

Qualification Pack



E-commerce Micro Entrepreneur

QP Code: LSC/Q2401

Version: 1.0

NSQF Level: 4

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LSC/Q2401: E-commerce Micro Entrepreneur

Brief Job Description

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.

Personal Attributes

The individual needs to have attention to detail, the ability to read and write in english, use basic digital tools, do simple computational math - numeracy, and manage a small-scale business.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [LSC/N2401: Branding, Pricing and Cataloguing](#)
2. [LSC/N2402: Basics of Inventory and Order Management](#)
3. [LSC/N2403: Selling on E-commerce Platforms](#)
4. [LSC/N2404: First Mile Operations](#)
5. [LSC/N2405: Digital Marketing and Financial Literacy](#)
6. [LSC/N9912: Maintain Hygienic and Safe Working Environment](#)
7. [DGT/VSQ/N0101: Employability Skills \(30 Hours\)](#)

Qualification Pack (QP) Parameters

Sector	Logistics
Sub-Sector	E-commerce
Occupation	Entrepreneur, Product Design / Catalogue management
Country	India
NSQF Level	4

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Credits	16
Aligned to NCO/ISCO/ISIC Code	NCO-2015/NIL
Minimum Educational Qualification & Experience	12th grade Pass OR 10th grade pass (with two years of NTC/NAC/CITS) OR 10th grade pass with 2 Years of experience relevant experience OR 8th grade pass plus 2-year NTC plus 1 Year NAC (plus 1-Year CITS) OR Completed 2nd year of the 3-year diploma after 10
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	NA
Minimum Job Entry Age	19 Years
Last Reviewed On	NA
Next Review Date	30/11/2026
NSQC Approval Date	30/11/2023
Version	1.0
Reference code on NQR	QG-04-TW-01358-2023-V1-LSC
NQR Version	1.0

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LSC/N2401: Branding, Pricing and Cataloguing

Description

This NOS is about creating catalogues, branding and pricing of manufactured goods.

Scope

The scope covers the following :

- Branding
- Pricing
- Cataloguing

Elements and Performance Criteria

Branding

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

- 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.
- PC2.** Identify the target audience for your products by taking factors such as age, location, gender, income level, education, and ethnic background into consideration.
- PC3.** Check for information about competitors selling similar products successfully and how to differentiate your branding from them.
- PC4.** Try to include a brand story containing brief information about the origin of this product, artisans etc.
- PC5.** Create a unique brand name with the above factors, a logo and a simple slogan.
- PC6.** Register the brand and copyright if necessary.
- PC7.** Ensure GST registration is done, as it's mandatory for selling most of the products.
- PC8.** Use consultants, vendors or agencies for assistance.

Pricing

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

- PC9.** Calculate the variable costs (per product) by adding the cost of raw materials, labour, utility expenses, affiliated commissions etc.
- PC10.** Estimate the fixed cost of the business, e.g., rent, property tax, insurance, machinery, maintenance and depreciation.
- PC11.** Decide on the profit margin by considering fixed and variable costs.
- 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)}
- PC13.** Compare the price with existing competitors in the market and keep your price flexible.
- PC14.** Take help from professionals to try various pricing methods, market trends, and demands.
- PC15.** Considering the above factors, create a price list for all the products manufactured.

Cataloguing

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

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- 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.
- PC17.** Write down the product features, benefits, technical specifications, original and discount prices, etc.
- PC18.** Categorise the products based on any one of the factors, e.g., specifications or uses or methods/ raw materials.
- PC19.** Organise the content and design a catalogue. Agencies may also be hired to design the catalogues.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Using mobile and online tools for order, payment processing, marketing etc.
- KU2.** FAME - Financial Awareness Messages issued by RBI
- KU3.** Different types of sales and marketing strategies
- KU4.** The benefit of using a mix of marketing strategies
- KU5.** Organisational standards, process standards and procedures required for the relevant field of manufacturing
- KU6.** Methods and the importance of consulting with experts
- KU7.** Laws and regulations of the concerned field of manufacturing
- KU8.** The importance and process of undertaking relevant research and analysis to identify the need to develop new products/ services or reposition the existing ones
- KU9.** The importance of innovating and diversifying for business growth and repackaging, repricing, renaming, and resizing as diversification strategies
- KU10.** Importance of discipline and ethics in a professional workplace
- KU11.** Work area inspection procedures and practices
- KU12.** How to recognise, avoid or address any conflict of interest
- KU13.** Filing for GST and its exemptions

