



# Key Consignor Executive

QP Code: LSC/Q3035

Version: 3.0

NSQF Level: 5

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## LSC/Q3035: Key Consignor Executive

### Brief Job Description

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.

### Personal Attributes

This job requires the individual to work well with his/her team and achieve joint goals. The individual must be able to prioritize and execute tasks within scheduled time limits. The individual should be able to maintain high concentration levels throughout his/her shift.

### Applicable National Occupational Standards (NOS)

#### Compulsory NOS:

1. [LSC/N3036: Plan for key consignor sales activities](#)
2. [LSC/N3037: Perform key consignor sales activities](#)
3. [LSC/N3038: Perform Post key consignor sales activities](#)
4. [LSC/N3054: Maintain Health, Safety and Security measures during key consignor sales activities](#)
5. [DGT/VSQ/N0102: Employability Skills \(60 Hours\)](#)

### Qualification Pack (QP) Parameters

<b>Sector</b>	Logistics
<b>Sub-Sector</b>	Courier & Mail Services
<b>Occupation</b>	Retail And Institutional Sales
<b>Country</b>	India
<b>NSQF Level</b>	5
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2004/3415.85

<b>Minimum Educational Qualification &amp; Experience</b>	Graduate (in the relevant field) OR Graduate (in any field) with 1 Year of experience relevant experience OR Diploma (2-year Diploma (after 12th Class) in the relevant field) with 1 Year of experience relevant experience OR 12th Class with 4 Years of experience relevant experience OR 10th Class (+ 2 years of ITI) with 2 Years of experience relevant experience OR Certificate-NSQF (Courier Executive - level 4) with 2 Years of experience relevant experience
<b>Minimum Level of Education for Training in School</b>	
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	18 Years
<b>Last Reviewed On</b>	NA
<b>Next Review Date</b>	NA
<b>NSQC Approval Date</b>	
<b>Version</b>	3.0

## LSC/N3036: Plan for key consignor sales activities

### Description

This unit is about planning for key consignor sales activities

### Elements and Performance Criteria

#### *Generate sales plan and business development opportunities*

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

- PC1.** obtain relevant data/information from the organizations internal knowledge base to identify market trends.
- PC2.** consolidate and review the data relevant to developing a sales plan and other business development initiatives.
- PC3.** obtain relevant information from the crm database or other sources to compile a list of leads

#### *Prepare for the meetings*

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

- PC4.** assess daily/weekly sales targets.
- PC5.** devise sales and relationship development strategies
- PC6.** analyze the time required to allocate for both relationship building and/or business development activities for the day.

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** types of documentation used in organization and importance of the same
- KU2.** risk and impact of not following defined work, safety and security procedures
- KU3.** records to be maintained and the importance of the same
- KU4.** security procedures to be followed
- KU5.** escalation matrix for reporting identified problems
- KU6.** chain of command for reporting problems
- KU7.** knowledge of various clients and their requirements.
- KU8.** extensive knowledge of prospective clients and possible business opportunities.
- KU9.** implications of poor performance such as improper documentation and high error rate
- KU10.** an end to end understanding of all activities that will be done.
- KU11.** nature of the marketing/sales products carried along for sales and promotional activities
- KU12.** a clear understanding and extensive knowledge of the company and all services offered.
- KU13.** understanding of common problems and solutions for the same
- KU14.** knowledge to use the computer for electronic documentation of information
- KU15.** customer relationship management (crm) software knowledge to capture customer feedback and draw analysis
- KU16.** knowledge of processes and differences in processes across clients/products
- KU17.** knowledge of advanced sales processes

