

NSQF QUALIFICATION FILE

Approved in 15th NSQC Meeting – NCVET – 27th January 2022

CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE

Name and address of submitting body:

Logistics Sector Skill Council

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

Name and contact details of individual dealing with the submission

Name	: Ms. Reena Murray
Position in the Organization	: Head – Standards & Quality Assurance
Address if different from above	: Same as above
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E-mail address	: reena@lsc-india.com

List of documents submitted in support of the Qualification File

1. Model Curriculum having indicative list of equipment, lesson plan with training duration and trainer qualification.
2. Letter from the Ministry supporting the need of the qualification.
3. Industry validations

Model Curriculum to be added which will include the following:

- Indicative list of tools/equipment to conduct the training
- Trainers' qualification
- Lesson Plan
- Distribution of training duration into theory/practical/OJT component

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SUMMARY

1	Qualification Title	Key Consignor Executive
2	Qualification Code, if any	LSC/Q3035
3	NCO code and occupation	NCO-2004/3415.85
4	Nature and purpose of the qualification (Please specify whether qualification is short term or long term)	Nature: Certificate course of Key Consignor Executive Long term Purpose: Learners who attain this qualification are competent in courier operation and can get a job as Key Consignor Executive to Plan for key consignor sales activities, Perform key consignor sales activities, Perform Post key consignor sales activities, Maintain Health, Safety and Security measures during key consignor sales activities
5	Body/bodies which will award the qualification	Logistics Sector Skill Council
6	Body which will accredit providers to offer courses leading to the qualification	Logistics Sector Skill Council
7	Whether accreditation/affiliation norms are already in place or not , if applicable (if yes, attach a copy)	Yes Both accreditation and affiliation are done by LSC based on due diligence report via SIP
8	Occupation(s) to which the qualification gives access	To maintain relationships with existing key clients, identify prospective key clients and develop business opportunities with them.
9	Job description of the occupation	Key Consignor Executives are also known as Key Account Executives or Key Account Managers. Individuals in this role, who work closely with key clients, are responsible for maintaining relationships with existing key clients, identifying prospective key clients and develop business opportunities with them. They are an integral part of the sales team who are responsible for managing the relationship with several key clients of an organization.
10	Licensing requirements	NA

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11	Statutory and Regulatory requirement of the relevant sector (documentary evidence to be provided)	Not applicable
12	Level of the qualification in the NSQF	5
13	Anticipated volume of training/learning required to complete the qualification	540 hours
14	Indicative list of training tools required to deliver this qualification	<p>For a class of 30 candidates</p> <p>Teaching board – 1 Projector – 1 White board - 1 Video player or TV – 1 Printer – 1 Tracker - 1 Computer – 15 Stationaries – 30 Marker - 2 MHE equipment's – 1 RFID Scanner - 15 PPE – 15 Standard Forms – 15 SOP - 5 GST guidelines – 10 ERP -1</p>
15	Entry requirements and/or recommendations and minimum age	<p>Completed 1st year of UG (UG Certificate) or Pursuing 2nd year of UG or Completed 1st year of diploma (after 12th) or Pursuing 2nd year of 2-year diploma after 12th or 12th pass with 1 year Vocational Education & training (NTC or NAC or CITS) or Completed 3 year diploma after 10th + 1 year relevant experience or 12th Grade pass + 2 year relevant experience or 10th Grade pass + 4 year relevant experience or Previous relevant Qualification of NSQF Level 4 and with minimum education as 8th Grade pass + 3 year relevant experience or Previous relevant Qualification of NSQF Level 4.5 + 1.5 year relevant experience</p>

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16	Progression from the qualification (Please show Professional and academic progression)	Courier Manager.		
17	Arrangements for the Recognition of Prior learning (RPL)	<p>LSC currently undertakes RPL through the following modes –</p> <ol style="list-style-type: none"> 1. The companies outreach to LSC regarding their requirement for RPL. LSC arranges for a trainer or a training agency to conduct the RPL programme post which, LSC will conduct assessment and provide certification for the same 2. The training centres run RPL courses in coordination with industry and companies and post the course, LSC will conduct assessment and certification 3. The companies reach out to LSC regarding RPL requirements. They conduct their own training as per the RPL requirements and post training LSC reviews the program, assessing the trained candidates and provides certification. 4. LSC has developed an online RPL assessment application which will be MCQ based test and VIVA video submission. 		
18	International comparability where known (research evidence to be provided)	Under Study		
19	Date of planned review of the qualification.	27 th January 2025		
20	Formal structure of the qualification			
	Title of unit or other component	Mandatory/ Optional	Estimated size (learning hours)	Level
A	Mandatory components			
	Introduction	Mandatory	60	5
	LSC/N3036: Plan for key consignor sales activities	Mandatory	120	5

