

QUALIFICATION FILE

Merchandiser

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

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

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

NCrF/NSQF Level: **NSQF Level 4.5**

Submitted By:

Handicrafts and Carpet Sector Skill Council-HCSSC

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Section1: Basic Details

1.	Qualification Name	Merchandiser							
2.	Sector/s	Handicrafts and Carpet Sector Skill Council							
3.	Type of Qualification ☐ New ☒ Revised ☐ Has Electives/Options	NQR Code & version of the existing /previous qualification: <i>(change to previous, once approved)</i> NQR Code: 2022/HC/HCSSC/06742 Version of qualification: 3.0	Qualification Name of the existing version: <i>(previous, once approved)</i> Merchandiser						
4.	National Qualification Register (NQR) Code & Version <i>(Will be issued after NSQC approval)</i>	NQR Code: QG-4.5-HC-04012-2025-V2-HCSSC Version of qualification: 4.0	5. NCrf/NSQF Level: <i>NSQF Level</i> 4.5						
6.	Award (Certificate/Diploma/ Advanced Diploma/Any Other) <i>(Wherever applicable specify multiple entry/exits also & provide details in annexure)</i>	Certificate							
7.	Brief Description of the Qualification	The merchandiser liaisons with stakeholders to identify end customers product requirements as well as glean the market trends which will be reflected in the organizations product lines. His/her job is to plan production, focusing on three important factors quality, time, and price of the product.							
8.	Eligibility Criteria for Entry for Student/Trainee/Learner/Employee	a. Entry Qualification & Relevant Experience <table border="1"> <thead> <tr> <th>S. No.</th> <th>Academic/Skill Qualification (with Specialization - if applicable)</th> <th>Relevant Experience (with Specialization - if applicable)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>12TH Grade Pass</td> <td>2 Year relevant experience</td> </tr> </tbody> </table>		S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Relevant Experience (with Specialization - if applicable)	1	12TH Grade Pass	2 Year relevant experience
S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Relevant Experience (with Specialization - if applicable)							
1	12TH Grade Pass	2 Year relevant experience							

		2	10 th Grade Pass	4 year relevant experience			
		3	Previous relevant qualification of NSQF Level 4	1.5-year relevant experience			
9.	Credits Assigned to this Qualification (as per National Credit Framework (NCrF))	17		10. Common Cost Norm Category (I/II/III) (wherever applicable): II			
11.	Any Licensing Requirements for Undertaking Training on This Qualification (wherever applicable)	NA					
12.	Training Duration by Modes of Training Delivery (Specify Total Duration as per selected training delivery modes and as per requirement of the qualification)	☒ Offline Only ☐ Online Only ☐ Blended					
		Training Delivery Modes	Theor y (Hours)	Practica l (Hours)	OJT Mandatory (Hours)	OJT Recomm ended (Hours)	Total (Hours)
		Classroom (offline)	210 (Includi ng 40 hrs. of ES modul e)	300 (Includin g 20 hrs. of ES module)			510
		Online					
		(Refer Blended Learning Annexure for details)					
13.	Aligned to NCO/ISCO Code/s (if code is not available, then mention the same)	NCO-2015/1219.0100					

14.	Progression Path After Attaining the Qualification (Please show Professional and Academic progression) (wherever applicable)	NA	
15.	Other Indian Languages in which the Qualification & Model Curriculum are being Submitted	Hindi	
16.	Is similar Qualification(s) available on NQR-if yes, justification for this qualification	☐ Yes ☒ No URLs of similar Qualifications:	
17.	Is the Job Role Amenable to Persons with Disability	☒ Yes ☐ No If “Yes”, specify applicable type of Disability: applicable to all types of disability except vision Impairment, mental health conditions, intellectual disability or (limited to physical disability where hands are used).	
18.	How participation of women will be encouraged?	Participants of women in the handicrafts and carpet sector can be encouraged by providing them skill development programs and creating accessible work opportunities for handicrafts products which is well known by the women of India.	
19.	Are Greening/ Environment Sustainability Aspects Covered (Specify the NOS/Module which covers it), wherever applicable	☒ Yes ☐ No	
20.	Is Qualification Suitable to be Offered in Schools/Colleges	Schools ☒ Yes ☐ No Colleges ☒ Yes ☐ No	
21.	Name and Contact Details of Submitting / Awarding Body SPOC (In case of CS or MS, provide details of both Lead AB & Supporting ABs)	Name: Mr. Krishan Kumar Email: ceo@hcsc.in Contact No.: 011-26139834 Website: www.hcsc.in	
22.	Final Approval Date by NSQC: 30/04/2025	23. Validity Duration: 3 years	24. Next Review Date: 30/04/2028

Section 2: Module Summary

NOS/s of Qualifications

(In exceptional cases these could be described as components)

Mandatory NOS/s:

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

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

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core / Non-Core	NCrF/ NSQF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) (if applicable)
1.	Introduction to types of Merchandisers in Different fields	HCS/N9807 NOS Version 1.0	Core	4.5	1	30:00	00:00	NA	00:00	30:00	100	00	-	-	100	
2.	Planning and strategy development	HCS/N9808 NOS Version 1.0	Core	4.5	2	20:00	40:00	NA	00:00	60:00	64	36	-	-	100	
3.	Product sourcing and supplier management	HCS/N9809 NOS Version 1.0	Core	4.5	3	30:00	60:00	NA	00:00	90:00	64	36	-	-	100	
4.	Inventory and stock management	HCS/N9810	Core	4.5	3	30:00	60:00	NA	00:00	90:00	72	28	-	-	100	

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core / Non-Core	NCrF/ NSQF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJ T-Ma n.	OJT-Rec.	Total	Th.	Pr.	Proj .	Viv a	Total	Weightage (%) (if applicable)
		NOS Version 1.0														
5.	Performance analysis and reporting	HCS/N9811 NOS Version 1.0	Non-core	4.5	2	20:00	40:00	NA	00:00	60:00	72	28	-	-	100	
6.	Communication and team Coordination	HCS/N9812 NOS Version 1.0	Non-core	4.5	2	20:00	40:00	NA	00:00	60:00	54	46	-	-	100	
7.	Maintain health, security and safety at workplace	HCS/N9032 NOS Version 1.0	Non-core	4.5	1	10:00	20:00	NA	00:00	30:00	30	70	-	-	100	
8.	Maintain Good Hygiene habits	HCS/N9933 NOS Version 1.0	Non-Core	4.5	1	10:00	20:00	NA	00:00	30:00	35	65			100	