**KU18.** ability to anticipate and resolve problems.

## **Generic Skills (GS)**

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

- GS1.** prepare detailed reports for management.
- GS2.** ability to develop promotional material and create documents for internal understanding/use
- GS3.** ability to write effective e-mails
- GS4.** good reading skills, ability to comprehend written instructions
- GS5.** read and understand documents required for all sales activities.
- GS6.** communicate well with people of all levels.
- GS7.** communicate clearly and politely with customers.
- GS8.** share experiences and provide guidance to juniors and peers
- GS9.** act objectively, rather than impulsively or emotionally when faced with difficult/stressful or emotional situations.
- GS10.** ability to make a judgment as to whether an issue is crucial, and escalate it if necessary.
- GS11.** flexibility to re-assess schedule in case of delays/additional orders
- GS12.** prioritize and execute tasks within the scheduled time limits
- GS13.** maintain schedules and punctuality. avoid absenteeism.
- GS14.** be a team player and achieve joint goals
- GS15.** manage a log of all sales activities and update them whenever required.
- GS16.** possess good customer service orientation.
- GS17.** groom oneself in a presentable manner.
- GS18.** handle customers with patience, adaptability and persuasiveness.
- GS19.** have a well-mannered/pleasant personality
- GS20.** identify trends/common causes for errors and suggest possible solutions to the sales manager.
- GS21.** handle day to day problems like delays, staffing shortage, etc
- GS22.** assess client business needs and priorities to build apt solutions.
- GS23.** suggest methods to maximize sales.
- GS24.** ability to concentrate on task at hand and complete it without errors

## Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Generate sales plan and business development opportunities</i>	<b>15</b>	<b>30</b>	-	-
<b>PC1.</b> obtain relevant data/information from the organizations internal knowledge base to identify market trends.	5	10	-	-
<b>PC2.</b> consolidate and review the data relevant to developing a sales plan and other business development initiatives.	5	10	-	-
<b>PC3.</b> obtain relevant information from the crm database or other sources to compile a list of leads	5	10	-	-
<i>Prepare for the meetings</i>	<b>15</b>	<b>40</b>	-	-
<b>PC4.</b> assess daily/weekly sales targets.	5	15	-	-
<b>PC5.</b> devise sales and relationship development strategies	5	10	-	-
<b>PC6.</b> analyze the time required to allocate for both relationship building and/or business development activities for the day.	5	15	-	-
<b>NOS Total</b>	<b>30</b>	<b>70</b>	-	-

## National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	LSC/N3036
<b>NOS Name</b>	Plan for key consignor sales activities
<b>Sector</b>	Logistics
<b>Sub-Sector</b>	Courier & Mail Services
<b>Occupation</b>	Retail And Institutional Sales
<b>NSQF Level</b>	5
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	27/01/2022
<b>Next Review Date</b>	27/01/2025
<b>NSQC Clearance Date</b>	27/01/2022



## LSC/N3037: Perform key consignor sales activities

### Description

This unit is about performing key consignor sales activities

### Elements and Performance Criteria

#### *Build existing client relationship*

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

- PC1.** obtain a list of existing clients from the company's sales database
- PC2.** prioritize the clients for contact, based on the previous relationship building calls made to each of them
- PC3.** call the client's office and enquire if they are available for a personal discussion (if applicable).
- PC4.** if the client is open for a face-to-face discussion, travel to client's office (check address in sales database).
- PC5.** meet client in person to explain new service offerings, explain the benefits of the same and also request feedback for current services offered.
- PC6.** convince client to opt for additional services
- PC7.** irrespective of the outcome, take note of client's feedback before leaving

#### *Generate sales through business development*

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

- PC8.** obtain a list of prospective clients from the company's sales database.
- PC9.** prioritize the customers for contact, based on possibility of lead conversion.
- PC10.** call the customer's office and enquire if they are available for a personal discussion (if applicable)
- PC11.** if the customer is open for a face-to-face discussion, travel to their office (check address in sales database)
- PC12.** if the customer is unavailable for a face-to-face discussion, request for another day and time to call again.
- PC13.** give a brief explanation of the company and its offerings to the customer
- PC14.** enquire customer's requirements and analyze the best choice of courier service offering possible
- PC15.** based on conclusions arrived upon, recommend services as per customer requirement and explain the benefits of the various services
- PC16.** describe the service features and benefits to the customer
- PC17.** listen to customer queries and answer the questions they ask
- PC18.** propose courier services packages.
- PC19.** negotiate cost of courier services.
- PC20.** if negotiation fails, request customer for adequate time to enquire with sales manager for a revised service cost and payment terms.
- PC21.** collect payment details of customer/organization.