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	LSC/N3037: Perform key consignor sales activities	Mandatory	120	5
	LSC/N3038: Perform Post key consignor sales activities	Mandatory	90	5
	LSC/N3054 : Maintain Health, Safety and Security measures during key consignor sales activities	Mandatory	90	5
	Employability Skills	Mandatory	60	5
	Sub Total (A)		540 Hrs	
B	Optional/ elective component			
	NA			
	Subtotal B			
	<u>Total (A+B)</u>		540 Hrs	

SECTION 1 **ASSESSMENT**

21	Body/Bodies which will carry out assessment: All the empanelled assessment agency will do the assessment.
22	How will RPL assessment be managed and who will carry it out? RPL courses would be conducted based on the demand and requirement of industry as and when they approach LSC. There are four ways of conducting RPL assessments - <ol style="list-style-type: none">1. The companies outreach to LSC regarding their requirement for RPL. LSC arranges for a trainer or a training agency to conduct the RPL programme post which, LSC will conduct assessment and provide certification for the same2. The training centres run RPL courses in coordination with industry and companies and post the course, LSC will conduct assessment and certification3. The companies reach out to LSC regarding RPL requirements. They conduct their own training as per the RPL requirements and post training LSC reviews the program, assessing the trained candidates and provides certification4. LSC has developed an online RPL assessment application which will be MCQ based test and VIVA video submission.

23	<p>Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, reliable and fair and show that these are in line with the requirements of the NSQF.</p> <p>LSC has ensured to have a valid, consistent and fair show of assessments by having an assessment policy and process in place and LSC has also set the minimum qualification and experience criteria.</p> <p>Assessment policy of LSC</p> <ol style="list-style-type: none">1) All the assessments have to be carried out based on the criteria code set by LSC in qualification packs.2) Qualification and experience have to be set for the assessors.3) LSC will insist the assessment body to hire honest and fair assessors with relevant experience prescribed by LSC.4) Assessment bodies will strictly stick to the norms prescribed by LSC when conducting assessments.5) Assessment schedules have to strictly adhere to as agreed in advance by assessment body and LSC.6) Reporting of MIS by the assessment body to LSC has to be with in the agreed time lines.7) Assessment bodies have to ensure that assessments are conducted in a fair and honest manner8) Any negative remark on the assessor or assessment body if proven will be black listed by LSC9) Assessment tools should be designed to test both practical skills and theoretical knowledge.10) Parameters for assessing student's abilities or understanding should be aligned to the relevant competencies that are expected to be acquired at the end of the training.11) Expected standards of performance for each competency should be clearly defined and Student's performance assessed against these standards.12) Questionnaires/ test papers should be as objective as possible (restrict use of open-ended questions to the minimum) such as multiple-choice questions, yes/no or True / False types based on blue print.13) Questions framed as per blueprint and without ambiguity by SMEs.14) All assessments should be scored carefully and a log of all scores for every candidate Maintained.15) Hard copies and soft copies of assessment forms and scores should be maintained and be readily available for any audit by LSC / NSDC or third party <p>Assessment strategy:</p> <p>Assessment process to be adhered by assessment bodies and LSC</p>
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- 1) Logistics Sector Skill Council to inform the assessment body on assessment details at least 2 weeks in advance
- 2) Assessment body to appoint an assessor for the assessment details shared by Logistics Sector Skill Council and inform the assessor details to Logistics Sector Skill Council at least 1 week in advance from the date of assessment.
- 3) Assessment bodies to design the question paper for theory, practical & viva as per blueprint and submit to logistics sector skill council while empanelment of AA.
- 4) Logistics Sector Skill Council to approve the Question banks within 7 days from submission.
- 5) Assessment bodies to ensure that the assessor reaches the assessment location at least before 1 hour in advance from the time of assessment.
- 6) Assessor to start the assessment exactly on the time instructed by Logistics Sector Skill Council.
- 7) Assessor to verify the candidates with any valid Govt. id preferably Aadhar and also collect a copy of ID proof produced by the candidate.
- 8) Assessor to record all the evidence as per assessment protocol of Logistics Sector Skill Council
- 9) Assessment bodies to submit the result to logistics sector skill council within 3 days of time from the date of assessment through LSC MIS portal.
- 10) Assessment bodies to submit the result in Skill India Portal within 2 days of time from the date of LSC approval in LSC MIS portal.
- 11) Assessment body to maintain hard and soft copies of assessment sheets and produce to Logistics Skills Council on demand.
- 12) 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.
- 13) In case of unsuccessful completion, the trainee may seek Re-assessment on the QP.

