Digital Marketing Manager

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

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

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

NCrF/NSQF Level: NSQF Level 6

Submitted By:

Media & Entertainment Skills Council

522-524, DLF Tower-A, Jasola, New Delhi

110025

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Section 1: Basic Details

1.	Qualification Name	Digital Marketing Manager	
2.	Sector/s	Media and Entertainment	
3.	Type of Qualification: ☐ New ☒ Revised ☐ Has Electives/Options ☐ OEM	NQR Code & version of existing/previous qualification: 2019/ME/MESC/3408 V1.0	Qualification Name of existing/previous version:
4.	a. OEM Name b. Qualification Name (Wherever applicable)		
5.	National Qualification Register (NQR) Code &Version (Will be issued after NSQC approval)	2022/ME/MESC/05446 V2.0	**6. NCrF/NSQF Level:** NSQF Level 6
7.	Award (Certificate/Diploma/Advance Diploma/ Any Other (Wherever applicable specify multiple entry/exits also & provide details in annexure)	Certificate	
8.	Brief Description of the Qualification	Individuals in this job are responsible for managing all forms of digital marketing activities like Search Engine Advertising, Search Engine Optimization, Social Media Marketing, Email Marketing etc. to increase brands online visibility and generate leads/sales.	
9.	Eligibility Criteria for Entry for Student/Trainee/Learner/Employee	a. Entry Qualification & Relevant Experience: (see table below) b. Age: <Please specify age only in case of any legal restrictions>	
10.	Credits Assigned to this Qualification, Subject to Assessment (as per National Credit Framework (NCrF))	28	**11. Common Cost Norm Category (I/II/III)** (wherever applicable): **I**
12.	Any Licensing requirements for Undertaking Training on This Qualification (wherever applicable)	NA	

a. Entry Qualification & Relevant Experience:

S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)
1	Postgraduate	
2	Graduate (Digital Marketing/Social Media)	one year of relevant experience
3	Graduate	three years of relevant experience
4	Three years diploma after Class 12th	three years of relevant experience
5	Social Media Manager at NSQF Level-5	two years of relevant experience

13.	**Training Duration by Modes of Training Delivery** *(Specify **Total Duration** as per selected training delivery modes and as per requirement of the qualification)*	☒ **Offline** ☐**Online** ☒ **Blended**					
		Training Delivery Modes	**Theory (Hours)**	**Practical (Hours)**	**OJT Mandatory (Hours)**	**OJT Recommended (Hours)**	**Total (Hours)**
		Classroom (offline)	355	485			840
		Online					
		(Refer Blended Learning Annexure for details)					
14.	**Aligned to NCO/ISCO Code/s** *(if no code is available mention the same)*	NCO-2015/2432.0201
15.	**Progression path after attaining the qualification** *(Please show Professional and Academic progression)*	- Director - Entrepreneur
16.	**Other Indian languages in which the Qualification & Model Curriculum are being submitted**	**Hindi**
17.	**Is similar Qualification(s) available on NQR-if yes, justification for this qualification**	☐ **Yes** ☒ **No URLs of similar Qualifications:**
18.	**Is the Job Role Amenable to Persons with Disability**	☒ **Yes** ☐ **No** **If "Yes", specify applicable type of Disability:** LD
19.	**How Participation of Women will be Encouraged**	**The Qualification is Agnostic of Gender**
20.	**Are Greening/ Environment Sustainability Aspects Covered** *(Specify the NOS/Module which covers it)*	☐ **Yes** ☒ **No**
21.	**Is Qualification Suitable to be Offered in Schools/Colleges**	**Schools** ☒ **Yes** ☐ **No** **Colleges** ☒ **Yes** ☐ **No**
22.	**Name and Contact Details of Submitting / Awarding Body SPOC** *(In case of CS or MS, provide details of both Lead AB & Supporting ABs)*	**Name: Mohit Soni** **Position in the organization: Chief Executive Officer** **Address if different from above:** **Tel number(s): 01149048335/ 49048336** **E-mail address: ceo@mescindia.org**
23.	**Final Approval Date by NSQC:** 24/02/2022	**24. Validity Duration: 5 Years** **25. Next Review Date:** 23/02/2027