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core / Non-Core	NCrF/ NSQF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJ T-Ma n.	OJT-Rec.	Total	Th.	Pr.	Proj .	Viv a	Total	Weightage (%) (if applicable)
9.	Employability & Entrepreneurship Skills	DGT/VSQ /N0102 NOS Version 1.0	Non-core	4	2	40:00	20:00	NA	00:00	60:00	20	30	-	-	50	
Duration (in Hours) / Total Marks					17	210:00	300:00	N A	00:00	510:00	511	339	-	-	850	

Assessment - Minimum Qualifying Percentage

Please specify any one of the following:

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

Minimum Pass Percentage – NOS/Module-wise: 50 % (Every Trainee should score specified minimum passing percentage in each mandatory and selected elective NOS/Module to successfully clear the assessment.)

Section 3: Training Related

1.	Trainer's Qualification and experience	12 th grade pass with 2 years' experience in the relevant sector and 1 year of teaching
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	in the relevant sector (in years) (as per NCVET guidelines)	experience
2.	Master Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	Graduate with 3 years' experience in the relevant sector and 4 years of teaching experience
3.	Tools and Equipment Required for the Training	☒ Yes ☐ No (If "Yes", details to be provided in Annexure)
4.	In Case of Revised Qualification, Details of Any Upskilling Required for Trainer	NA

Section 4: Assessment Related

1.	Assessor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	12 TH Grade pass/ Graduate with Basic IT skills in the experience of preparing willow by performing various steps to make a final willow product
2.	Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines) wherever applicable	12 TH Grade pass/ Graduate with Basic IT skills in the experience of preparing willow by performing various steps to make a final willow product
3.	Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines) wherever applicable	12 TH Grade pass/ Graduate with Basic IT skills in the experience of preparing willow by performing various steps to make a final willow product
4.	Assessment Mode (Specify the assessment mode)	Blended
5.	Tools and Equipment Required for Assessment	☒ Same as for training ☒ Yes ☐ No (details to be provided in Annexure-if it is different for Assessment)

Section 5: Evidence of Need for the Qualification

Provide Annexure/Supporting documents name.

1.	Latest Skill Gap Study (not older than 2 years) (Yes/No): Yes
2.	Latest Market Research Reports or any other source (not older than 2 years) (Yes/No): Yes
3.	Government /Industry initiatives/ requirement (Yes/No): Yes
4.	Number of Industry validation provided: 30
5.	Estimated nos. of persons to be trained and employed: 750 approx.
6.	Evidence of Concurrence/Consultation with Line Ministry/State Departments If “No”, why: Yes

Section 6: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name

1.	Annexure: NCrf/NSQF level justification based on NCrf level/NSQF descriptors (Mandatory)	Annexure 1
2.	Annexure: List of tools and equipment relevant for qualification (Mandatory, except in case of online course)	Annexure 2
3.	Annexure: Detailed Assessment Criteria (Mandatory)	Annexure 6
4.	Annexure: Assessment Strategy (Not Mandatory)	Annexure 7
5.	Annexure: Blended Learning (Mandatory, in case selected Mode of delivery is Blended	Blended learning called a “flipped classroom”, “hybrid learning” or “mixed learning,” is an approach that mixes instructor-led classroom training with online

	<i>Learning)</i>	content, which could be in the form of on-demand videos that learners review outside of class. The live instruction can be face-to-face or online (via a live virtual classroom or even two-way video), or there might be no live lecture at all. Blended learning represents a learning model that combines both formal (traditional classroom) and non-formal (online) methodologies. (Annexure 5)
6.	Annexure: Multiple Entry-Exit Details <i>(Mandatory, in case qualification has multiple Entry-Exit)</i>	The Multiple entry and exit criteria would help in fragmenting an entire program into smaller units with due acknowledgement being given to each unit of learning. The credit transfer mechanism will also enable a student to enter, exit and re-enter the educational ecosystem both general and vocational at any point of time.
7.	Annexure: Acronym and Glossary <i>(Optional)</i>	(Annexure 8)
8.	Supporting Document: Model Curriculum <i>(Mandatory – Public view)</i>	Model Curriculum attached separately
9.	Supporting Document: Career Progression <i>(Optional - Public view)</i>	Career Progression/ Job Role Progression appended below
10.	Any other document you wish to submit:	

Annexure 1: Evidence of Level

NCrF/NSQF Level Descriptors	Key requirements of the job role/ outcome of the qualification	How the job role/ outcomes relate to the NCrF/NSQF level descriptor	NCrF/NSQF Level
Professional Theoretical Knowledge/Process	Work in familiar, predictable, routine, the situation of clear choice: (Produce different jute diversified crafted products as per market demand or buyer's specification) • compare the domestic and global market preferences, strategies, and demands. • assess and evaluate the competition in domestic and global markets. •map the typical price points of competitors in domestic and markets. •map the competitor product lines in domestic and markets. •analyze the various product innovations in domestic and global markets. • read journals relating to handicraft, fashion, etc to get updates on current and future	This is at level 4.5 ,it requires clear choice of procedures, as here the procedure is standardised by the direction of the buyer Example • Assess the market on the basis of market survey and case studies of old productions. • Analyse the different types of merchandiser • Evaluate the buyer needs and demands. • Plan the production according to given • time, cost and quality targets.	4.5

