation charges etc. | 2 | 5 | - | 1 |
| **PC2.** Cover the product with a plastic bag or shrink wrap to protect it from dust, spillage etc. and ensure it is labelled. | 2 | 5 | - | 1 |
| **PC3.** Place the product inside the exterior packaging, e.g., cardboard boxes, ﬂyers, and poly bags. | 3 | 5 | - | 1 |
| **PC4.** Add appropriate cushioning with materials like bubble wraps, sealed air pockets, thermocol beads etc., to avoid damage during transport. | 3 | 5 | - | 1 |
| **PC5.** Seal the package securely so there are no gaps and check thoroughly. | 2 | 5 | - | - |
| **PC6.** Fix the waybill/ tracking details, labels, sender & receiver information, shipping label, invoice etc., according to the E-commerce platform/company's and the courier company's guidelines. | 3 | 5 | - | 1 |
| **PC7.** Collect details about courier companies currently servicing your locality. | 2 | 5 | - | 1 |
| **PC8.** Gather further information like a tariﬀ, delivery speed, VAS, plans, doorstep pick-up, online tracking, customer service etc., oﬀered by them and their rate of complaints. | 3 | 5 | - | - |
| **PC9.** Choose the best service provider in the above aspects and tie up with them to send couriers regularly. | 3 | 5 | - | 1 |
| **PC10.** Create a plan with backup courier companies and which company to choose for diﬀerent delivery locations according to the tariﬀ, urgency of deliveries etc. | 2 | 5 | - | 1 |
| **PC11.** If the E-commerce company requests products to be delivered to their fulﬁlment centre, warehouse etc., choose transporters accordingly. | 3 | 5 | - | 1 |
| **PC12.** Track the packages regularly until they are delivered to the customer, using the tracking number by checking the courier company's website tracking or calling their customer care. | 2 | 5 | - | 1 |
| **Total Marks** | **30** | **60** | **-** | **10** |
| Digital Marketing and Financial Literacy | **PC1.** Identify the suitable sales channels for the products or services | 1 | 2 | - | 1 |
| **PC2.** Develop a digital marketing strategy for promoting products and services | 1 | 2 | - | - |
| **PC3.** Determine the budget for promotional activities | 1 | 2 | 1 | 1 |
| **PC4.** Use a mix of promotional strategies, such as social media and point-of-sale promotions | 1 | 2 | - | - |
| **PC5.** Prepare the promotional materials/medium and messages | 1 | 2 | - | 1 |
| **PC6.** Analyse networks and formal/ informal sources of support available for business | 1 | 2 | - | - |
| **PC7.** Identify potential business opportunities through the identiﬁed networks | 2 | 2 | - | 1 |
| **PC8.** Identify social media channels and blogs with customers' presence for the enterprise's products or services. | 1 | 3 | - | - |
| **PC9.** Use digital marketing tools like email and Search Engine Marketing (SEM) to market products and services. | 1 | 3 | - | 1 |
| **PC10.** Follow Search Engine Optimisation (SEO) practices to improve the business's visibility and products/services on the relevant search engines. | 1 | 2 | - | 1 |
| **PC11.** Coordinate with the relevant experts or agencies if the above actions are complex. | 1 | 2 | - | - |
| **PC12.** Ensure the privacy and security of consumer data. | 2 | 2 | - | 1 |
| **PC13.** Conﬁrm that the latest updates are accurate on social media and digital marketing platforms. | 1 | 2 | - | - |
| **PC14.** Ensure prompt and appropriate response to customers who contact due to marketing and ask for referrals. | 1 | 2 | - | - |
| **PC15.** Calculate the proﬁt and loss performance of the business. | 1 | 3 | - | 1 |
| **PC16.** Analyse proﬁtability and business performance trends. | 1 | 3 | - | - |
| **PC17.** Prepare and follow simple budgets. | 2 | 2 | - | - |
| **PC18.** Estimate the cash ﬂow over a ﬁxed period and the savings required to absorb sales ﬂuctuation. | 1 | 2 | - | 1 |
| **PC19.** Analyse the actual cost w.r.t physical output and reduce the cost wherever possible. | 2 | 3 | - | - |
| **PC20.** Open a bank account and deposit funds. Avoid holding excess cash in the business unit. | 1 | 2 | - | - |
| **PC21.** Do simple interest calculations before taking a loan and always read the terms and conditions. | 1 | 3 | - | - |
| **PC22.** Choose nationalised banks for transparency and authenticity. | 2 | 3 | - | 1 |
| **PC23.** Avoid taking ﬁnancial risks during the initial phase of business. | 1 | 2 | - | - |
| **PC24.** Get help from banks setting up online banking services, UPI and using debit cards. | 1 | 2 | - | - |
| **PC25.** Analyse various digital payment options and Set-up online payment methods. | 1 | 3 | - | - |
| **PC26.** Follow the Do's and Dont's issued by RBI for secure online transactions. | 1 | 2 | - | - |
| **Total Marks** | **30** | **60** | **-** | **10** |
| Maintain Hygienic and Safe Working Environment | **PC1.** Make arrangements to prevent/ curb the hazards in the work area. | 2 | 3 | - | - |
| **PC2.** Educate the use of protective equipment and safety devices in the production house and ensure appropriate PPE is used at work. | 2 | 4 | - | 1 |
| **PC3.** Arrange for periodic mock drills/ evacuation procedures at the workplace. | 2 | 5 | - | - |
| **PC4.** Organise ﬁrst aid, ﬁreﬁghting, emergency training sessions and programs for staﬀ health, safety, and security. | 2 | 4 | - | 1 |
| **PC5.** Lead the evacuation procedure in an emergency and perform rescue activity during an accident if applicable (e.g., moving the victim is advisable). | 2 | 4 | - | 1 |
| **PC6.** Follow proper ﬁrst aid methods for dealing with blisters, scratches, accidental ﬁres or any other type of emergency at work. | 2 | 4 | - | - |