## **Knowledge and Understanding (KU)**

The individual on the job needs to know and understand:

- KU1.** types of documentation used in organization and importance of the same
- KU2.** risk and impact of not following defined work, safety and security procedures
- KU3.** records to be maintained and the importance of the same
- KU4.** security procedures to be followed
- KU5.** escalation matrix for reporting identified problems
- KU6.** chain of command for reporting problems
- KU7.** knowledge of various clients and their requirements.
- KU8.** extensive knowledge of prospective clients and possible business opportunities.
- KU9.** implications of poor performance such as improper documentation and high error rate
- KU10.** an end to end understanding of all activities that will be done.
- KU11.** nature of the marketing/sales products carried along for sales and promotional activities
- KU12.** a clear understanding and extensive knowledge of the company and all services offered.
- KU13.** understanding of common problems and solutions for the same
- KU14.** knowledge to use the computer for electronic documentation of information
- KU15.** customer relationship management (crm) software knowledge to capture customer feedback and draw analysis
- KU16.** knowledge of processes and differences in processes across clients/products
- KU17.** knowledge of advanced sales processes
- KU18.** ability to anticipate and resolve problems.

## **Generic Skills (GS)**

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

- GS1.** prepare detailed reports for management.
- GS2.** ability to develop promotional material and create documents for internal understanding/use
- GS3.** ability to write effective e-mails
- GS4.** good reading skills, ability to comprehend written instructions
- GS5.** read and understand documents required for all sales activities.
- GS6.** communicate well with people of all levels.
- GS7.** communicate clearly and politely with customers.
- GS8.** share experiences and provide guidance to juniors and peers
- GS9.** act objectively, rather than impulsively or emotionally when faced with difficult/stressful or emotional situations.
- GS10.** ability to make a judgment as to whether an issue is crucial, and escalate it if necessary.
- GS11.** flexibility to re-assess schedule in case of delays/additional orders
- GS12.** prioritize and execute tasks within the scheduled time limits
- GS13.** maintain schedules and punctuality. avoid absenteeism.
- GS14.** be a team player and achieve joint goals

- GS15.** manage a log of all sales activities and update them whenever required.
- GS16.** posses good customer service orientation.
- GS17.** groom oneself in a presentable manner.
- GS18.** handle customers with patience, adaptability and persuasiveness.
- GS19.** have a well-mannered/pleasant personality
- GS20.** identify trends/common causes for errors and suggest possible solutions to the sales manager.
- GS21.** handle day to day problems like delays, staffing shortage, etc
- GS22.** assess client business needs and priorities to build apt solutions.
- GS23.** suggest methods to maximize sales.
- GS24.** ability to concentrate on task at hand and complete it without errors

**Assessment Criteria**

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Build existing client relationship</i>	<b>12</b>	<b>21</b>	-	-
<b>PC1.</b> obtain a list of existing clients from the company's sales database	1	4	-	-
<b>PC2.</b> prioritize the clients for contact, based on the previous relationship building calls made to each of them	2	3	-	-
<b>PC3.</b> call the client's office and enquire if they are available for a personal discussion (if applicable).	2	3	-	-
<b>PC4.</b> if the client is open for a face-to-face discussion, travel to client's office (check address in sales database).	1	2	-	-
<b>PC5.</b> meet client in person to explain new service offerings, explain the benefits of the same and also request feedback for current services offered.	2	3	-	-
<b>PC6.</b> convince client to opt for additional services	2	3	-	-
<b>PC7.</b> irrespective of the outcome, take note of client's feedback before leaving	2	3	-	-
<i>Generate sales through business development</i>	<b>18</b>	<b>49</b>	-	-
<b>PC8.</b> obtain a list of prospective clients from the company's sales database.	2	3	-	-
<b>PC9.</b> prioritize the customers for contact, based on possibility of lead conversion.	2	3	-	-
<b>PC10.</b> call the customer's office and enquire if they are available for a personal discussion (if applicable)	1	4	-	-
<b>PC11.</b> if the customer is open for a face-to-face discussion, travel to their office (check address in sales database)	1	4	-	-
<b>PC12.</b> if the customer is unavailable for a face-to-face discussion, request for another day and time to call again.	1	2	-	-
<b>PC13.</b> give a brief explanation of the company and its offerings to the customer	1	3	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC14.</b> enquire customer's requirements and analyze the best choice of courier service offering possible	2	3	-	-
<b>PC15.</b> based on conclusions arrived upon, recommend services as per customer requirement and explain the benefits of the various services	2	3	-	-
<b>PC16.</b> describe the service features and benefits to the customer	1	4	-	-
<b>PC17.</b> listen to customer queries and answer the questions they ask	1	4	-	-
<b>PC18.</b> propose courier services packages.	1	4	-	-
<b>PC19.</b> negotiate cost of courier services.	1	4	-	-
<b>PC20.</b> if negotiation fails, request customer for adequate time to enquire with sales manager for a revised service cost and payment terms.	1	4	-	-
<b>PC21.</b> collect payment details of customer/organization.	1	4	-	-
<b>NOS Total</b>	<b>30</b>	<b>70</b>	-	-