Generic Skills (GS)

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

- GS1.** Plan and prioritise tasks to ensure timely completion
- GS2.** Maintain business-related notes and records
- GS3.** Take quick decisions to deal with workplace emergencies/ accidents
- GS4.** Read and fill up application forms
- GS5.** Write communications to government officials, financial institutions and employees

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- GS6.** Discuss task lists, schedules and activities with the employees and effectively communicate with them
- GS7.** Coordinate with the employees to understand the problem's nature and clarify queries
- GS8.** Communicate clearly with the vendors, government officials, bankers, employees, customers, and consumers concerning organisation, process, product, sales etc.
- GS9.** Use negotiation skills to resolve business issues
- GS10.** Provide quality services to all clients
- GS11.** Share experiences and provide guidance, motivate employees
- GS12.** Sensitise employees towards customer requirements

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Branding</i>	12	26	-	2
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	-	-
<i>Pricing</i>	14	22	-	6
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

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
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
<i>Cataloguing</i>	4	12	-	2
PC16. <ul style="list-style-type: none"> • 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
NOS Total	30	60	-	10

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National Occupational Standards (NOS) Parameters

NOS Code	LSC/N2401
NOS Name	Branding, Pricing and Cataloguing
Sector	Logistics
Sub-Sector	E-commerce
Occupation	Entrepreneur, Product Design / Catalogue management
NSQF Level	4
Credits	2
Version	1.0
Last Reviewed Date	30/11/2023
Next Review Date	30/11/2026
NSQC Clearance Date	30/11/2023

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LSC/N2402: Basics of Inventory and Order Management

Description

This NOS is about how to do basic inventory and order management.

Scope

The scope covers the following :

- Inventory management
- Order management

Elements and Performance Criteria

Inventory management

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

- PC1.** Start with a basic inventory with a surplus of finished goods and raw materials.
- PC2.** Categorise and organise stocks according to type, e.g., raw materials, packing materials, finished products etc.
- PC3.** Label and stack the goods according to categories, part numbers, colours, tools etc.
- PC4.** Monitor your stockroom regularly and dedicate an employee to inventory management if required.
- PC5.** Do physical inventory counting daily and tally the same periodically with the production, orders placed/ received etc.
- PC6.** Forecast the requirement according to orders and season and restock accordingly.
- PC7.** Record and maintain inventory on books. Effective inventory management is essential for accounting and analysing the flow of business.
- PC8.** Inventory management software can also be used for maintaining inventory and order management on a computer.

Order management

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

- PC9.** Organise and record finished products, vendor information, and orders received.
- PC10.** Create accurate purchase orders for offline orders and share them with customers.
- PC11.** Use the order management tool provided by E-commerce platforms effectively and monitor each order placed.
- 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.
- PC13.** Plan your production according to the orders received.
- PC14.** In the case of orders received through multiple E-commerce platforms, integrate and maintain records for all orders placed, physically or by computer.
- PC15.** Track the payments received against each order and file GST accordingly.

Knowledge and Understanding (KU)

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The individual on the job needs to know and understand:

- KU1.** Using mobile and online tools for order, payment processing, marketing etc.
- KU2.** FAME - Financial Awareness Messages issued by RBI
- KU3.** Different types of sales and marketing strategies
- KU4.** The benefit of using a mix of marketing strategies
- KU5.** Organisational standards, process standards and procedures required for the relevant field of manufacturing
- KU6.** Methods and the importance of consulting with experts
- KU7.** Laws and regulations of the concerned field of manufacturing
- KU8.** The importance and process of undertaking relevant research and analysis to identify the need to develop new products/ services or reposition the existing ones
- KU9.** The importance of innovating and diversifying for business growth and repackaging, repricing, renaming, and resizing as diversification strategies
- KU10.** Importance of discipline and ethics in a professional workplace
- KU11.** Work area inspection procedures and practices
- KU12.** How to recognise, avoid and address any conflict of interest
- KU13.** Filing for GST and its exemptions

Generic Skills (GS)