| **PC7.** Conduct periodic checks to keep the work area free from hazards and obstructions. | 2 | 4 | - | 1 |
| **PC8.** Ensure that the safety devices (e.g., Fire extinguisher) and ﬁrst aid kits are constantly replenished and are in working condition. | 2 | 4 | - | 1 |
| **PC9.** Document and maintain safety records, and if any audits/ checks are done by authorities. | 2 | 4 | - | - |
| **PC10.** Ensure that the work area is always clean, tidy and sanitised regularly. | 2 | 4 | - | 1 |
| **PC11.** Conﬁrm that the staﬀ follow cleanliness and sanitise appropriately before entering and leaving the work area. | 2 | 3 | - | - |
| **PC12.** Undergo preventive health checkups at regular intervals and advise the same for staﬀ. | 2 | 4 | - | 1 |
| **PC13.** Segregate and use designated bins for waste disposal, as per the local authority's waste management policy. | 2 | 5 | - | 1 |
| **PC14.** Comply with regulatory health and safety guidelines applicable according to the industry. | 2 | 4 | - | 1 |
| **PC15.** Ensure that the storage of materials and tools are in line with manufacturers and Cooperative Society/NGO/SHG guidelines. | 2 | 4 | - | 1 |
| **Total Marks** | **30** | **60** | **-** | **10** |
| Employability Skills (60 Hours) | *Introduction to Employability Skills* | **1** | **1** | **-** | **-** |
| **PC1.** identify employability skills required for jobs in various industries | - | - | - | - |
| **PC2.** identify and explore learning and employability portals | - | - | - | - |
| *Constitutional values – Citizenship* | **1** | **1** | **-** | **-** |
| **PC3.** recognize the signiﬁcance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc. | - | - | - | - |
| **PC4.** follow environmentally sustainable practices | - | - | - | - |
| *Becoming a Professional in the 21st Century* | **2** | **4** | **-** | **-** |
| **PC5.** recognize the signiﬁcance of 21st Century Skills for employment | - | - | - | - |
| **PC6.** practice the 21st Century Skills such as Self- Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life | - | - | - | - |
| *Basic English Skills* | **2** | **3** | **-** | **-** |
| **PC7.** use basic English for everyday conversation in diﬀerent contexts, in person and over the telephone | - | - | - | - |
| **PC8.** read and understand routine information, notes, instructions, mails, letters etc. written in English | - | - | - | - |
| **PC9.** write short messages, notes, letters, e-mails etc. in English | - | - | - | - |
| *Career Development & Goal Setting* | **1** | **2** | **-** | **-** |
| **PC10.** understand the diﬀerence between job and career | - | - | - | - |
| **PC11.** prepare a career development plan with short- and long-term goals, based on aptitude | - | - | - | - |
| *Communication Skills* | **2** | **2** | **-** | **-** |
| **PC12.** follow verbal and non-verbal communication etiquette and active listening techniques in various settings | - | - | - | - |
| **PC13.** work collaboratively with others in a team | - | - | - | - |
| *Diversity & Inclusion* | **1** | **2** | **-** | **-** |
| **PC14.** communicate and behave appropriately with all genders and PwD | - | - | - | - |
| **PC15.** escalate any issues related to sexual harassment at workplace according to POSH Act | - | - | - | - |
| *Financial and Legal Literacy* | **2** | **3** | **-** | **-** |
| **PC16.** select ﬁnancial institutions, products and services as per requirement | - | - | - | - |
| **PC17.** carry out oﬄine and online ﬁnancial transactions, safely and securely | - | - | - | - |
| **PC18.** identify common components of salary and compute income, expenses, taxes, investments etc | - | - | - | - |
| **PC19.** identify relevant rights and laws and use legal aids to ﬁght against legal exploitation | - | - | - | - |
| *Essential Digital Skills* | **3** | **4** | **-** | **-** |
| **PC20.** operate digital devices and carry out basic internet operations securely and safely | - | - | - | - |
| **PC21.** use e- mail and social media platforms and virtual collaboration tools to work eﬀectively | - | - | - | - |
| **PC22.** use basic features of word processor, spreadsheets, and presentations | - | - | - | - |
| *Entrepreneurship* | **2** | **3** | **-** | **-** |
| **PC23.** identify diﬀerent types of Entrepreneurship and Enterprises and assess opportunities for potential business through research | - | - | - | - |
| **PC24.** develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion | - | - | - | - |
| **PC25.** identify sources of funding, anticipate, and mitigate any ﬁnancial/ legal hurdles for the potential business opportunity | - | - | - | - |
| *Customer Service* | **1** | **2** | **-** | **-** |
| **PC26.** identify diﬀerent types of customers | - | - | - | - |
| **PC27.** identify and respond to customer requests and needs in a professional manner. | - | - | - | - |
| **PC28.** follow appropriate hygiene and grooming standards | - | - | - | - |
| *Getting ready for apprenticeship & Jobs* | **2** | **3** | **-** | **-** |
| **PC29.** create a professional Curriculum vitae (Résumé) | - | - | - | - |
| **PC30.** search for suitable jobs using reliable oﬄine and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively | - | - | - | - |
| **PC31.** apply to identiﬁed job openings using oﬄine  /online methods as per requirement | - | - | - | - |
| **PC32.** answer questions politely, with clarity and conﬁdence, during recruitment and selection | - | - | - | - |
| **PC33.** identify apprenticeship opportunities and register for it as per guidelines and requirements | - | - | - | - |
| **Total Marks** | **20** | **30** | **-** | **-** |
| **Grand Total** | | **200** | **390** | **-** | **60** |