## National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	LSC/N3037
<b>NOS Name</b>	Perform key consignor sales activities
<b>Sector</b>	Logistics
<b>Sub-Sector</b>	Courier / Express Services
<b>Occupation</b>	Retail and Institutional Sales
<b>NSQF Level</b>	5
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	27/01/2022
<b>Next Review Date</b>	27/01/2025
<b>NSQC Clearance Date</b>	27/01/2022

## LSC/N3038: Perform Post key consignor sales activities

### Description

This unit is about perform post key consignor sales activities

### Elements and Performance Criteria

#### *Follow-up with prospective client*

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

- PC1.** contact leads using appropriate modes of communication, and at frequencies specified in sales plan
- PC2.** analyze lead characteristics and devise customized strategies for lead conversion
- PC3.** implement lead conversion strategy on a timed manner
- PC4.** record new business development activities and lead responses on the crm database

#### *Build market intelligence and track sales processes*

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

- PC5.** stay current with sales activities of competitors.
- PC6.** maintain constant familiarization of service offerings and developments in both the organization and the industry.
- PC7.** 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.
- PC8.** keep track of daily sales development and relationship building activities.

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** types of documentation used in organization and importance of the same
- KU2.** risk and impact of not following defined work, safety and security procedures
- KU3.** records to be maintained and the importance of the same
- KU4.** security procedures to be followed
- KU5.** escalation matrix for reporting identified problems
- KU6.** chain of command for reporting problems
- KU7.** knowledge of various clients and their requirements.
- KU8.** extensive knowledge of prospective clients and possible business opportunities.
- KU9.** implications of poor performance such as improper documentation and high error rate
- KU10.** an end to end understanding of all activities that will be done.
- KU11.** nature of the marketing/sales products carried along for sales and promotional activities
- KU12.** a clear understanding and extensive knowledge of the company and all services offered.
- KU13.** understanding of common problems and solutions for the same
- KU14.** knowledge to use the computer for electronic documentation of information

- KU15.** customer relationship management (crm) software knowledge to capture customer feedback and draw analysis
- KU16.** knowledge of processes and differences in processes across clients/products
- KU17.** knowledge of advanced sales processes
- KU18.** ability to anticipate and resolve problems.

## **Generic Skills (GS)**

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

- GS1.** prepare detailed reports for management.
- GS2.** ability to develop promotional material and create documents for internal understanding/use
- GS3.** good reading skills, ability to comprehend written instructions
- GS4.** read and understand documents required for all sales activities.
- GS5.** communicate well with people of all levels.
- GS6.** communicate clearly and politely with customers.
- GS7.** share experiences and provide guidance to juniors and peers
- GS8.** act objectively, rather than impulsively or emotionally when faced with difficult/stressful or emotional situations.
- GS9.** ability to make a judgment as to whether an issue is crucial, and escalate it if necessary.
- GS10.** ability to write effective e-mails
- GS11.** flexibility to re-assess schedule in case of delays/additional orders
- GS12.** prioritize and execute tasks within the scheduled time limits
- GS13.** maintain schedules and punctuality. avoid absenteeism.
- GS14.** be a team player and achieve joint goals
- GS15.** manage a log of all sales activities and update them whenever required.
- GS16.** posses good customer service orientation.
- GS17.** groom oneself in a presentable manner.
- GS18.** handle customers with patience, adaptability and persuasiveness.
- GS19.** have a well-mannered/pleasant personality
- GS20.** identify trends/common causes for errors and suggest possible solutions to the sales manager.
- GS21.** handle day to day problems like delays, staffing shortage, etc
- GS22.** assess client business needs and priorities to build apt solutions.
- GS23.** suggest methods to maximize sales.
- GS24.** ability to concentrate on task at hand and complete it without errors



## Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Follow-up with prospective client</i>	<b>16</b>	<b>34</b>	-	-
<b>PC1.</b> contact leads using appropriate modes of communication, and at frequencies specified in sales plan	4	6	-	-
<b>PC2.</b> analyze lead characteristics and devise customized strategies for lead conversion	2	8	-	-
<b>PC3.</b> implement lead conversion strategy on a timed manner	5	10	-	-
<b>PC4.</b> record new business development activities and lead responses on the crm database	5	10	-	-
<i>Build market intelligence and track sales processes</i>	<b>14</b>	<b>36</b>	-	-
<b>PC5.</b> stay current with sales activities of competitors.	5	10	-	-
<b>PC6.</b> maintain constant familiarization of service offerings and developments in both the organization and the industry.	5	10	-	-
<b>PC7.</b> 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.	2	8	-	-
<b>PC8.</b> keep track of daily sales development and relationship building activities.	2	8	-	-
<b>NOS Total</b>	<b>30</b>	<b>70</b>	-	-

**National Occupational Standards (NOS) Parameters**

<b>NOS Code</b>	LSC/N3038
<b>NOS Name</b>	Perform Post key consignor sales activities
<b>Sector</b>	Logistics
<b>Sub-Sector</b>	Courier / Express Services
<b>Occupation</b>	Retail and Institutional Sales
<b>NSQF Level</b>	5
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	27/01/2022
<b>Next Review Date</b>	27/01/2025
<b>NSQC Clearance Date</b>	27/01/2022

## LSC/N3054: Maintain Health, Safety and Security measures during key consignor sales activities

### Description

This unit is about maintaining Health, Safety and Security measures during key consignor sales activities

### Elements and Performance Criteria

#### *Maintain Health, Safety and Security measures during key consignor sales activities*

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

- PC1.** Follow organization procedures with respect to documentation.
- PC2.** Adhere to security and privacy regulations of the company and the customer.
- PC3.** Recognize and report unsafe conditions and practices.
- PC4.** Comply with organization safety regulations and procedures in case of fire hazards, bio-hazards, etc.
- PC5.** Comply with local road safety regulations and procedures.

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** types of documentation used in organization and importance of the same
- KU2.** risk and impact of not following defined work, safety and security procedures
- KU3.** records to be maintained and the importance of the same
- KU4.** security procedures to be followed
- KU5.** escalation matrix for reporting identified problems
- KU6.** chain of command for reporting problems
- KU7.** knowledge of various clients and their requirements.
- KU8.** extensive knowledge of prospective clients and possible business opportunities.
- KU9.** implications of poor performance such as improper documentation and high error rate
- KU10.** an end to end understanding of all activities that will be done.
- KU11.** nature of the marketing/sales products carried along for sales and promotional activities.
- KU12.** a clear understanding and extensive knowledge of the company and all services offered.
- KU13.** understanding of common problems and solutions for the same
- KU14.** knowledge to use the computer for electronic documentation of information.
- KU15.** customer relationship management (crm) software knowledge to capture customer feedback and draw analysis.
- KU16.** knowledge of processes and differences in processes across clients/products
- KU17.** knowledge of advanced sales processes
- KU18.** ability to anticipate and resolve problems.

### Generic Skills (GS)

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

- GS1.** prepare detailed reports for management.
- GS2.** ability to develop promotional material and create documents for internal understanding/use.
- GS3.** ability to write effective e-mails
- GS4.** good reading skills, ability to comprehend written instructions.
- GS5.** read and understand documents required for all sales activities.
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- GS8.** share experiences and provide guidance to juniors and peers.
- GS9.** act objectively, rather than impulsively or emotionally when faced with difficult/stressful or emotional situations.
- GS10.** ability to make a judgment as to whether an issue is crucial, and escalate it if necessary.
- GS11.** flexibility to re-assess schedule in case of delays/additional orders
- GS12.** prioritize and execute tasks within the scheduled time limits
- GS13.** maintain schedules and punctuality. avoid absenteeism.
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- GS18.** handle customers with patience, adaptability and persuasiveness.
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- GS20.** identify trends/common causes for errors and suggest possible solutions to the sales manager.
- GS21.** handle day to day problems like delays, staffing shortage, etc.
- GS22.** assess client business needs and priorities to build apt solutions.
- GS23.** suggest methods to maximize sales.
- GS24.** ability to concentrate on task at hand and complete it without errors

## Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Maintain Health, Safety and Security measures during key consignor sales activities)</i>	<b>25</b>	<b>75</b>	-	-
<b>PC1.</b> Follow organization procedures with respect to documentation.	5	15	-	-
<b>PC2.</b> Adhere to security and privacy regulations of the company and the customer.	5	15	-	-
<b>PC3.</b> Recognize and report unsafe conditions and practices.	5	15	-	-
<b>PC4.</b> Comply with organization safety regulations and procedures in case of fire hazards, bio-hazards, etc.	5	15	-	-
<b>PC5.</b> Comply with local road safety regulations and procedures.	5	15	-	-
<b>NOS Total</b>	<b>25</b>	<b>75</b>	-	-

**National Occupational Standards (NOS) Parameters**

<b>NOS Code</b>	LSC/N3054
<b>NOS Name</b>	Maintain Health, Safety and Security measures during key consignor sales activities
<b>Sector</b>	Logistics
<b>Sub-Sector</b>	Courier / Express Services
<b>Occupation</b>	Retail and Institutional Sales
<b>NSQF Level</b>	5
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	27/01/2022
<b>Next Review Date</b>	27/01/2025
<b>NSQC Clearance Date</b>	27/01/2022

## DGT/VSQ/N0102: Employability Skills (60 Hours)

### Description

This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and apprenticeship, getting ready for jobs and career development.

### Scope

The scope covers the following :

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Career Development & Goal Setting
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs

### Elements and Performance Criteria

#### *Introduction to Employability Skills*

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

- PC1.** identify employability skills required for jobs in various industries
- PC2.** identify and explore learning and employability portals

#### *Constitutional values - Citizenship*

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

- 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*

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

- 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*

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

- 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*

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

- 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*

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

- 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*

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

- 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*

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

- 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*

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

- 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*

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

- 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*

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

- 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*

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

- 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

### **Knowledge and Understanding (KU)**

The individual on the job needs to know and understand:

- KU1.** need for employability skills and different learning and employability related portals
- KU2.** various constitutional and personal values
- KU3.** different environmentally sustainable practices and their importance
- KU4.** Twenty first (21st) century skills and their importance
- KU5.** how to use English language for effective verbal (face to face and telephonic) and written communication in formal and informal set up
- KU6.** importance of career development and setting long- and short-term goals
- KU7.** about effective communication
- KU8.** POSH Act
- KU9.** Gender sensitivity and inclusivity
- KU10.** different types of financial institutes, products, and services
- KU11.** how to compute income and expenditure
- KU12.** importance of maintaining safety and security in offline and online financial transactions
- KU13.** different legal rights and laws
- KU14.** different types of digital devices and the procedure to operate them safely and securely
- KU15.** how to create and operate an e- mail account and use applications such as word processors, spreadsheets etc.
- KU16.** how to identify business opportunities
- KU17.** types and needs of customers
- KU18.** how to apply for a job and prepare for an interview
- KU19.** apprenticeship scheme and the process of registering on apprenticeship portal

### **Generic Skills (GS)**

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

- GS1.** read and write different types of documents/instructions/correspondence
- GS2.** communicate effectively using appropriate language in formal and informal settings
- GS3.** behave politely and appropriately with all
- GS4.** how to work in a virtual mode

- GS5.** perform calculations efficiently
- GS6.** solve problems effectively
- GS7.** pay attention to details
- GS8.** manage time efficiently
- GS9.** maintain hygiene and sanitization to avoid infection