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

- GS1.** Plan and prioritise tasks to ensure timely completion
- GS2.** Maintain business-related notes and records
- GS3.** Take quick decisions to deal with workplace emergencies/ accidents
- GS4.** Read and fill up application forms
- GS5.** Write communications to government officials, financial institutions and employees
- GS6.** Record the raw materials, finished products produced, inventory, stock distribution, marketing and sales
- GS7.** Read communications from the market, various trade-related organisations
- GS8.** Discuss task lists, schedules and activities with the employees and effectively communicate with them
- GS9.** Coordinate with the employees to understand the problem's nature and clarify queries
- GS10.** Communicate clearly with the vendors, government officials, bankers, employees, customers, and consumers concerning organisation, process, product, sales etc.
- GS11.** Use negotiation skills to resolve business issues
- GS12.** Provide quality services to all clients
- GS13.** Share experiences and provide guidance, motivate employees
- GS14.** Sensitise employees towards customer requirements

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Inventory management</i>	16	32	-	6
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
<i>Order management</i>	14	28	-	4
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	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
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	-	-
NOS Total	30	60	-	10

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National Occupational Standards (NOS) Parameters

NOS Code	LSC/N2402
NOS Name	Basics of Inventory and Order Management
Sector	Logistics
Sub-Sector	E-commerce
Occupation	Entrepreneur, Product Design / Catalogue management
NSQF Level	4
Credits	2
Version	1.0
Last Reviewed Date	30/11/2023
Next Review Date	30/11/2026
NSQC Clearance Date	30/11/2023

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LSC/N2403: Selling on E-commerce Platforms

Description

This NOS is about selling finished goods on e-commerce platforms.

Scope

The scope covers the following :

- Seller registration
- Product listing
- Order processing
- Account management

Elements and Performance Criteria

Seller registration

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

- PC1.** Collect information about the e-commerce platforms in which you want to sell the products.
- PC2.** Check details about becoming their seller by calling their customer care or browsing their website.
- PC3.** Find information about the different schemes/ plans offered and details on their profit share, margins, assistance in filing GST, packing, shipping etc.
- 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.
- PC5.** Check and arrange if any infrastructure requested by the e-commerce platform companies e.g., thermal printers.
- 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.
- PC7.** Get all the information and documents required for registration ready.
- 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.
- PC9.** If online registration is difficult, get assistance from the customer care/ seller team for completing the registration.
- PC10.** Start selling on a single e-commerce platform at a time to identify the difficulties and to adapt.

Product listing

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

- PC11.** Check whether the offline price decided earlier is feasible, with all the additional included and the profit margin is achieved.

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- 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.
- PC13.** Decide on the final online price for each item and categorize them.
- PC14.** Once the registration process is completed, login to your account to start listing your products.
- PC15.** Select the respective category or search option can also be used.
- PC16.** If the existing categories/ options do not match, create a new category.
- 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.
- PC18.** Additional help can be taken from customer care or seller team for listing.
- 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.

Order processing and returns

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

- PC20.** You will get regular notifications on the orders placed from the e-commerce platform on the registered contact details.
- PC21.** Login to the seller account and check frequently for new orders received.
- PC22.** Use filters or search options to find the status of orders received.
- PC23.** Check whether the order details match with that of the listing.
- PC24.** Contact customer care or seller team if there are any discrepancies.
- PC25.** Confirm the new orders received and update further information about pick up/ dispatch, tracking details, shipping date etc.
- PC26.** Generate and print the shipping label and invoice.
- PC27.** Pack the product according to the specifications given by the e-commerce selling company and place the invoice inside the package.
- PC28.** Ensure that the guidelines for packing and labeling given by the e-commerce platform are followed on each stage.
- PC29.** Stick the shipping label firmly on the outside of package.
- PC30.** Handover to the courier company and update the tracking details on the website if shipping is done by self.
- PC31.** Check whether any return or exchange requests are received in your login.
- PC32.** Arrange for pick up if the couriership was originally done from your end.
- PC33.** Dispatch the replacement item if it is an exchange request and wait for the returned item.
- PC34.** If it is a return request, process for a refund once the product is received in good condition.

Account management

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

- PC35.** Login to the seller login and check on the other features available in the account.
- PC36.** Coordinate with customer care or seller team to know how the seller performance is rated and the steps to improve.
- PC37.** Answer to the questions raised by the customers about products.