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	Intro	Core	6	2	15	45			60						
2.	Develop a digital marketing strategy	MES/N0724	Core	6	6	60	120			180	30	70			100	20
3.	Plan and conduct digital marketing campaigns	MES/N0725	Core	6	6	60	120			180	30	70			100	15
4.	Optimize campaign's performance and expenditure	MES/N0726	Core	6	4	45	75			120	30	70			100	20
5.	Measure and report the performance of digital marketing campaigns	MES/N0727	Core	6	4	45	75			120	30	70			100	20
6.	Manage a team of marketing executives and their performance	MES/N0728	Core	6	2	30	30			60	45	55			100	15
7.	Maintain Workplace Health and Safety	MES/N0104	Non-Core	6	2	30	30			60	46	54			100	10
8.	Employability Skills	DGT/VSQ/N0102	Non-Core	4	2	30	30			60	20	30			50	
Duration (in Hours) / Total Marks					**28**	**315**	**525**			**840**	**231**	**419**			**650**	**100**

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Elective NOS/s:

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/ Non-Core	NCrF/NSQF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) (if applicable)
1.																
2.																
Duration (in Hours) / Total Marks																

Optional NOS/s:

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/ Non-Core	NCrF/NSQF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) (if applicable)
1.																
2.																
Duration (in Hours) / Total Marks																

Assessment - Minimum Qualifying Percentage

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

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

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

Section 3: Training Related

1.	**Trainer's Qualification and experience in the relevant sector (in years)** *(as per NCVET guidelines)*	**Minimum Educational Qualifications:** Post Graduate or certified Digital Marketing Manager (NSQF Level 6) **Domain Certification:** Certified for Job Role: "Digital Marketing Manager" mapped to QP: "MES/Q0706", version 1.0. Minimum accepted score as per SSC guidelines is 70%.

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		Platform Certification: Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "MEP/Q0102" with scoring of minimum 80%.
		Experience: Minimum 3 years of work experience as a digital marketer.
2.	**Master Trainer's Qualification and experience in the relevant sector (in years)** *(as per NCVET guidelines)*	**Minimum Educational Qualifications:** Post Graduate or certified Digital Marketing Manager (NSQF Level 6) **Domain Certification:** Certified for Job Role: "Digital Marketing Manager" mapped to QP: "MES/Q0706", version 1.0. Minimum accepted score as per SSC guidelines is 70%. **Platform Certification:** Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "MEP/Q0102" with scoring of minimum 80%. **Experience:** Minimum 5 years of work experience as a digital marketer.
3.	**Tools and Equipment Required for Training**	☒Yes ☐No *(If "Yes", details to be provided in Annexure)*
4.	**In Case of Revised Qualification, Details of Any Upskilling Required for Trainer**	

Section 4: Assessment Related

1.	**Assessor's Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines)*	**Minimum Educational Qualifications:** Post Graduate or certified Digital Marketing Manager (NSQF Level 6) **Experience:** Minimum 3 years of work experience as a digital marketer.
2.	**Proctor's Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines)*	Post Graduate with 5 years of relevant experience
3.	**Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines)*	**Minimum Educational Qualifications:** Post Graduate or certified Digital Marketing Manager (NSQF Level 6)

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		Experience: Minimum 5 years of work experience as a digital marketer.
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 the 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):**
4.	**Number of Industry validation provided:**
5.	**Estimated nos. of persons to be trained and employed:**
6.	**Evidence of Concurrence/Consultation with Line Ministry/State Departments:** If "No", why:

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 4*
4.	**Annexure:** Assessment Strategy *(Mandatory)*	*Annexure 5*
5.	**Annexure:** Blended Learning *(Mandatory, in case selected Mode of delivery is "Blended Learning")*	*Annexure 3*

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6.	**Annexure:** Multiple Entry-Exit Details *(Mandatory, in case qualification has multiple Entry-Exit)*	
7.	**Annexure:** Acronym and Glossary *(Optional)*	*Annexure 6*
8.	**Supporting Document:** Model Curriculum *(Mandatory – Public view)*	*Model Curriculum*
9.	**Supporting Document:** Career Progression *(Mandatory - Public view)*	
10.	**Supporting Document:** Occupational Map *(Mandatory)*	
11.	**Supporting Document:** Assessment SOP *(Mandatory)*	
12.	**Any other document you wish to submit:**	