**Assessment Criteria**

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Introduction to Employability Skills</i>	<b>1</b>	<b>1</b>	-	-
<b>PC1.</b> identify employability skills required for jobs in various industries	-	-	-	-
<b>PC2.</b> identify and explore learning and employability portals	-	-	-	-
<i>Constitutional values - Citizenship</i>	<b>1</b>	<b>1</b>	-	-
<b>PC3.</b> 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.	-	-	-	-
<b>PC4.</b> follow environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	<b>2</b>	<b>4</b>	-	-
<b>PC5.</b> recognize the significance of 21st Century Skills for employment	-	-	-	-
<b>PC6.</b> 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	-	-	-	-
<i>Basic English Skills</i>	<b>2</b>	<b>3</b>	-	-
<b>PC7.</b> use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-
<b>PC8.</b> read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
<b>PC9.</b> write short messages, notes, letters, e-mails etc. in English	-	-	-	-
<i>Career Development &amp; Goal Setting</i>	<b>1</b>	<b>2</b>	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC10.</b> understand the difference between job and career	-	-	-	-
<b>PC11.</b> prepare a career development plan with short- and long-term goals, based on aptitude	-	-	-	-
<i>Communication Skills</i>	<b>2</b>	<b>2</b>	-	-
<b>PC12.</b> follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-	-	-
<b>PC13.</b> work collaboratively with others in a team	-	-	-	-
<i>Diversity &amp; Inclusion</i>	<b>1</b>	<b>2</b>	-	-
<b>PC14.</b> communicate and behave appropriately with all genders and PwD	-	-	-	-
<b>PC15.</b> escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
<i>Financial and Legal Literacy</i>	<b>2</b>	<b>3</b>	-	-
<b>PC16.</b> select financial institutions, products and services as per requirement	-	-	-	-
<b>PC17.</b> carry out offline and online financial transactions, safely and securely	-	-	-	-
<b>PC18.</b> identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
<b>PC19.</b> identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
<i>Essential Digital Skills</i>	<b>3</b>	<b>4</b>	-	-
<b>PC20.</b> operate digital devices and carry out basic internet operations securely and safely	-	-	-	-
<b>PC21.</b> use e- mail and social media platforms and virtual collaboration tools to work effectively	-	-	-	-
<b>PC22.</b> use basic features of word processor, spreadsheets, and presentations	-	-	-	-
<i>Entrepreneurship</i>	<b>2</b>	<b>3</b>	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC23.</b> identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
<b>PC24.</b> develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
<b>PC25.</b> identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
<i>Customer Service</i>	<b>1</b>	<b>2</b>	-	-
<b>PC26.</b> identify different types of customers	-	-	-	-
<b>PC27.</b> identify and respond to customer requests and needs in a professional manner.	-	-	-	-
<b>PC28.</b> follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship &amp; Jobs</i>	<b>2</b>	<b>3</b>	-	-
<b>PC29.</b> create a professional Curriculum vitae (Résumé)	-	-	-	-
<b>PC30.</b> search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
<b>PC31.</b> apply to identified job openings using offline /online methods as per requirement	-	-	-	-
<b>PC32.</b> answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
<b>PC33.</b> identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
<b>NOS Total</b>	<b>20</b>	<b>30</b>	-	-

## National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	DGT/VSQ/N0102
<b>NOS Name</b>	Employability Skills (60 Hours)
<b>Sector</b>	Cross Sectoral
<b>Sub-Sector</b>	Professional Skills
<b>Occupation</b>	Employability
<b>NSQF Level</b>	4
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	30/06/2027
<b>NSQC Clearance Date</b>	30/06/2022

## Assessment Guidelines and Assessment Weightage

### Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ 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 Element/ 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 center (as per assessment criteria below).
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on 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 reassessment on the Qualification Pack.

**Minimum Aggregate Passing % at QP Level : 70**

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

## Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
LSC/N3036.Plan for key consignor sales activities	30	70	-	-	100	25
LSC/N3037.Perform key consignor sales activities	30	70	-	-	100	25
LSC/N3038.Perform Post key consignor sales activities	30	70	-	-	100	25
LSC/N3054.Maintain Health, Safety and Security measures during key consignor sales activities	25	75	-	-	100	25
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	-	-	50	-
<b>Total</b>	<b>115</b>	<b>285</b>	<b>-</b>	<b>-</b>	<b>400</b>	<b>NaN</b>

## Acronyms

<b>NOS</b>	National Occupational Standard(s)
<b>NSQF</b>	National Skills Qualifications Framework
<b>QP</b>	Qualifications Pack
<b>TVET</b>	Technical and Vocational Education and Training



## Glossary

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

<p><b>Organisational Context</b></p>	<p>Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.</p>
<p><b>Technical Knowledge</b></p>	<p>Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.</p>
<p><b>Core Skills/ Generic Skills (GS)</b></p>	<p>Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.</p>
<p><b>Electives</b></p>	<p>Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.</p>
<p><b>Options</b></p>	<p>Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.</p>