2. ASSESSORS – Eligible assessors will get certification through TOA programme with 2 years validity

The eligibility of assessors for “Job role – Key Consignor Executive” are as follows:

- Any degree
- 2 years of industrial experience

3. ELIGIBILITY TO APPEAR IN THE EXAM:

Minimum Educational Qualification:

Completed 1st year of UG (UG Certificate)

or Pursuing 2nd year of UG

or Completed 1st year of diploma (after 12th)

or Pursuing 2nd year of 2-year diploma after 12th

or 12th pass with 1 year Vocational Education & training (NTC or NAC or CITS)

or Completed 3 year diploma after 10th + 1 year relevant experience

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or 12th Grade pass + 2 year relevant experience
or 10th Grade pass + 4 year relevant experience
or Previous relevant Qualification of NSQF Level 4 and with minimum education as 8th Grade pass + 3 year relevant experience
or Previous relevant Qualification of NSQF Level 4.5 + 1.5 year relevant experience

4. MARKING SCHEME:

Sr. No.	Method of Assessments	Weightage (Max. marks)
1	Theory	30%
2	Practical	70%
Total		100

5. PASSING MARKS: Every trainee should score minimum 70%

6. RESULTS AND CERTIFICATION: Logistics Sector Skill Council

Please attach most relevant and recent documents giving further information about assessment and/or RPL.

Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

ASSESSMENT EVIDENCE

Complete a grid for each component as listed in “Formal structure of the qualification” in the Summary.

NOTE: this grid can be replaced by any part of the qualification documentation which shows the same information – ie Learning Outcomes to be assessed, assessment criteria and the means of assessment.

24. Assessment evidences

1. LSC have created 16 points check list to collect on the day of assessment.
2. Assessment agencies must ensure to collect all the evidence without fail.
3. Training Partner must cooperate on collecting assessment evidence.
4. Candidates must present with their original Aadhaar's and alternative id proof which is having clear face picture on the day of assessment.
5. Assessment agency must submit all the collected evidence through LSC MIS portal.

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Title of Component:

Outcomes to be assessed/NOSs to be assessed	Assessment criteria for the outcome
1. LSC/N3036: Plan for key consignor sales activities	<p>To be competent, the user/ individual on the job must be able to:</p> <ol style="list-style-type: none">1. 1 obtain relevant data/information from the organizations internal knowledge base to identify market trends.1. 2 consolidate and review the data relevant to developing a sales plan and other business development initiatives.1. 3 obtain relevant information from the CRM database or other sources to compile a list of leads1. 4 assess daily/weekly sales targets.1. 5 devise sales and relationship development strategies1. 6 analyze the time required to allocate for both relationship building and/or business development activities for the day.
2. LSC/N3037: Perform key consignor sales activities	<p>To be competent, the user/ individual on the job must be able to:</p> <ol style="list-style-type: none">2. 1 obtain a list of existing clients from the company's sales database2. 2 prioritize the clients for contact, based on the previous relationship building calls made to each of them2. 3 call the client's office and enquire if they are available for a personal discussion (if applicable).2. 4 if the client is open for a face-to-face discussion, travel to client's office (check address in sales database).2. 5 meet client in person to explain new service offerings, explain the benefits of the same and also request feedback for current services offered.

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	<ul style="list-style-type: none">2. 6 convince client to opt for additional services2. 7 irrespective of the outcome, take note of client's feedback before leaving2. 8 obtain a list of prospective clients from the company's sales database.2. 9 prioritize the customers for contact, based on possibility of lead conversion.2. 10 call the customer's office and enquire if they are available for a personal discussion (if applicable)2. 11 if the customer is open for a face-to-face discussion, travel to their office (check address in sales database)2. 12 if the customer is unavailable for a face-to-face discussion, request for another day and time to call again.2. 13 give a brief explanation of the company and its offerings to the customer2. 14 enquire customer's requirements and analyze the best choice of courier service offering possible2. 15 based on conclusions arrived upon, recommend services as per customer requirement and explain the benefits of the various services2. 16 describe the service features and benefits to the customer2. 17 listen to customer queries and answer the questions they ask2. 18 propose courier services packages.2. 19 negotiate cost of courier services2. 20 if negotiation fails, request customer for adequate time to enquire with sales manager for a revised service cost and payment terms.2. 21 collect payment details of customer/organization.
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<p>3. LSC/N3038: Perform Post key consignor sales activities</p>	<p>To be competent, the user/ individual on the job must be able to:</p> <ol style="list-style-type: none">3.1 contact leads using appropriate modes of communication, and at frequencies specified in sales plan3.2 analyze lead characteristics and devise customized strategies for lead conversion3.3 implement lead conversion strategy on a timed manner3.4 record new business development activities and lead responses on the CRM database3.5 stay current with sales activities of competitors.3.6 maintain constant familiarization of service offerings and developments in both the organization and the industry.3.7 contribute strategic information to the regional/national sales team including key results from previous calls, updates on current target accounts and a review of the following weeks key upcoming calls.3.8 keep track of daily sales development and relationship building activities.
<p>4. LSC/N3054 : Maintain Health, Safety and Security measures during key consignor sales activities</p>	<p>To be competent, the user/ individual on the job must be able to:</p> <ol style="list-style-type: none">4.1. Follow organization procedures with respect to documentation.4.2. Adhere to security and privacy regulations of the company and the customer.4.3. Recognize and report unsafe conditions and practices.4.4. Comply with organization safety regulations and procedures in case of fire hazards, biohazards, etc.4.5. Comply with local road safety regulations and procedures.