Annexure: Evidence of Level

NCrF/NSQF Level Descriptors	Key requirements of the job role/ outcome of the qualification	How the job role/ outcomes relate to the NCrF/NSQF level descriptor	NCrF/NSQF Level
Professional Theoretical Knowledge/Process	1. Develop a digital marketing strategy 2. Plan and conduct digital marketing campaigns 3. Optimize campaign's performance and expenditure 4. Measure and report the performance of digital marketing campaigns 5. Manage a team of marketing executives and their performance 6. Maintain workplace health and safety	The job holder needs to understand the different aspects of digital marketing such as search engine marketing, social media marketing, email marketing etc. to promote company's offering through these digital channels. He/she should develop digital marketing strategy which is aligned towards the organization's goals and get it implemented using the available resources and team members. The person should also monitor and optimize the campaigns to improve their performance and Return on Investment (ROI). He/she also needs to prepare the campaign performance reports to be shared with the key stakeholders	Level 6
Professional and Technical Skills/ Expertise/ Professional Knowledge	1. Recognize the importance of digital marketing and how it helps businesses in getting more customers and sales 2. Recognize the key differences between digital marketing and traditional marketing 3. Recognize various forms of digital marketing and their benefits 4. Recognize how different companies are using digital marketing to engage with their current and prospective customers	The individual in this role needs to have a good understanding of how to use digital marketing to promote a company's offering on different digital channels to get more customers and sales. He/she will work on developing and implementing the digital marketing strategy for the organization based on their goals and objectives. They are required to adapt to the changing digital marketing methodologies and stay up-todate with the latest trends and best practices	Level 6

Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	1. Identify the target audience based on company's offerings 2. Create digital marketing plan aligned with organization's goals 3. Implement digital marketing campaigns using the team of executives 4. Monitor and optimize digital marketing campaigns 5. Manage team members effectively and provide constructive feedback 6. Present the campaign performance report to the key stakeholders 7. Maintain workplace health and safety	The individual in this job profile needs to know and understand how to effectively implement the digital marketing campaigns on different channels and optimize them to improve their performance. He/she should able to manage the team members to deliver the work as expected and meet the expectations of key stakeholders. The person is required to monitor the progress of digital marketing campaigns, review the work of the team members and given them the feedback. He/she also needs to present the campaign performance reports to the stakeholders and incorporate their feedback in overall strategy.	Level 6
Broad Learning Outcomes/Core Skill	1. Create digital marketing strategy for different digital channels 2. Follow latest digital marketing trends and best practices 3. Manage team members and get the digital marketing campaigns implemented through them 4. Analyse competitor's digital marketing strategies and incorporate the best practices 5. Allocate budgets to the different digital channels based on their performance and expected outcomes 6. Measure and report the performance of campaigns to the stakeholders 7. Maintain workplace health and safety	The job holder needs to possess good analytical and quantitative skills to be able to interpret and analyse the digital marketing campaign results and benchmark it against the key competitors. He/she should be able to work with various digital marketing tools to do the campaign analysis and optimization to improve their performance. The person should also be able to communicate effectively with the team members, peers and superiors to carry out the digital marketing activities as per the defined plan and get desired results. He/she should also manage the budgets across different campaigns effectively to maximize the Return on Investment (ROI)	Level 6
Responsibility	1. Create an effective digital marketing strategy aligned towards company's goals 2. Review and test the set-up of campaigns to ensure there are no errors 3. Resolve and streamline the issues faced by the team members for smooth implementation 4. Manage the time schedule effectively to meet the deadlines	He/she needs to create digital marketing plan and get it executed with the help of the team members and successfully meet the deadlines. The person should communicate effectively with the junior, peers and superiors and ensure successful implementation of the campaigns.	Level 6

| | 5. Meet the defined Key Performance Indicators (KPIs) of digital marketing campaigns
6. Work effectively with the team members and motivate them to achieve desired results
7. Meet the expectations of the stakeholders and incorporate their feedback
8. Maintain workplace health and safety | The individual should be able to demonstrate good skills in managing the various digital marketing campaigns across different digital channels and optimize them to maximize their performance. He/she needs to track and prepare digital marketing campaign reports clearly showing its impact on the growth of the business. | |

Annexure: Tools and Equipment (Lab Set-Up)

List of Tools and Equipment

Batch Size: 30

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size
1	Virtual Classroom / Online Webinar Software Subscription for at least 50 participants		1
2	Dedicated Hosting / Server Subscription for hosting Online Learning Management System		1
3	"Student's Online Learning Management System: 1. 24X7 LMS Access to Students and Trainers 2. Course Learning Content (Videos, PPT etc.) 3. Online Assignment Submissions 4. Take Online Appointment with Trainers 5. Attend Live Online Classes by Trainers 6. Access Grading & Feedback Reports 7. Access Attendance Reports"		1
4	Headphones		15
5	2.1 Multimedia Speakers		1
6	UPS		1
7	Adobe Premiere Or Any Video Editing Student Version Sotware		1
8	Adobe Creative Suite Student Version		1
9	Laser Jet All In One Scanner & Printer		1
10	80/90 Inches Short Throw Projector		1
11	Web Camera		1
12	Cyber Shot Camera		1
13	High End Graphics Computer With Single Monitor		3

14	Internet Connection : 4 Mbps or better (broadband recommended)		1

Classroom Aids

The aids required to conduct sessions in the classroom are:

1. Laptops
2. Whiteboards and markers
3. Projector
4. Screen
5. Stationery

Annexure: Industry Validations Summary

Provide the summary information of all the industry validations in table. This is not required for OEM qualifications.