	trends. • visit domestic as well as international exhibitions/shows for a better observation of the latest trends, product range, and scopes. • visit design studios to analyze the latest in design, advancement in design technology, design repository, etc. interact with distributors and sales associates to develop a better understanding of consumer`s requirements, expectations, tastes, buying occasions, feedbacks, etc. •map the preferences of the consumer, across markets. •understand the latent customer demands for the product line. • interact with end customers, whenever possible, to elicit their demands. •analyze the gradual changes in the demand and responses of the consumer for the development of an improvised product range. • study the organizational history to identify trends. •understand the reasons for the trends.		
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	•understand the customer segment targeted by the company. •map the position of the company in the markets and reasons for the same. • interpret the reasons for the company's position. •analyze the competition and offerings. • summarize the various innovations of the company. • track the company's readiness to embrace new market lines. •gauge if the company is receptive to market demands and take the feedbacks. •analyze the sales pattern of the best-seller or sold-out product range of the company. •analyze the key product line contributing to the major share of revenue and profit. • identify and assess the peak and lean production period. • categorize the reasons behind the lean production period and ways to get new orders during the season. •analyze the major class of consumers/ distributors/retailers and their product line.		
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	• reorganize and label the designs/crafts/products where the organization is strong to be positioned as a USP of the organization. • interact with internal department heads to seek if there is any process improvement possible to come with new designs/patterns • decide on the product mix according to the markets and targeted segments. • identify the pricing that can be adopted. • identify the pricing that can be adopted. • develop attractive selling and promotion methods. • ensure that the product mix decision is taken considering the investment, sales and intrinsic organizational readiness. • reframe the reasons for the decision. • map all the regulatory and compliance related procedures. • shortlist agencies based on product offerings and terms & conditions. • identify and list the competent		
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	agencies for a better reach in the markets. •negotiate with them on terms of price, quality and delivery. • communicate with the agencies regularly to ensure smooth working. •ensure all agreed terms are met and fulfilled by either party. •monitor if the lines as well as associated strategies are going fine in the respective markets. • collect the relevant data obtained from the sales and feedback reports • market visits on regular basis for market surveys and to take feedbacks. •analyse the agencies are performing according to the scope of service. •assess all the requisite data of promotions and their effects on sales •evaluate the results of the outcome report it to the top management stakeholders compile a analysis report in appropriate formats		
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Professional and Technical Skills/ Expertise/ Professional Knowledge	Factual knowledge of field of knowledge or study: • company's policies on personnel management, relevant legislation, • standards, policies, and procedures followed in the company. •work history and culture of the organization •organizational structure. •organization's past product lines. • company's policies related to dress code and etiquette. •documentation and reporting hierarchy followed in the organization. •marketing strategy of the organization. • interpersonal skills and communication with a crosssection of stakeholders. •basic financial principles. •basics of marketing. •gathering market intelligence. •market study/Survey. •possible product lines. •basic record-keeping techniques. •news and trends within the industry.	It is at level 4.5 as this level as outlined above requires factual knowledge of field of study and also basic facts, process and principle knowledge of trade of employment.	4.5
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	•market-related information (Capital, money, forex, etc). •global fashion and trends. • the manufacturing process of various product lines. •demographics principles. • segmentation and targeting basics. •marketing strategy making. • trend analysis. • company's policies on personnel management, relevant legislation, standards, policies, and procedures followed in the company. •organization's history and culture. •organization structure. •organization's past product lines. • company's policies related to dress code and etiquette. •documentation and reporting practices followed in the organization. •organization's marketing strategy. • interpersonal skills and communication with a cross-section of stakeholders. •basics of organizational analysis.		
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	•possible product lines. •basic record-keeping techniques. • the manufacturing process of various product lines. •analysis of the latest trends in the market. •analysis and interpretation of data compiled from the market survey. • regular follow-up from the production unit. • latent demand prediction skills. •basic profitability analysis after successful dispatch of the shipment. • the means to evolve USP.		
Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	Recall and demonstrate practical skill, routine and repetitive in narrow range of application, using appropriate rule and tool, using quality concepts: • company's policies on personnel management, relevant legislation, standards, policies, and procedures followed in the company. •organization's history and culture. •organization structure. •organization's past product lines • company's policies related to	This is at level 4.5 as it is required cognitive skills and range of methods for team leading, problem solving and evaluation of job which is for level 4.5. Not level 4 as there is independent work and not mere assisting, at the same time there are variables involved	4.5

	dress code and etiquette. •documentation and reporting practices followed in the organization. •organization's marketing strategy. • interpersonal skills and communication with a cross-section of stakeholders. •basics of creating product lines. •basics of pricing. •bsic record-keeping techniques. • the manufacturing process of various product lines. • trend analysis. •data interpretation. • contract management. •agency management. •monitoring frameworks. •pricing principles and strategies associated with it. • identify and manage vendors.		
Broad Learning Outcomes/Core Skill	Require to communicate written or oral, with required clarity, skill to basic arithmetic and algebraic principles, basic understanding of social, political and natural environment Examples: • read about various products	Written and oral communication is required with clarity so its level 4.5	4.5

	and keep abreast of market trends. •document various aspects of analyzing market trends. •write descriptions and details about product lines. •make market analysis documents • interact with employees to work efficiently. • communicate and manage stakeholders. • interface with fellow merchandisers to exchange ideas on the business. • communicate with the customers. • comprehend information shared by various stakeholders. •analyze the market. •differentiate between national and international markets. •predict the market trends. •decide on which market segment to target. •how to plan for field visits, resources, etc. •how to plan for budget and material requirements. • the customer preference, taste, etc, and accordingly make crafts. •how to solve issues relating to		
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	material, cost, and labor. •how to analyze the material requirement, corrective action required during craft making. • spot process disruptions and delays. • report on any concerns to superiors without delay. •manage his/her time. •manage the employees' time. •efficiency planning of the machines available. •analyze data about markets. interpret the results.		
Responsibility	The merchandiser liaisons with stakeholders to identify end customer's product requirements as well as glean the market trends which will be reflected in the organization's product lines. His/her job is to plan production, focusing on three important factors quality, time, and price of the product.	Responsible for own work and learning therefore at level 4.5	4.5

Annexure 2: Tools and Equipment (Lab Set-Up)

List of Tools and Equipment

Batch Size: 30

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size
1	Market survey report	A market survey report is a comprehensive document analyzing market trends, consumer behavior, and competitor strategies to guide merchandisers	1 Eqpt Nos
2	Flow chart	A flow chart is a visual representation of a process, delineating the sequential steps and decision points to help merchandisers understand, optimize, and communicate complex workflows	1 Eqpt Nos
3	Computer	PC or laptop for data analysis, report generation, and market trend research.	2 Eqpt Nos
4	Notebook, pens	Traditional tools for taking notes during meetings, exhibitions, and market visits.	30 Eqpt Nos
5	Projector	Used in presentations or meetings where visual aids are essential	1 Eqpt Nos