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Employability Skills (60 hours)

S. No	Module Name	Duration (hours)	Assessment Marks
1.	Introduction to Employability Skills	1.5	2
2.	Constitutional values - Citizenship	1.5	2
3.	Becoming a Professional in the 21st Century	2.5	6
4.	Basic English Skills	10	6
5.	Career Development & Goal Setting	2	3
6.	Communication Skills	5	4
7.	Diversity & Inclusion	2.5	2
8.	Financial and Legal Literacy	5	5
9.	Essential Digital Skills	10	8
10.	Entrepreneurship	7	4
11.	Customer Service	5	3
12.	Getting Ready for Apprenticeship & Jobs	8	5
	Total	60	50

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SECTION 2

25. EVIDENCE OF LEVEL

OPTION A

Title/Name of qualification/component: Enter the title here number			Level: Add level
NSQF Domain	Outcomes of the Qualification/Component	How the outcomes relates to the NSQF level descriptors	NSQF Level
Process			
Professional knowledge			
Professional skill			
Core skill			
Responsibility			

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Option B:

Title/Name of qualification/component: Key Consignor Executive (NSQF – 5)			
NSQF Domain	Outcomes of the Qualification/Component	How the job role relates to the NSQF level descriptors	NSQF Level
Process	<p>The individual in the job requires to:</p> <ul style="list-style-type: none">• generate sales plan and business development opportunities by obtaining relevant data/information• analyse lead characteristics and devise customized strategies for lead conversion on a timed manner	<p>The process is based on generating sales plan and business development opportunities by obtaining relevant data/information from the organization's internal knowledge base to identify market trends. S/he has to allocate time for relationship building and business development activities by assessing daily / weekly targets. The job holder has to get the existing clients list from company's sales database and prioritize based on the previous relationship to meet client in person to explain new service offerings, benefits and also request feedback for current services offered. S/he has to generate sales through business development from the list of prospective clients available in company's sales database. S/he has to analyse lead characteristics and devise customized strategies for lead conversion on a timed manner. S/he has to contribute strategic information to the regional/national sales team.</p>	5

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Professional knowledge	S/he would have knowledge of <ul style="list-style-type: none">the company and all services offered, types of documentation used in organization, nature of the marketing/sales productsCustomer Relationship Management (CRM) software	The job holder has to have a clear understanding and extensive knowledge of the company and all services offered, types of documentation used in organization, nature of the marketing/sales products carried along for sales and promotional activities. S/he has to possess knowledge on to use the computer for electronic documentation of information, Customer Relationship Management (CRM) software to capture customer feedback and draw analysis. S/he has to be aware of processes and differences in processes across clients/products and advanced sales processes.	5
Professional skill	Recall and demonstrate the ability to <ul style="list-style-type: none">plan and organize on the scheduled time limitsact objectively, rather than impulsively or emotionally when faced with difficult/stressful or emotional situations while making decisions	The job holder has to cognitively plan and organize on the scheduled time limits to prioritize and execute tasks as well as flexible to re-assess schedule in case of delays/additional orders. S/he has to act objectively, rather than impulsively or emotionally when faced with difficult/stressful or emotional situations while making decisions. S/he has to possess good customer service orientation, handle customers with patience, adaptability and persuasiveness. S/he has to identify trends / common causes for errors and suggest possible solutions to the regional / national sales manager. S/he has to be analytical to assess client business needs and priorities to build apt solutions.	5