S. No	Organization Name	Representative Name	Designation	Contact Address	Contact Phone No	E-mail ID	LinkedIn Profile *(if available)*

Annexure: Training & Employment Details

Training and Employment Projections:

Year	Total Candidates		Women		People with Disability	
	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities

Data to be provided year-wise for next 3 years

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

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

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

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

1.
2.

 Content availability for previous versions of qualifications:

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

 Languages in which Content is available:

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Annexure: Blended Learning

Blended Learning Estimated Ratio & Recommended Tools:

Refer NCVET "Guidelines for Blended Learning for Vocational Education, Training & Skilling" available on:
https://ncvet.gov.in/sites/default/files/Guidelines%20for%20Blended%20Learning%20for%20Vocational%20Education,%20Training%20&%20Skilling.pdf

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	LCD, Projector, Laptop, MSOffice Suite, Flipchart, whiteboard, Markers, wi-fi connectivity	50:50
2	☐ Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners		
3	☐ Showing Practical Demonstrations to the learners	LCD, Projector, Laptop, MSOffice Suite, various tools and software, computer camera, computer speakers, wi-fi connectivity	50:50
4	☐ Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	Computer systems for all students, printers, wi-fi connectivity	50:50
5	☐ Tutorials/ Assignments/ Drill/ Practice	Learning management system	0:100
6	☐ Proctored Monitoring/ Assessment/ Evaluation/ Examinations	Online assessment portals, tablet for each student	0:100
7	☐ On the Job Training (OJT)/ Project Work Internship/ Apprenticeship Training	Access to industry partner in relevant field	100:0

Annexure: Detailed Assessment Criteria

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

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
1.MES/N0724 (Develop a digital marketing strategy)	• PC1. identify and understand organization's objectives for aligning digital marketing campaigns towards it	3	7		
	• PC2. set-up clear, specific and measurable goals for each digital marketing campaign	3	7		
	• PC3. analyze current customer base to find out their common characteristics and interests	3	7		
	• PC4. research about the key competitors to identify who they are targeting and who are their current customers	2	8		

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	• PC5. create the profile of the ideal target customer like their age, location, gender, interests etc. using all the data collected during the research	5	10		
	• PC6. identify the digital marketing channels such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), social media, email marketing etc. based on the defined objectives and goals	5	10		
	• PC7. set-up and allocate the budget for each digital marketing channel	5	10		
	• PC8. define key performance indicators (KPI) for each digital marketing campaign to measure their outcome	3	7		
	• PC9. set-up the frequency of performance reports to be created and shared with the stakeholders	1	4		
	Total Marks	30	70		
2.MES/N0725 (Plan and conduct digital marketing campaigns	• PC1. prioritize the set-up of campaigns based on the expected ROI which will produce maximum results	3	7		
	• PC2. set the timelines and dates for getting each digital marketing campaign live based on the available resources	3	7		
	• PC3. identify the campaign requirements such as content, advertising copies, creatives, keywords, landing pages etc.	5	10		
	• PC4. delegate the campaign tasks to the team members along with set completion deadline	5	10		
	• PC5. monitor the work progress, review the quality and give feedback to the team members	4	11		
	• PC6. test and ensure that the conversion tracking is set-up properly for each campaign	3	7		
	• PC7. review the target audience, keywords and scheduling of all the campaigns	4	11		
	• PC8. review and ensure that the campaign budgets are set-up as per the plan	3	7		
	Total Marks	30	70		
	• PC1. analyze the performance of campaigns in terms of reach, engagement, cost per click, cost per conversion, conversion rates etc.	5	10		