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- PC38.** Generate various available reports to check on the performance, customer ratings/ reviews etc.
- PC39.** In case of negative reviews received from customers, take action to rectify the errors.
- PC40.** Check the reasons for returns, exchanges and fix any issues.
- PC41.** Monitor whether the payments are received on time, for the orders processed.
- PC42.** Implement new and innovative products, services that help improve customer satisfaction.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Using mobile and online tools for order, payment processing, marketing etc.
- KU2.** FAME - Financial Awareness Messages issued by RBI
- KU3.** Different types of sales and marketing strategies
- KU4.** The benefit of using a mix of marketing strategies
- KU5.** Organisational standards, process standards and procedures required for the relevant field of manufacturing
- KU6.** Methods and importance of consulting with experts
- KU7.** Laws and regulations of the concerned field of manufacturing
- KU8.** The importance and process of undertaking relevant research and analysis to identify the need to develop new products/ services or repositioning the existing ones.
- KU9.** The importance of innovating and diversifying for business growth and repackaging, repricing, renaming, resizing as diversification strategies
- KU10.** Importance of discipline and ethics in a professional workplace
- KU11.** Work area inspection procedures and practices
- KU12.** How to recognise, avoid and/or address any conflict of interest
- KU13.** Filing for GST and its exemptions

Generic Skills (GS)

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

- GS1.** Plan and prioritise tasks to ensure timely completion
- GS2.** Maintain business-related notes and records
- GS3.** Take quick decisions to deal with workplace emergencies/ accidents
- GS4.** Read and fill up application forms
- GS5.** Write communications to government officials, financial institutions and employees
- GS6.** Record the raw materials, finished products produced, inventory, stock distribution, marketing and sales
- GS7.** Read communications from market, various trade related organizations
- GS8.** Discuss task lists, schedules and activities with the employees and effectively communicate with them



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- GS9.** Coordinate with the employees in order to understand the nature of the problem and to clarify queries
- GS10.** Communicate clearly with the vendors, government officials, bankers, employees, customers, consumers, with respect to organization, process, product, sales etc.
- GS11.** Use negotiation skills to resolve business issues
- GS12.** Provide quality services to all clients
- GS13.** Share experiences and provide guidance, motivate employees
- GS14.** Sensitize employees towards customer requirements

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Seller registration</i>	6.5	12	-	2
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	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Product listing</i>	6.5	14	-	2
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	-	-
<i>Order processing and returns</i>	10.5	21	-	3
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

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
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
<i>Account management</i>	6.5	13	-	3
PC35. Login to the seller login and check on the other features available in the account.	0.5	1	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
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	-	-
NOS Total	30	60	-	10

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	LSC/N2403
NOS Name	Selling on E-commerce Platforms
Sector	Logistics
Sub-Sector	E-commerce
Occupation	Entrepreneur, Product Design / Catalogue management
NSQF Level	4
Credits	3
Version	1.0
Last Reviewed Date	30/11/2023
Next Review Date	30/11/2026
NSQC Clearance Date	30/11/2023

Qualification Pack

LSC/N2404: First Mile Operations

Description

This NOS is about learning to do essential packing and couriering the orders.

Scope

The scope covers the following :

- Packing
- Transporting

Elements and Performance Criteria

Packing

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

- 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.
- PC2.** Cover the product with a plastic bag or shrink wrap to protect it from dust, spillage etc. and ensure it is labelled.
- PC3.** Place the product inside the exterior packaging, e.g., cardboard boxes, flyers, and poly bags.
- PC4.** Add appropriate cushioning with materials like bubble wraps, sealed air pockets, thermocol beads etc., to avoid damage during transport.
- PC5.** Seal the package securely so there are no gaps and check thoroughly.
- 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.

Transporting

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

- PC7.** Collect details about courier companies currently servicing your locality.
- 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.
- PC9.** Choose the best service provider in the above aspects and tie up with them to send couriers regularly.
- 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.
- PC11.** If the E-commerce company requests products to be delivered to their fulfilment centre, warehouse etc., choose transporters accordingly.
- 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.