Classroom Aids

The aids required to conduct sessions in the classroom are:

1. White Board
2. Marker/Pen
3. Duster
4. First-aid
5. PPE Kit

Annexure 3: Industry Validations Summary

Sr. No	Organization Name	Representative Name	Designation	Contact Address	Contact Phone No	E-mail ID	LinkedIn Profile (if available)
1	Aanyaas Enterprises	Sneha Verma	Proprietor	Plot No. 243, Sector 10, Gurgaon, Haryana.	8882229788	aanyaase@gmail.com	
2	Agrawal Toys Emporium	Bihari Lal Agarwal	Proprietor	B-2/44, Lolark Kund, Tulsi Ghat Road, Bhadaini, Varanasi-221005 (UP)	9984267168, 9415225024	agrtoysemporium@gmail.com	
3	Anabik SHG	Renubala Rudra Paul	Proprietor	West Ratacherre, Emrapassa, Kumarghat, Unakoti, Tripura-799290 (Tripura)	8732039023		
4	Ananth Agarbatthi Co.	A. Ashwin	Partner	Premnagar Mansion Door No.-1,2,3, 1st Main Road. 4th Cross, Chamarajpat, Bandalore-560018 (KR)	9845444674	ananth_naveen@yahoo.in	
5	Banshi Agarbatti Industry	Uddhave Chaturvedi	Proprietor	Gour Gobinda Ashram Para, Hapania, West Tripura (Tripura)	9862122375		
6	Barnali Agarbatti Producer Group	Ruma Majumdar (Sarkar)	President	Kalkalia (Manipuri Para), Bishalgarh, Sepahijala, Tripura - 799102 (Tripura)	8415950709		
7	Bihar Handicrafts	Md. Wasim Haider	Proprietor	Village-Motijheel, PO-Mehsi, District- East Champaran-845426	9006031786	mdwasimhaider210@gmail.com	

				(Bihar)			
8	Biswas Domestic Products	Suman Biswas	Proprietor	Gour Gobinda Ashram Para, Hapania, West Tripura-799120 (Tripura)	9856423939		
9	Central Cottage Industries	Imtiyaz Ahmed	Proprietor	8-2-603/ B/34 / 23/A, Road No.10, Banjara Hills,Opp. IAS Colony Hyderabad-500034, Telangana, India	8341204120 8500594120	central_industries@hotmail.com	
10	Focus Forum of Community Puliftment & Services	Biplab Pal	Office Secretary	Officetilla (Pal Para), Bishalgarh, West Tripura (Tripura)	9612172880	focuss.ngo@gmail.com	
11	Macrobian Technologies	Ms. Savita Rana	Director	Plot 11, Lane-2, Doon Hills Colony, Dehradun	8630083886	macrobiantec@gmail.com	
12	Gobinda Dhupakathi Cluster	Langgaseni Jena	Secretary	Govindpur, Dhenkanal, Odisha-759001	9437728852		
13	Gulistan Art & Craft Emporium	Nazir Ahmad Tantray	Proprietor	Lal Bazar Near Foot Ball Ground, Srinagar, Kasmir-190011 (J&K)	9622886688	Gac.emporium@gmail.com	
14	Kha Baksa Agarbatti SHG	Mrs. Manju Debbarma	Proprietor	Teliamura, Khowai, Tripura-799205 (Tripura)	8731983400		
15	Karbongpara Agarbatti SHG	Mali Karbong	Secretary	Karbongpara, Teliamura, Khowai Tripura-799205 (Tripura)	897451505017		
16	Karunamoyee SHG	Mrs. Anima Roy	Secretary	Ballabhpur, Amtali, West Tripura-799205 (Tripura)	9863064905		
17	Macrobian Technologies Pvt. Ltd.	Minhaj Alam	Operations Manager	Plot no-11, Lane no-2, Ground Floor, Doon Hills Colony, Ring Road, Ladpur,	9431397274	macrobiantechnologiespvtltd@gmail.com	

				Dehradun, Uttarakhand-248008,			
18	Maha Lakshmi Narayan Institute of Education and Skill Development	Shahil Singh Jambal	Proprietor	Bella Colony Below Yougal Sons Rajouri, Jammu & Kashmir- 185121.	9622177099	mis.mahalakshminarayan@gmail.com	
19	Mamta Garment and Manufacturing	Kamble Ramakant Kishanrao	Secretary	Ahmedpur, Tq Ahmedpur Dist. Latur (MH)	9922163164	mamtagarment11@gmail.com	
20	National institute of technical and vocational training	Vandana Lokhande	Proprietor	Lucky Niwas, Ghoghle Chawl, Room-1, Mhsova Chownk, Kalyan (EAST) – 421306 (MH)	8291037949	vandalokhande97@gmail.com	
21	Nisha Bamboo Industries	Ram Krishna Dhar	Proprietor	Nabanagar, Sidhai Mohanpur, West Tripura (Tripura)	9436127516		
22	North East Fragrance	Mr. Amal Sen	Proprietor	Kamrangabari, Kailashaha, Unakoti – 799279 Tripura	9436463616		
23	North Ganganagar Craft Producer Group	Sita Nandi	Secretary	North Ganganagar, Dharmanagar, North Tripura-799253 (Tripura)	8794951904		
24	Omkar Agarbatti Industry	Rajesh Bhowmik	Proprietor	Viveknagar, Amtali, Hapania, West Tripura (Tripura)	9862060425		
25	Omkar Self Help Group	Mrs. Aparajita Nath (Bhomik)	President	Shib Bari, Amtali, West Tripura-799130 (Tripura)	8974515017		
26	Orissa Palli Bikash Pratisthan (OPBP)	Crissa Pali Bikash Pratisthar	Secretary	Bananalipur, P.S.- Balipatana, Dist.- Khurda-752103 (Odisha)	98794221017	opdp@rediffmail.com	
27	Parihar Seva Sansthan	Sunita	Proprietor	A-17, Birla Colony, Phulwarisarif, Patna	9334047932	lalan96@gmail.com	