3.MES/N0726 (Optimize campaign's performance and expenditure)	• PC2. segment the campaign performance by target audience, keywords, placements, time and day of week, ad copies and creatives	5	10		
	• PC3. create a comparison report to analyze campaign's performance on different channels such as search and social	4	11		
	• PC4. analyze and remove the low performing keywords from the campaigns based on the insights	4	11		
	• PC5. stop the advertisement with low click-through rate (CTR) and conversion rates	4	11		
	• PC6. increase the bids for the best performing keywords to get higher advertising rankings	5	10		
	• PC7. allocate more budgets towards the better performing campaigns generating higher return on investment	3	7		
	Total Marks	**30**	**70**		
4.MES/N0727 (Measure and report the performance of digital marketing campaigns	• PC1. monitor and measure the performance of all digital marketing campaigns in terms of reach, engagement, cost per click, cost per conversion etc.	10	15		
	• PC2. measure the impact of digital marketing campaigns and activities on the overall website traffic, leads, sales and revenue	5	15		
	• PC3. document all the key performance metrics of all campaigns such as impressions, click-through ratio, cost per click, cost per lead, expenditure, conversions, revenue and Return On Investment (ROI)	5	15		
	• PC4. create channel wise comparison report for the performance of digital marketing campaigns such as on search, social, email platforms	5	10		
	• PC5. create a report summarizing the impact of digital marketing activities on the website traffic and conversions using the web analytics tools	5	15		
	Total Marks	30	70		
5.MES/N0728 (Manage a team of marketing executives and their performance)	• PC1. brief and share the high level campaign goals with the team members	3	12		
	• PC2. define tasks clearly and delegate them based on the expertise and core competency of team members	3	12		
	• PC3. set the completion deadlines for each team member and define their KPIs (key performance indicator)	3	12		

	• PC4. monitor the progress and quality of work done by the team members on a regular basis	3	12		
	• PC5. assess the quality of work and give constructive feedback to the team members	10	0		
	• PC6. recognize the efforts of team members on a one-on-one basis as well as in public to motivate them	10	0		
	• PC7. support innovation and encourage sharing of new ideas	10	0		
	• PC8. identify improvement areas and provide training for the growth and development of team members	3	7		
	Total Marks	45	55		
Maintain workplace health and safety	• PC1. maintain one's posture and position to minimize fatigue and the risk of injury	5	5		
	• PC2. maintain first aid kit and keep oneself updated on the first aid procedures	5	5		
	• PC3. identify and document potential risks like sitting postures while using computer, eye fatigues and other hazards at the workplace	2	3		
	• PC4. accurately maintain accident reports	2	3		
	• PC5. report health and safety risks/ hazards to concerned personnel	5	5		
	• PC6. participate in organization's health and safety knowledge sessions and drills	5	5		
	• PC7. identify the people, responsible for health and safety at the workplace, including those to contact in case of an emergency	5	5		
	• PC8. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms	5	5		
	• PC9. identify aspects of workplace that could cause potential risk to own and others health and safety	2	3		
	• PC10. ensure own personal health and safety, and that of others in the workplace though precautionary measures	2	3		
	• PC11. identify and recommend opportunities for improving health, safety, and security to the designated person	2	3		
	• PC12. report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected	2	3		

	• PC13. follow organisation's emergency procedures for accidents, fire or any other natural calamity in case of a hazard	2	3		
	• PC14. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority	2	3		
	Total Marks	46	54		
Employability Skills	• *Introduction to Employability Skills*	1	1		
	• PC1. understand the significance of employability skills in meeting the jobrequirements	-	-		
	• *Constitutional values – Citizenship*	1	1		
	• PC2. identify constitutional values, civic rights,duties, personal values and ethics and environmentally sustainable practices	-	-		
	• *Becoming a Professional in the 21st Century*	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 culturalawareness, emotional awareness, continuous learning mindset etc	-	-		
	• *Basic English Skills*	2	3		
	• PC4. speak with others using some basicEnglish phrases or sentences	-	-		
	• *Communication Skills*	1	1		
	• PC5. follow good manners while communicatingwith others	-	-		
	• PC6. work with others in a team	-	-		
	• *Diversity & Inclusion*	1	1		
	• PC7. communicate and behave appropriatelywith all genders and PwD	-	-		
	• PC8. report any issues related to sexualharassment	-	-		
	• *Financial and Legal Literacy*	3	4		
	• PC9. use various financial products and servicessafely 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	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	-	-		
	• Entrepreneurship	3	5		
	• PC14. identify and assess opportunities for potential business	-	-		
	• PC15. identify sources for arranging money and associated financial and legal challenges	-	-		
	• Customer Service	2	2		
	• 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	1	3		
	• PC19. create a basic biodata	-	-		
	• PC20. search for suitable jobs and apply	-	-		
	• PC21. identify and register apprenticeship opportunities as per requirement	-	-		
	Total Marks	20	30		

Annexure: Assessment Strategy

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

Mention the detailed assessment strategy in the provided template.

<1. Assessment System Overview:

- 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

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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 Automotive Service Assistant Technician) 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: 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

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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

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