Knowledge and Understanding (KU)

Qualification Pack

The individual on the job needs to know and understand:

- KU1.** Using mobile and online tools for order, payment processing, marketing etc.
- KU2.** FAME - Financial Awareness Messages issued by RBI
- KU3.** Different types of sales and marketing strategies
- KU4.** The benefit of using a mix of marketing strategies
- KU5.** Organisational standards, process standards and procedures required for the relevant field of manufacturing
- KU6.** Methods and the importance of consulting with experts
- KU7.** Laws and regulations of the concerned field of manufacturing
- KU8.** The importance and process of undertaking relevant research and analysis to identify the need to develop new products/ services or reposition the existing ones
- KU9.** The importance of innovating and diversifying for business growth and repackaging, repricing, renaming, and resizing as diversification strategies
- KU10.** Importance of discipline and ethics in a professional workplace
- KU11.** Work area inspection procedures and practices
- KU12.** How to recognise, avoid and address any conflict of interest
- KU13.** Filing for GST and its exemptions

Generic Skills (GS)

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

- GS1.** Plan and prioritise tasks to ensure timely completion
- GS2.** Maintain business-related notes and records
- GS3.** Take quick decisions to deal with workplace emergencies/ accidents
- GS4.** Read and fill up application forms
- GS5.** Write communications to government officials, financial institutions and employees
- GS6.** Record the raw materials, finished products produced, inventory, stock distribution, marketing and sales
- GS7.** Read communications from the market, various trade-related organisations
- GS8.** Discuss task lists, schedules and activities with the employees and effectively communicate with them
- GS9.** Coordinate with the employees to understand the problem's nature and clarify queries
- GS10.** Communicate clearly with the vendors, government officials, bankers, employees, customers, and consumers concerning organisation, process, product, sales etc.
- GS11.** Use negotiation skills to resolve business issues
- GS12.** Provide quality services to all clients
- GS13.** Share experiences and provide guidance, motivate employees
- GS14.** Sensitise employees towards customer requirements

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Packing</i>	15	30	-	5
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
<i>Transporting</i>	15	30	-	5
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

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
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
NOS Total	30	60	-	10

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	LSC/N2404
NOS Name	First Mile Operations
Sector	Logistics
Sub-Sector	E-commerce
Occupation	Entrepreneur, Product Design / Catalogue management
NSQF Level	4
Credits	2
Version	1.0
Last Reviewed Date	30/11/2023
Next Review Date	30/11/2026
NSQC Clearance Date	30/11/2023

Qualification Pack

LSC/N2405: Digital Marketing and Financial Literacy

Description

This NOS is about learning the basics of digital skills, marketing and financial literacy.

Scope

The scope covers the following :

- Digital marketing
- Financial literacy

Elements and Performance Criteria

Digital marketing

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

- PC1.** Identify the suitable sales channels for the products or services.
- PC2.** Develop a digital marketing strategy for promoting products and services.
- PC3.** Determine the budget for promotional activities.
- PC4.** Use a mix of promotional strategies, such as social media and point-of-sale promotions.
- PC5.** Prepare the promotional materials/medium and messages.
- PC6.** Analyse networks and formal/ informal sources of support available for business.
- PC7.** Identify potential business opportunities through the identified networks.
- PC8.** Identify social media channels and blogs with customers' presence for the enterprise's products or services.
- PC9.** Use digital marketing tools like email and Search Engine Marketing (SEM) to market products and services.
- PC10.** Follow Search Engine Optimisation (SEO) practices to improve the business's visibility and products/services on the relevant search engines.
- PC11.** Coordinate with the relevant experts or agencies if the above actions are complex.
- PC12.** Ensure the privacy and security of consumer data.
- PC13.** Confirm that the latest updates are accurate on social media and digital marketing platforms.
- PC14.** Ensure prompt and appropriate response to customers who contact due to marketing and ask for referrals.

Financial literacy

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

- PC15.** Calculate the profit and loss performance of the business.
- PC16.** Analyse profitability and business performance trends.
- PC17.** Prepare and follow simple budgets.
- PC18.** Estimate the cash flow over a fixed period and the savings required to absorb sales fluctuation.
- PC19.** Analyse the actual cost w.r.t physical output and reduce the cost wherever possible.