				(Bihar)-801505			
28	Parivartan	Sudeep Saha	Secretary	PO-Ghat Sila, Panchyat-Kasida, Near-Charch Road, East Singbhum, Jharkhand-832303	07739703114		
29	Patil Parimala Works	Somshekar P Parimala Works	Proprietor	No.-82 1St Main Road P.B. No.-1824 8th Cross Chamaraibet, Bangalore-560018. (KR)	080-26603713		
30	Patiala Handicraft W.C.I.S. Ltd.	Rekha Maan	President	Phulkari Institute, VPO Thuha, Tehsil Rajpura, Dist. Patiyala-140417 (PB)	7837832333	patialahandicraft@gmail.com	
31	Pooja Fragrance	E.R. Manjunatha Gupta	Proprietor	#211, 7th Cross, 1st Main, Chamaraipet, Bangalore-560018 (KR)	91-80- 26800076	poojafragrance@yahoo.co.in	
32	Ranga SHG	Sukla Malakar	President	Sunaimuri, Kumarghat, Unakoti Tripura-799264	8575537340		
33	Ranti Handicrafts Producer Company Limited	Aditya Choudhary	CEO	Babu Seheb Dyodhi, Madhubani, Bihar- 847211	8789957614, 9431690245	rhpc12023@gmail.com	
34	Ryon Agritech	Rohit Ramola	Proprietor	HO. Plot No.-11, Lane No.-2, Doon Hills Colony, Mussorie, Dehradun-248001 (UK)	8881372470		
35	Saraswati Agarbatti Industry	Mr. Mridul Paul	Proprietor	Office Tilla (Pal Para), bishalgarh, west Tripura-799102 (Tripura)	9089437390		
36	Sarbajoyee Women SHG	Mrs. Parashmani Roy	Secretary	North Ballabhpur, Amtali, West Tripura- 799130 (Tripura)	8794031024		
37	Shibam Self Help	Mrs. Rinku Ghosh	Secretary	Vivek Nagar, Amtali,	9862743201		

	Group	(Gope)		West Tripura-799130 (Tripura)			
38	Shree Radharani SHG	Ms. Mali Karbong	Secretary	Kismatkuri, Ishan Chanranagar, West Tripura-799130 (Tripura)	8974515017		
39	Sri Bakakrishna Perfumery Works	K.R. Ravi	Partner	P.B. No.-1805 No.-214, 4th Main Road, Chamarajpat, Bangalore-560018	080-26603927	danka@Vsnl.com	
40	Udayan Agarbatti Producer Group	Mrs. Shipra Bhattacharjee	Secretary	Tuichindrai, Howaibari, Teliamura, Khowai Tripura - 799205 (Tripura)	8729821098		

Annexure 4: Training & Employment Details

Training and Employment Projections:

Year	Total Candidates		Women		People with Disability	
	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities
2024-25	5000	Self-employment	Approx. 60%	Self-employment	N/A	N/A
2025-26	10000	Self-employment	Approx. 60%	Self-employment	N/A	N/A
2026-27	15000	Self-employment	Approx. 60%	Self-employment	N/A	N/A

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

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

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

3.0	2021-2022	0	0	0	Self-employed	More than 60%	More than 60%	More than 60%	Self-employed	NA	NA	NA	NA
3.0	2022-2023	75	75	75	Self-employed	More than 60%	More than 60%	More than 60%	Self-employed	NA	NA	NA	NA
3.0	2023-2024	639	239	239	Self-employed	More than 60%	More than 60%	More than 60%	Self-employed	NA	NA	NA	NA

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

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

1. Skill India Mission
2. National Handicrafts Development Program,
3. PM Vishwakarma,
4. Samarth
5. National Urban Livelihood Mission-NULM
6. Sankalp
7. One District One Product
8. National Rural Livelihood Mission-DDU-GKY
9. SFURTI-Ministry of Micro Small and Medium Enterprises

Content availability for previous versions of qualifications:

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

Languages in which Content is available: English and Hindi

Annexure 5: Blended Learning

Blended Learning Estimated Ratio & Recommended Tools:

Refer NCVET “Guidelines for Blended Learning for Vocational Education, Training & Skilling” available on:

<https://ncvet.gov.in/sites/default/files/Guidelines%20for%20Blended%20Learning%20for%20Vocational%20Education,%20Training%20&%20Skilling.pdf>

S. No.	Select the Components of the Qualification	List Recommended Tools – for all Selected Components	Offline : Online Ratio
1	☒ Theory/ Lectures - Imparting theoretical and conceptual knowledge	• Qualification/ Syllabus • Books/ e-books • Presentations	• Without use of appropriate tech tools 80% Offline and only upto 20% online otherwise. • Online Instructor led teaching, can be one-to-one or one to many or many-to-many: up to 80% to 100% online
2	☒ Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners	• Presentations • E-Content/ Curated digital content	• Without use of appropriate tech tools, 80% Offline and only upto 20% online otherwise. 100% virtual while working in virtual teams / virtual collaboration
3	☒ Showing Practical Demonstrations to the learners	• Projector, laptop various tools and equipment	• For all skills, where a physical product is created, at least 50% shall be on practical demonstrations and site visits
4	☒ Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	• Projector, laptop various tools and equipment	• 100% offline without the use of any technology tools.
5	☒ Tutorials/ Assignments/ Drill/ Practice	• Learning Management system	• 70% offline and upto 30% online where a physical product is created as part of skilling
6	☐ Proctored Monitoring/ Assessment/ Evaluation/ Examinations		

7	☐ On the Job Training (OJT)/ Project Work Internship/ Apprenticeship Training		
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Annexure 6: Detailed Assessment Criteria

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

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
HCS/N9807: Introduction to types of Merchandisers in Different fields	Understanding Merchandising and Its Importance	16	-	-	-
	PC1. Define merchandising and explain its role in different industries.	4	-	-	-
	PC2. Identify the key functions of merchandising, including product selection, placement, and promotion.	4	-	-	-
	PC3. Describe how merchandising influences consumer buying behavior and sales trends.	4	-	-	-
	PC4. Explain how merchandising contributes to overall business growth and profitability.	4	-	-	-
	Overview of different types of Merchandisers	12	-		
	PC5. Identify various types of merchandisers and their roles in different industries.	3	-	-	-
	PC6. Differentiate between retail, fashion, export, e-commerce, visual, and wholesale merchandisers.	3	-	-	-
	PC7. Describe how each type of merchandiser contributes to business success.	3	-	-	-
	PC8. Explain the interrelationship between different types of merchandisers	3	-		
	Role and responsibilities of a Fashion Merchandiser	12	-		
	PC9. Define fashion merchandising and its significance in the fashion industry.	3	-		