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Core skill	<ul style="list-style-type: none"> • communication skills • writing skills 	<p>The job holder has to communicate effectively and politely with customers and strategically with sales team to improve on the business closures. S/he has to be more diplomatic and assertive as they will be face of the company in explaining the products, services offered and listening to the queries raised by the existing clients. S/he has to possess the ability of writing clear and effective mails in order to get more business from the clients and to develop promotional material as well as create documents for internal understanding/use for the sales team. S/he has to prepare detailed reports to the management by summarizing the meeting had with the various existing & new clients and strategical plan to retain the existing customers.</p>	5
Responsibility	<p>The individual is responsible for</p> <ul style="list-style-type: none"> • maintaining relationships with existing key clients, identifying prospective key clients, develop business opportunities with them • preparing for the sales meetings by assessing daily / weekly targets achieved by the sales team 	<p>The job holder are responsible for maintaining relationships with existing key clients, identifying prospective key clients, develop business opportunities with them. S/he has to generate sales plan and do business development opportunities for the organization from the existing clientele database. S/he has to prepare for the sales meetings by assessing daily / weekly targets achieved by the sales team. S/he has to build the relationship with the existing client by meeting them frequently to hear their feedback on the present services rendered and improvising on the same to acquire more business. S/he has to followup with the prospective clients and build market intelligence to track sales process.</p>	5

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SECTION 3

EVIDENCE OF NEED

26	Estimated uptake of Qualification? Basis	What evidence is there that the qualification is needed? What is this qualification and what is the basis of this? (Applicable for SSCs)
	Need for the qualification	<p>While collecting data from the companies for the occupational map, we also took feedback from industry players regarding the skill gap that they foresee and select areas where the requirement is immediate and or expected to come in near future for which qualification packs development, was to be prioritized. This was largely based on volume of people required, quantitative and qualitative shortfall which the Industry feels they face. Governing council of LSC gave final approval and endorsement for the same.</p> <p>The same are also indicated in various skill studies conducted for the logistic sector –</p> <ol style="list-style-type: none">1. Skill requirement in logistics sector <p>https://drive.google.com/file/d/0B5rqF9xqytDIUIF4WEtyWXJBbIE/view?usp=sharing</p>
	Industry Relevance	<p>As part of the exercise for development of qualification pack and Q-file, LSC interacted with industry bodies, select companies and collected validation from industry players employing people for this job role in the sub-sector. The details of the industry interaction and validation collected have been shared as a separate folder along with the Q file.</p>
	Usage of the qualification	<p>The information related to past uptake performance of previous QPs related to courier sector at level 3 and level 4 job roles is not available in the public domain. Hence, the uptake for this qualification cannot be assessed from their uptake. Also, the QPs have been in the system for only about a year.</p>
	Estimated uptake	<p>Skills Gap Analysis Reports for industry demand and secondary research data, though these do not lead to accurate demand projection. The link to NSDC Human Resource & Skills Requirement in Logistics Sector is</p> <p>https://drive.google.com/file/d/0B5rqF9xqytDIUIF4WEtyWXJBbIE/view?usp=sharing</p>

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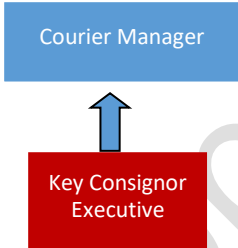
27	<p>Recommendation from the concerned Line Ministry of the Government/Regulatory body. To be supported by documentary evidence</p> <p>Letter had been sent via email to line ministry seeking approval on 21st August 2021.</p>
28	<p>What steps were taken to ensure that the qualification(s) does (do) not duplicate already existing or planned qualifications in the NSQF? Give justification for presenting a duplicate qualification</p> <p>NCVET list of Approved and Under-Development QPs was checked prior to commissioning the work</p>
29	<p>What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated? Specify the review process here</p> <ul style="list-style-type: none">• Qualification that has been developed would be valid for 3 years from the date of upload in NQR.• Periodical interaction with the training partners to gather feedback in implementation.• Employer feedback will be sought post-placement on performance and training standards

Please attach most relevant and recent documents giving further information about any of the topics above.

Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

SECTION 4

EVIDENCE OF PROGRESSION

<p>30</p>	<p>What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector? <i>Show the career map here to reflect the clear progression</i></p> <p>Occupational and career maps indicating horizontal and vertical mobility have been created and are being used.</p> <p>Occupational Map: Refer annexure - LSC_Occupational Mapping and Career Progression chart (given as supporting document)</p> <p>Career Progression:</p>  <pre>graph BT; A[Key Consignor Executive] --> B[Courier Manager]</pre>
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