## Annexure: Assessment Strategy

This section includes the processes involved in identifying, gathering, and interpreting information to evaluate the Candidate on the required competencies of the program.

*Mention the detailed assessment strategy in the provided template.*

1. Assessment System Overview:

* SSC will receive batches through SIP or email to schedule assessment.
* Batches will be assigned to the NCVET affiliated assessment agencies for conducting the assessment.
* Assessment agencies send the assessment confirmation and procedure to TP/TC looping SSC.
* Assessment agency deploys the ToA certified Assessor for executing the assessment.
* SSC will monitor the assessment process & records.

2. Testing Environment:

* Check the Assessment location, date and time is same as SIP data.
* Specified equipment’s must be available to facilitate assessment.
* Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.

3. Assessment Quality Assurance levels/Framework:

* Question bank is created by the Subject Matter Experts (SME) and are verified by the other SME of LSC.
* Questions are mapped to the specified assessment criteria.
* Assessor must be ToA certified.
* Mock test/Self assessment will be conducted during training through LSC softwares.

4. Types of evidence or evidence-gathering protocol:

* Time-stamped & geotagged reporting of the assessor from assessment location
* Centre photographs with signboards and scheme specific branding
* 21 points check list must be adhered by both AA and assessor.

5. Method of verification or validation:

* LSC will validate the evidence and results through LSC portal.
* Validation will be candidate wise scrutiny.

6. Method for assessment documentation, archiving, and access

* Hard copies of the documents are stored by AA for certain years.
* Softcopies of evidences will be stored in LSC portal.

**On the Job(OJT assessment applicable):**

1. The candidate must score 60% to successfully complete the OJT.
2. Tools of Assessment that will be used for assessing whether the candidate is having desired skills and etiquette of dealing with customers, understanding needs & requirements, assessing the customer and perform Soft Skills effectively:

• Videos of Trainees during OJT

1. Assessment of each Module will ensure that the candidate is able to:

* Effective engagement with the customers
* Understand the working of various tools and equipment.

## Annexure: Acronym and Glossary

#### Acronym

| **Acronym** | **Description** |
| --- | --- |
| **AA** | Assessment Agency |
| **AB** | Awarding Body |
| **ISCO** | International Standard Classification of Occupations |
| **NCO** | National Classification of Occupations |
| **NCrF** | National Credit Framework |
| **NOS** | National Occupational Standard(s) |
| **NQR** | National Qualification Register |
| **NSQF** | National Skills Qualiﬁcations Framework |
| **OJT** | On the Job Training |

#### Glossary

| **Term** | **Description** |
| --- | --- |
| **National Occupational Standards (NOS)** | NOS define the measurable performance outcomes required from an individual engaged in a particular task. They list down what an individual performing that task should know and also do. |
| **Qualification** | A formal outcome of an assessment and validation process which is obtained when a  competent body determines that an individual has achieved learning outcomes to given standards |
| **Qualification File** | A Qualification File is a template designed to capture necessary information of a Qualification from the perspective of NSQF compliance. The Qualification File will be normally submitted by the awarding body for the qualification. |
| **Sector** | A grouping of professional activities on the basis of their main economic function, product, service or technology. |
| **Long Term Training** | Long-term skilling means any vocational training program undertaken for a year and above. <https://ncvet.gov.in/sites/default/files/NCVET.pdf> |