	PC10. Explain trend forecasting and its impact on product development.	3	-		
	PC11. Describe how fashion merchandisers collaborate with designers, manufacturers, and retailers.	3	-		
	PC12. Explain the importance of seasonal planning, inventory control, and pricing strategies.	3	-		
	Role and responsibilities of a Visual Merchandiser	12	-	-	-
	PC13. Define visual merchandising and explain its role in increasing sales and brand awareness.	3	-	-	-
	PC14. Explain techniques used in store layout, lighting, signage, and product display.	3	-	-	-
	PC15. Explain the use of colors, textures, and themes in visual merchandising.	3	-	-	-
	PC16. Explain how festivals, seasonal events, and promotions influence visual merchandising strategies.	3	-	-	-
	Role and responsibilities of a Retail Merchandiser	12	-		
	PC17. Define retail merchandising and its importance.	3	-	-	-
	PC18. Explain product assortment, shelf placement, and inventory management techniques.	3	-	-	-
	PC19. Describe the role of retail merchandisers in managing discounts and promotional campaigns.	3	-	-	-
	PC20. Identify the key challenges faced by retail merchandisers, such as stockouts and overstocking.	3	-		
	Role and responsibilities of an Export Merchandiser	12	-	-	-
	PC21. Define export merchandising and its role in international trade.	3	-	-	-
	PC22. Explain how export merchandisers manage overseas client relationships.	3	-	-	-
	PC23. Describe order processing, quality control, documentation, and logistics.	3	-	-	-
	PC24. Explain how products are marketed internationally.	3	-	-	-

	Role and responsibilities of an E-commerce Merchandiser	12	-		
	PC25. Define e-commerce merchandising and explain its role in online retailing.	3	-	-	-
	PC26. Describe how e-commerce merchandisers optimize pricing and promotions for different platforms.	3	-	-	-
	PC27. Identify the use of AI, analytics, and customer behavior tracking in e-commerce merchandising.	3	-	-	-
	PC28. Explain how logistics, inventory management, and fulfillment strategies differ in e-commerce.	3	-		
	Role and responsibilities of a Wholesale Merchandiser	12	-	-	-
	PC29. Define wholesale merchandising and its role in bulk trading.	3	-	-	-
	PC30. Explain how wholesale merchandisers manage supplier and buyer relationships.	3	-	-	-
	PC31. Describe how pricing, discounts, and bulk orders work in wholesale merchandising.	3	-	-	-
	PC32. Explain how trade shows and B2B platforms help wholesale merchandisers.	3	-	-	-
	Total Marks	100	-	-	-
HCS/N9808: Planning and strategy development	Understanding market trends and consumer behaviour	15	9	-	-
	PC1. Identify and analyse current market trends, consumer preferences, and buying behaviour.	5	3	-	-
	PC2. Conduct competitor analysis to assess market positioning and pricing strategies.	5	3	-	-
	PC3. Use market research data to forecast demand and plan inventory accordingly.	5	3	-	-
	Product selection and sourcing strategy	15	9		
	PC4. Determine the right product based on market demand and sales potential.	5	3	-	-
	PC5. Identify and collaborate with suppliers for quality product sourcing.	5	3	-	-

	PC6. Evaluate cost-effectiveness, availability, and sustainability of sourced products.	5	3	-	-
	Merchandising planning and budgeting	16	9		
	PC7. Develop a merchandise plan aligned with business goals and seasonal trends.	5	3	-	-
	PC8. Allocate budgets for procurement, inventory management, and promotional activities.	5	3	-	-
	PC9. Monitor financial performance and adjust plans based on sales data and market changes.	6	3	-	-
	Pricing and promotion strategies	18	9		
	PC10. Establish competitive pricing strategies to increase profitability.	6	3		
	PC11. Develop promotional campaigns to enhance product visibility and sales.	6	3		
	PC12. Assess the effectiveness of promotions and adjust strategies as needed.	6	3		
	Total Marks	64	36	-	-
HCS/N9809: Product sourcing and supplier management	Identifying product requirements and market demand	9	6	-	-
	PC1. Analyse consumer needs and market trends to determine suitable products.	3	2	-	-
	PC2. Define product specifications, quality standards, and sourcing criteria.	3	2	-	-
	PC3. Assess pricing, durability, and sustainability aspects before sourcing products.	3	2	-	-
	Supplier identification and evaluation	9	6		
	PC4. Research and shortlist potential suppliers based on business requirements.	3	2	-	-
	PC5. Evaluate supplier credentials, certifications, and compliance with industry standards.	3	2	-	-
	PC6. Conduct comparative analysis of suppliers to ensure cost-effectiveness and quality.	3	2	-	-

	Negotiation and contract management	10	6		
	PC7. Negotiate pricing, payment terms, and delivery schedules with suppliers.	3	2	-	-
	PC8. Establish clear contractual agreements outlining quality, timelines, and responsibilities.	3	2	-	-
	PC9. Ensure compliance with legal and ethical procurement practices.	4	2	-	-
	Procurement and order management	12	6		
	PC10. Plan and place purchase orders based on demand forecasts.	4	2	-	-
	PC11. Track order status and ensure timely delivery of products.	4	2	-	-
	PC12. Maintain accurate procurement records for financial tracking and audits.	4	2	-	-
	Quality control and supplier relationship management	12	6	-	-
	PC13. Implement quality control measures to ensure products meet required standards.	4	2	-	-
	PC14. Develop strong relationships with suppliers for long-term partnerships.	4	2	-	-
	PC15. Monitor supplier performance and address issues related to product defects or delays.	4	2	-	-
	Risk management and continuous improvement	12	6		
	PC16. Identify and mitigate risks associated with product sourcing and supplier reliability.	4	2	-	-
	PC17. Adapt sourcing strategies based on changing market conditions and business needs.	4	2	-	-
	PC18. Continuously evaluate and refine supplier management practices for efficiency.	4	2	-	-
	NOS Total	64	36	-	-
HCS/N9810: Inventory and	Inventory planning and forecasting	24	8	-	-
	PC1. Analyse past sales data and market trends to forecast	6	2	-	-