Qualification Pack

- PC20.** Open a bank account and deposit funds. Avoid holding excess cash in the business unit.
- PC21.** Do simple interest calculations before taking a loan and always read the terms and conditions.
- PC22.** Choose nationalised banks for transparency and authenticity.
- PC23.** Avoid taking financial risks during the initial phase of business.
- PC24.** Get help from banks setting up online banking services, UPI and using debit cards.
- PC25.** Analyse various digital payment options and Set-up online payment methods.
- PC26.** Follow the do's and dont's issued by RBI for secure online transactions.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Using mobile and online tools for order, payment processing, marketing etc.
- KU2.** FAME - Financial Awareness Messages issued by RBI
- KU3.** Different types of sales and marketing strategies
- KU4.** The benefit of using a mix of marketing strategies
- KU5.** Organisational standards, process standards and procedures required for the relevant field of manufacturing
- KU6.** Methods and the importance of consulting with experts
- KU7.** Laws and regulations of the concerned field of manufacturing
- KU8.** The importance and process of undertaking relevant research and analysis to identify the need to develop new products/ services or reposition the existing ones
- KU9.** The importance of innovating and diversifying for business growth and repackaging, repricing, renaming, and resizing as diversification strategies
- KU10.** Importance of discipline and ethics in a professional workplace
- KU11.** Work area inspection procedures and practices
- KU12.** How to recognise, avoid and address any conflict of interest
- KU13.** Filing for GST and its exemptions

Generic Skills (GS)

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

- GS1.** Plan and prioritise tasks to ensure timely completion
- GS2.** Maintain business-related notes and records
- GS3.** Take quick decisions to deal with workplace emergencies/ accidents
- GS4.** Read and fill up application forms
- GS5.** Write communications to government officials, financial institutions and employees
- GS6.** Record the raw materials, finished products produced, inventory, stock distribution, marketing and sales
- GS7.** Read communications from the market, various trade-related organisations



Qualification Pack

- GS8.** Discuss task lists, schedules and activities with the employees and effectively communicate with them
- GS9.** Coordinate with the employees to understand the problem's nature and clarify queries
- GS10.** Communicate clearly with the vendors, government officials, bankers, employees, customers, and consumers concerning organisation, process, product, sales etc.
- GS11.** Use negotiation skills to resolve business issues
- GS12.** Provide quality services to all clients
- GS13.** Share experiences and provide guidance, motivate employees
- GS14.** Sensitise employees towards customer requirements

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Digital marketing</i>	16	30	-	7
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
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	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC14. Ensure prompt and appropriate response to customers who contact due to marketing and ask for referrals.	1	2	-	-
<i>Financial literacy</i>	14	30	-	3
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.	1	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	-	-
NOS Total	30	60	-	10

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	LSC/N2405
NOS Name	Digital Marketing and Financial Literacy
Sector	Logistics
Sub-Sector	E-commerce
Occupation	Entrepreneur, Product Design / Catalogue management
NSQF Level	4
Credits	3
Version	1.0
Last Reviewed Date	30/11/2023
Next Review Date	30/11/2026
NSQC Clearance Date	30/11/2023

Qualification Pack

LSC/N9912: Maintain Hygienic and Safe Working Environment

Description

This NOS is about following adequate safety procedures and maintaining hygiene in the work environment.

Scope

The scope covers the following :

- Follow safety procedures
- Maintain hygienic workplace

Elements and Performance Criteria

Follow safety procedures

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

- PC1.** Make arrangements to prevent/ curb the hazards in the work area.
- PC2.** Educate the use of protective equipment and safety devices in the production house and ensure appropriate PPE is used at work.
- PC3.** Arrange for periodic mock drills/ evacuation procedures at the workplace.
- PC4.** Organise first aid, firefighting, emergency training sessions and programs for staff health, safety, and security.
- PC5.** Lead the evacuation procedure in an emergency and perform rescue activity during an accident if applicable (e.g., moving the victim is advisable).
- PC6.** Follow proper first aid methods for dealing with blisters, scratches, accidental fires or any other type of emergency at work.
- PC7.** Conduct periodic checks to keep the work area free from hazards and obstructions.
- PC8.** Ensure that the safety devices (e.g., Fire extinguisher) and first aid kits are constantly replenished and are in working condition.
- PC9.** Document and maintain safety records, and if any audits/ checks are done by authorities.