stock management	inventory requirements.				
	PC2. Identify seasonal demand fluctuations and plan stock levels accordingly.	6	2	-	-
	PC3. Coordinate with suppliers to ensure timely stock availability.	6	2	-	-
	PC4. Establish reorder points and maintain buffer stock for contingency planning.	6	2	-	-
	Inventory control and stock maintenance	18	6		
	PC5. Maintain real-time stock records using inventory management systems.	6	2	-	-
	PC6. Implement labelling and categorisation systems for efficient stock retrieval.	6	2	-	-
	PC7. Monitor stock levels regularly to prevent overstocking or stockouts.	6	2	-	-
	Risk management and technology integration	30	14		
	PC8. Identify potential risks such as theft, spoilage, and obsolescence in inventory.	6	2	-	-
	PC9. Implement security measures to protect stock from damage and pilferage.	6	3	-	-
	PC10. Train staff on proper handling and tracking of inventory to minimise errors.	6	3	-	-
	PC11. Use inventory management software to track stock movement and levels.	6	3	-	-
	PC12. Leverage data analytics to optimise stock management and forecasting.	6	3	-	-
	Total Marks	72	28		
HCS/N9811: Performance analysis and reporting	Data collection and performance monitoring	20	05	-	-
	PC1. Gather and organise sales, inventory, customer feedback, and financial data for analysis.	4	1	-	-
	PC2. Monitor operational efficiency, customer trends, and revenue patterns.	4	1	-	-

	PC3. Ensure data accuracy and consistency by validating sources and cross-checking records.	4	1	-	-
	PC4. Use digital tools and software to automate data collection and minimise errors.	4	1	-	-
	PC5. Establish a structured framework for periodic performance tracking and reporting.	4	1	-	-
	Performance analysis and evaluation	28	11		
	PC6. Analyse sales performance, profitability, stock turnover rates, and market trends.	4	1	-	-
	PC7. Compare actual performance with business targets, historical data, and industry benchmarks	4	1	-	-
	PC8. Identify patterns, trends, and anomalies in business operations.	4	1	-	-
	PC9. Evaluate the impact of marketing strategies, promotions, and pricing decisions on sales.	4	2	-	-
	PC10. Assess supplier performance and product demand to optimise procurement decisions.	4	2	-	-
	PC11. Use data visualisation tools such as charts, graphs, and dashboards to interpret insights effectively.	4	2	-	-
	PC12. Conduct root cause analysis for areas of underperformance and suggest improvement strategies.	4	2	-	-
	Reporting and strategic decision-making	24	12	-	-
	PC13. Prepare comprehensive performance reports for management, stakeholders, and investors.	4	2	-	-
	PC14. Present findings in a clear, structured, and visually engaging manner using professional reporting formats.	4	2	-	-
	PC15. Provide actionable recommendations to improve sales, customer satisfaction, and operational efficiency.	4	2	-	-
	PC16. Ensure timely and regular communication of performance insights to all relevant departments.	4	2	-	-
	PC17. Develop and implement performance improvement strategies based on data-driven insights.	4	2	-	-

	PC18. Monitor the impact of implemented changes and adjust strategies accordingly.	4	2	-	-
	NOS Total	72	28		
HCS/N9812: Communication and team coordination	Effective workplace communication	18	12	-	-
	PC1. Use clear, concise, and professional language in verbal and written communication.	3	2	-	-
	PC2. Actively listen to team members and stakeholders to ensure mutual understanding.	3	2	-	-
	PC3. Adapt communication style based on the audience, context, and purpose.	3	2	-	-
	PC4. Provide constructive feedback to colleagues and encourage open discussions.	3	2	-	-
	PC5. Maintain a respectful and inclusive approach in all workplace interactions.	3	2	-	-
	PC6. Use digital communication tools (emails, messaging apps, and video conferencing) effectively.	3	2	-	-
	Team collaboration and coordination	21	19		
	PC7. Establish clear team goals, roles, and responsibilities for efficient workflow.	3	2	-	-
	PC8. Encourage a collaborative work environment that values diverse perspectives.	3	2	-	-
	PC9. Facilitate regular team meetings to discuss progress, challenges, and solutions.	3	3	-	-
	PC10. Ensure alignment between team members by setting clear expectations and deadlines.	3	3	-	-
	PC11. Resolve conflicts professionally and mediate disputes to maintain a positive team dynamic.	3	3	-	-
	PC12. Promote knowledge sharing and skill development within the team.	3	3	-	-
	PC13. Support colleagues in achieving common objectives through teamwork and mutual assistance.	3	3	-	-
	Professional documentation and reporting	15	15		

	PC14. Prepare and maintain accurate reports, meeting minutes, and records of communication.	3	3	-	-
	PC15. Ensure clarity and completeness in business correspondence, emails, and official documents.	3	3	-	-
	PC16. Present information logically and professionally in reports and presentations.	3	3	-	-
	PC17. Follow organisational protocols for internal and external communication.	3	3	-	-
	PC18. Maintain confidentiality and professionalism while handling sensitive business information.	3	3	-	-
	NOS Total	54	46		
HCS/N9032: Maintain health, security and safety at workplace	Follow safety procedures and practices	20	44	-	-
	PC1. carry out work functions in accordance with organizational standards, greening solutions, procedures, policies, legislation and regulations	3	4	-	-
	PC2. apply and follow these policies and procedures within your work practices and inculcate sustainable consumption practices	3	4	-	-
	PC3. actively get involved in improving the performance of the organization in line with their own role and responsibilities and support adaptation to more environmentally friendly processes	2	5	-	-
	PC4. comply with safety procedures while on work to prevent accidents	2	5	-	-
	PC5. take adequate safety measures while handling materials, chemicals and tools	2	6	-	-
	PC6. wear appropriate personal protective gears such as gloves, protective goggles, masks etc. while working	2	5	-	-
	PC7. wear appropriate and recommended clothing as per the work environment	2	5	-	-
	PC8. follow recommended material handling procedure to control material and personal damage.	2	5	-	-
	PC9. perform all procedures as per companys work instructions	2	5	-	-

	for controlling operational risk				
	Achieve safety standards	10	26	-	-
	PC10. perform the duties in a manner which minimizes environmental damage	2	5	-	-
	PC11. dispose off waste safely and correctly in a designated area as per companys sop	2	5	-	-
	PC12. report any accidents, incidents or problems without delay to the supervisor and take necessary immediate action to reduce further danger	2	5	-	-
	PC13. ensure zero accident at workplace	2	5	-	-
	PC14. adhere to safety standards and ensure no material damage	2	6	-	-
	Total Marks	30	70	-	-
HCS/N9933: Maintain good hygiene habits	Adopt healthy work practices	19	55	-	-
	PC1. always cover the mouth and nose with a dust mask while working and keep on changing when it gets blocked with dust	4	8	-	-
	PC2. follow work instructions strictly to reduce the amount of pollution at the workplace e.g. wet the rock / craft material before working on it	2	8	-	-
	PC3. wear protective goggles over eyes and replace them when scratches on it obscure the vision	2	8	-	-
	PC4. wear gloves as per the materials used for making handicrafts to avoid blisters, scratches and cuts	2	8	-	-
	PC5. undergo preventive health checkups at regular intervals	2	8	-	-
	PC6. take prompt treatment from the doctor in case of illness	3	8	-	-
	PC7. follow sops for dealing with blisters, scratches, accidental fires or any other type of emergencies at work	4	7	-	-
	Achieve work productivity while maintaining health	6	20	-	-
	PC8. ensure the absence of no productivity loss or absenteeism from work due to illness	3	10	-	-
	PC9. ensure no long-term ill effect on the personal health	3	10	-	-

	Total Marks	25	75	-	-
DGT/VSQ/N0102: Employability Skills (60 Hours)	Introduction to Employability Skills	1	1	-	-
	PC1. identify employability skills required for jobs in various industries	-	-	-	-
	PC2. identify and explore learning and employability portals	-	-	-	-
	Constitutional values – Citizenship	1	1	-	-
	PC3. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-	-	-
	PC4. follow environmentally sustainable practices	-	-	-	-
	Becoming a Professional in the 21st Century	2	4	-	-
	PC5. recognize the significance of 21st Century Skills for employment	-	-	-	-
	PC6. practice the 21st Century Skills such as Self Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-
	Basic English Skills	2	3	-	-
	PC7. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-
	PC8. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
	PC9. write short messages, notes, letters, e-mails etc. in English	-	-	-	-
	Career Development & Goal Setting	1	2	-	-
	PC10. understand the difference between job and career	-	-	-	-
	PC11. prepare a career development plan with short- and long-term goals, based on aptitude	-	-	-	-
	Communication Skills	2	2	-	-

	PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-	-	-
	PC13. work collaboratively with others in a team	-	-	-	-
	Diversity & Inclusion	1	2	-	-
	PC14. communicate and behave appropriately with all genders and PwD	-	-	-	-
	PC15. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
	Financial and Legal Literacy	2	3	-	-
	PC16. select financial institutions, products and services as per requirement	-	-	-	-
	PC17. carry out offline and online financial transactions, safely and securely	-	-	-	-
	PC18. identify common components of salary and compute income, expenses, taxes, investments etc.	-	-	-	-
	PC19. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
	Essential Digital Skills	3	4	-	-
	PC20. operate digital devices and carry out basic internet operations securely and safely	-	-	-	-
	PC21. use e- mail and social media platforms and virtual collaboration tools to work effectively	-	-	-	-
	PC22. use basic features of word processor, spreadsheets, and presentations	-	-	-	-
	Entrepreneurship	2	3	-	-
	PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
	PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
	PC25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-

	Customer Service	1	2	-	-
	PC26. identify different types of customers	-	-	-	-
	PC27. identify and respond to customer requests and needs in a professional manner.	-	-	-	-
	PC28. follow appropriate hygiene and grooming standards	-	-	-	-
	Getting ready for apprenticeship & Jobs	2	3	-	-
	PC29. create a professional Curriculum vitae (Résumé)	-	-	-	-
	PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
	PC31. apply to identified job openings using offline /online methods as per requirement	-	-	-	-
	PC32. answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
	PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
	Total Marks	20	30	-	-
	Grand Total	511	339		

Annexure 7: Assessment Strategy

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

<1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SIP or email

- Assessment agencies send the assessment confirmation to VTP/TC looping SSC
- Assessment agency deploys the ToA certified Assessor for executing the assessment
- SSC monitors the assessment process & records

2. Testing Environment:

- Check the Assessment location, date and time
- If the batch size is more than 30, then there should be 2 Assessors.
- Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.
-

3. Assessment Quality Assurance levels/Framework:

- Question bank is created by the Subject Matter Experts (SME) are verified by the other SME
- Questions are mapped to the specified assessment criteria
- Assessor must be ToA certified & trainer must be ToT Certified
-

4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Centre photographs with signboards and scheme specific branding
-

5. Method of verification or validation:

- Surprise visit to the assessment location
- ...

6. Method for assessment documentation, archiving, and access

- Hard copies of the documents are stored
-

On the Job:

1. Each module (which covers the job profile of Merchandiser) will be assessed separately.

2. The candidate must score 60% in each module to successfully complete the OJT.
3. Tools of Assessment that will be used for assessing whether the candidate is having desired skills and etiquette of dealing with customers, understanding needs & requirements, assessing the customer and perform Soft Skills effectively:
 - Videos of Trainees during OJT
 -
4. Assessment of each Module will ensure that the candidate is able to:
 - Effective engagement with the customers
 - Understand the working of various tools and equipment.....>

Annexure 8: Acronym and Glossary

Acronym

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

Glossary

Term	Description
National Occupational Standards (NOS)	NOS define the measurable performance outcomes required from an individual engaged in a particular task. They list down what an individual performing that task should know and also do.
Qualification	A formal outcome of an assessment and validation process which is obtained when a competent body determines that an individual has achieved learning outcomes to given standards
Qualification File	A Qualification File is a template designed to capture necessary information of a Qualification from the perspective of NSQF compliance. The Qualification File will be normally submitted by the awarding body for the qualification.

Sector	A grouping of professional activities on the basis of their main economic function, product, service or technology.
Long Term Training	Long-term skilling means any vocational training program undertaken for a year and above. https://ncvet.gov.in/sites/default/files/NCVET.pdf