Maintain a hygienic workplace

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

- PC10.** Ensure that the work area is always clean, tidy and sanitised regularly.
- PC11.** Confirm that the staff follow cleanliness and sanitise appropriately before entering and leaving the work area.
- PC12.** Undergo preventive health checkups at regular intervals and advise the same for staff.
- PC13.** Segregate and use designated bins for waste disposal, as per the local authority's waste management policy.
- PC14.** Comply with regulatory health and safety guidelines applicable according to the industry.
- PC15.** Ensure that the storage of materials and tools are in line with manufacturers and Cooperative Society/NGO/SHG guidelines.

Knowledge and Understanding (KU)

Qualification Pack

The individual on the job needs to know and understand:

- KU1.** Relevant Occupational Health and Safety (OHS) regulations.
- KU2.** The documentary compliance required for different types of products for Health Safety and Environment (HSE) practices.
- KU3.** Enterprise /site emergency procedures and techniques.
- KU4.** Procedures for recording, reporting and maintenance of workplace safety and hygiene.
- KU5.** Organisational standards, process standards and procedures required for the relevant field of manufacturing.
- KU6.** Methods and the importance of consulting with experts.
- KU7.** Laws and regulations of the concerned field of manufacturing.
- KU8.** Possible causes of risk, hazard or accident in the work area.
- KU9.** Preventative and remedial actions should be taken when exposed to toxic materials.
- KU10.** Importance of discipline and ethics in a professional workplace.
- KU11.** Work area inspection procedures and practices.
- KU12.** How to recognise, avoid or address any conflict of interest.
- KU13.** Rescue techniques applied during a fire hazard and safe lifting and carrying practices.

Generic Skills (GS)

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

- GS1.** Take appropriate action in a vulnerable situation.
- GS2.** Maintain business-related notes and records.
- GS3.** Take quick decisions to deal with workplace emergencies/ accidents.
- GS4.** Read and fill up application forms.
- GS5.** Write communications to government officials, financial institutions and employees.
- GS6.** Communicate general health and safety guidelines to co-workers.
- GS7.** Read communications from the market, various trade-related organisations.
- GS8.** Decide on the corrective action to be taken in case of any potential hazards.
- GS9.** Coordinate with the employees to understand the problem's nature and clarify queries.
- GS10.** Communicate clearly with the vendors, government officials, bankers, employees, customers, and consumers, concerning organisation, process, product, sales etc.

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Follow safety procedures</i>	18	36	-	5
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	-	-
<i>Maintain a hygienic workplace</i>	12	24	-	5
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	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
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
NOS Total	30	60	-	10

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	LSC/N9912
NOS Name	Maintain Hygienic and Safe Working Environment
Sector	Logistics
Sub-Sector	Generic
Occupation	Generic
NSQF Level	4
Credits	1
Version	1.0
Last Reviewed Date	30/11/2023
Next Review Date	30/11/2026
NSQC Clearance Date	30/11/2023

Qualification Pack

DGT/VSQ/N0101: Employability Skills (30 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
- 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. understand the significance of employability skills in meeting the job requirements

Constitutional values - Citizenship

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

PC2. identify constitutional values, civic rights, duties, personal values and ethics and environmentally sustainable practices

Becoming a Professional in the 21st Century

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

PC3. explain 21st Century Skills such as Self-Awareness, Behavior Skills, Positive attitude, self-motivation, problem-solving, creative thinking, time management, social and cultural awareness, emotional awareness, continuous learning mindset etc.

Basic English Skills

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

PC4. speak with others using some basic English phrases or sentences

Communication Skills

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

PC5. follow good manners while communicating with others

PC6. work with others in a team

Qualification Pack

Diversity & Inclusion

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

PC7. communicate and behave appropriately with all genders and PwD

PC8. report any issues related to sexual harassment

Financial and Legal Literacy

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

PC9. use various financial products and services safely and securely

PC10. calculate income, expenses, savings etc.

PC11. approach the concerned authorities for any exploitation as per legal rights and laws

Essential Digital Skills

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

PC12. operate digital devices and use its features and applications securely and safely

PC13. use internet and social media platforms securely and safely

Entrepreneurship

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

PC14. identify and assess opportunities for potential business

PC15. identify sources for arranging money and associated financial and legal challenges

Customer Service

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

PC16. identify different types of customers

PC17. identify customer needs and address them appropriately

PC18. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

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

PC19. create a basic biodata

PC20. search for suitable jobs and apply

PC21. identify and register apprenticeship opportunities as per requirement

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. need for employability skills

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 basic spoken English language

KU6. Do and dont of effective communication

KU7. inclusivity and its importance

KU8. different types of disabilities and appropriate communication and behaviour towards PwD

KU9. different types of financial products and services

Qualification Pack

- KU10.** how to compute income and expenses
- KU11.** importance of maintaining safety and security in financial transactions
- KU12.** different legal rights and laws
- KU13.** how to operate digital devices and applications safely and securely
- KU14.** ways to identify business opportunities
- KU15.** types of customers and their needs
- KU16.** how to apply for a job and prepare for an interview
- KU17.** apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

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

- GS1.** communicate effectively using appropriate language
- GS2.** behave politely and appropriately with all
- GS3.** perform basic calculations
- GS4.** solve problems effectively
- GS5.** be careful and attentive at work
- GS6.** use time effectively
- GS7.** maintain hygiene and sanitisation to avoid infection

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Introduction to Employability Skills</i>	1	1	-	-
PC1. understand the significance of employability skills in meeting the job requirements	-	-	-	-
<i>Constitutional values - Citizenship</i>	1	1	-	-
PC2. identify constitutional values, civic rights, duties, personal values and ethics and environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	1	3	-	-
PC3. explain 21st Century Skills such as Self-Awareness, Behavior Skills, Positive attitude, self-motivation, problem-solving, creative thinking, time management, social and cultural awareness, emotional awareness, continuous learning mindset etc.	-	-	-	-
<i>Basic English Skills</i>	2	3	-	-
PC4. speak with others using some basic English phrases or sentences	-	-	-	-
<i>Communication Skills</i>	1	1	-	-
PC5. follow good manners while communicating with others	-	-	-	-
PC6. work with others in a team	-	-	-	-
<i>Diversity & Inclusion</i>	1	1	-	-
PC7. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC8. report any issues related to sexual harassment	-	-	-	-
<i>Financial and Legal Literacy</i>	3	4	-	-
PC9. use various financial products and services safely and securely	-	-	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. calculate income, expenses, savings etc.	-	-	-	-
PC11. approach the concerned authorities for any exploitation as per legal rights and laws	-	-	-	-
<i>Essential Digital Skills</i>	4	6	-	-
PC12. operate digital devices and use its features and applications securely and safely	-	-	-	-
PC13. use internet and social media platforms securely and safely	-	-	-	-
<i>Entrepreneurship</i>	3	5	-	-
PC14. identify and assess opportunities for potential business	-	-	-	-
PC15. identify sources for arranging money and associated financial and legal challenges	-	-	-	-
<i>Customer Service</i>	2	2	-	-
PC16. identify different types of customers	-	-	-	-
PC17. identify customer needs and address them appropriately	-	-	-	-
PC18. follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship & Jobs</i>	1	3	-	-
PC19. create a basic biodata	-	-	-	-
PC20. search for suitable jobs and apply	-	-	-	-
PC21. identify and register apprenticeship opportunities as per requirement	-	-	-	-
NOS Total	20	30	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0101
NOS Name	Employability Skills (30 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	2
Credits	1
Version	1.0
Last Reviewed Date	30/11/2023
Next Review Date	30/11/2026
NSQC Clearance Date	30/11/2023

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3. 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 this criterion
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

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.)

Minimum Passing % at NOS Level: 70

(Please note: A Trainee must score the minimum percentage for each NOS separately as well as on the QP as a whole.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
LSC/N2401.Branding, Pricing and Cataloguing	30	60	-	10	100	20
LSC/N2402.Basics of Inventory and Order Management	30	60	-	10	100	10
LSC/N2403.Selling on E-commerce Platforms	30	60	-	10	100	20
LSC/N2404.First Mile Operations	30	60	-	10	100	10
LSC/N2405.Digital Marketing and Financial Literacy	30	60	-	10	100	20
LSC/N9912.Maintain Hygienic and Safe Working Environment	30	60	-	10	100	10
DGT/VSQ/N0101.Employability Skills (30 Hours)	20	30	-	-	50	10
Total	200	390	-	60	650	100



Qualification Pack

Acronyms

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

Qualification Pack

Glossary

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

Qualification Pack

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