

QUALIFICATION FILE – Standalone NOS

Automotive Retail Sales

☒ Horizontal/Generic ☐ Vertical/Specialization

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

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

NCrF/NSQF Level: 5

Submitted By:

Automotive Skills Development Council

E-113, Okhla Industrial Estate, Phase- III,

New Delhi-110020

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Section 1: Basic Details

1.	NOS-Qualification Name	Automotive Retail Sales																						
2.	Sector/s	Automotive																						
3.	Type of Qualification ☒ New ☐ Revised	NQR Code & version of the existing /previous qualification: <i>(change to previous, once approved)</i>	Qualification Name of the existing/previous version: <i>(previous, once approved)</i>																					
4.	National Qualification Register (NQR) Code & Version <i>(Will be issued after NSQC approval.)</i>	NG-05-AU-03744-2025-V1-ASDC	5. NCrf/NSQF Level: 5																					
6.	Brief Description of the Standalone NOS	This NOS unit is about sales, leads generation from various sources, sales closure, documentation, and arranging vehicle delivery to customer by following organizational procedures.																						
7.	Eligibility Criteria for Entry for a 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>2nd Year of UG (Pursuing)</td> <td></td> </tr> <tr> <td>2</td> <td>Completed 1st Year of UG</td> <td>1.5 year of relevant experience</td> </tr> <tr> <td>3</td> <td>Completed 3 Years Diploma after 10th</td> <td>1.5 year of relevant experience</td> </tr> <tr> <td>4</td> <td>Completed 2 Years Diploma after 12th</td> <td>1.5 year of relevant experience</td> </tr> <tr> <td>5</td> <td>12th Class Pass</td> <td>3 year of relevant experience</td> </tr> <tr> <td></td> <td></td> <td>Relevant field: B.A, B.Com, BBA, BCA, Sales, BFSI, Marketing</td> </tr> </tbody> </table> b. Age: 18		S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Relevant Experience (with Specialization - if applicable)	1	2nd Year of UG (Pursuing)		2	Completed 1st Year of UG	1.5 year of relevant experience	3	Completed 3 Years Diploma after 10th	1.5 year of relevant experience	4	Completed 2 Years Diploma after 12th	1.5 year of relevant experience	5	12 th Class Pass	3 year of relevant experience			Relevant field: B.A, B.Com, BBA, BCA, Sales, BFSI, Marketing
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8.	Credits Assigned to this NOS-Qualification, Subject to Assessment <i>(as per National Credit Framework (NCrf))</i>	2	9. Common Cost Norm Category (I/II/III) <i>(wherever applicable): II</i>																					
10.	Any Licensing Requirements for Undertaking Training on This Qualification <i>(wherever applicable)</i>	NA																						

11.	Training Duration by Modes of Training Delivery (<i>Specify Total Duration as per selected training delivery modes and as per requirement of the qualification</i>)	☒ Offline Only ☐ Online Only ☐ Blended <table border="1" data-bbox="1025 256 1713 440"> <thead> <tr> <th>Training Delivery Mode</th> <th>Theory (Hours)</th> <th>Practical (Hours)</th> <th>Total (Hours)</th> </tr> </thead> <tbody> <tr> <td>Classroom (offline)</td> <td>45:00</td> <td>15:00</td> <td>60:00</td> </tr> <tr> <td>Online</td> <td></td> <td></td> <td></td> </tr> </tbody> </table> (Refer Blended Learning Annexure for details)		Training Delivery Mode	Theory (Hours)	Practical (Hours)	Total (Hours)	Classroom (offline)	45:00	15:00	60:00	Online			
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12.	Assessment Criteria	<table border="1" data-bbox="1025 560 1982 679"> <thead> <tr> <th>Theory (Marks)</th> <th>Practical (Marks)</th> <th>Project (Marks)</th> <th>Viva (Marks)</th> <th>Total (Marks)</th> <th>Passing %age</th> </tr> </thead> <tbody> <tr> <td>30</td> <td>50</td> <td></td> <td>20</td> <td>100</td> <td>70%</td> </tr> </tbody> </table>		Theory (Marks)	Practical (Marks)	Project (Marks)	Viva (Marks)	Total (Marks)	Passing %age	30	50		20	100	70%
Theory (Marks)	Practical (Marks)	Project (Marks)	Viva (Marks)	Total (Marks)	Passing %age										
30	50		20	100	70%										
13.	Is the NOS Amenable to Persons with Disability	☐ Yes ☒ No If “Yes”, specify applicable type of Disability:													
14.	Progression Path After Attaining the Qualification, wherever applicable (<i>Please show Professional and Academic progression</i>)	NA													
15.	How participation of women will be encouraged?	No gender sensitization													
16.	Other Indian languages in which the Qualification & Model Curriculum are being submitted	NA													
17.	Is similar NOS available on NQR-if yes, justification for this qualification	☐ Yes ☒ No URLs of similar Qualifications:													
18.	Name and Contact Details Submitting / Awarding Body SPOC <i>(In case of CS or MS, provide details of both Lead AB & Supporting ABs)</i>	Name: Mr. Arindam Lahiri Email: ceo@asdc.org.in Website: https://www.asdc.org.in/ Contact No.: 011-42599800													
19.	Final Approval Date by NSQC: 18-02-2025	20. Validity Duration: 3 Years	21. Next Review Date: 18-02-2028												

Section 2: Training Related

1.	Trainer's Qualification and experience in the relevant sector (in years) <i>(as per NCVET guidelines)</i>	Graduate (Any discipline) with 4 years of industry and 1 year of training experience in vehicle sales Or Diploma (Automobile/ Mechanical/ Electrical) with 5 years of industry and 1 year of training experience in vehicle sales Or Certificate NSQF (Automotive Sales Manager/Customer relationship Manager (Level 5.5)) with 2 years of industry experience and 1 year of training experience in vehicle sales
2.	Master Trainer's Qualification and experience in the relevant sector (in years) <i>(as per NCVET guidelines)</i>	Post-graduate (Any discipline) with 3 years of industry and 1 year of training experience in vehicle sales
3.	Tools and Equipment Required for the Training	☐ Yes ☐ No <i>(If "Yes", details to be provided in Annexure)</i>
4.	In Case of Revised NOS, details of Any Upskilling Required for Trainer	

Section 3: Assessment Related

1.	Assessor's Qualification and experience in relevant sector (in years) <i>(as per NCVET guidelines)</i>	Graduate (Any discipline) with 5 years of industry and 1 year of training experience in vehicle sales Or Diploma (Automobile/ Mechanical/ Electrical) with 6 years of industry and 1 year of training experience in vehicle sales Or Certificate NSQF (Automotive Sales Manager/Customer relationship Manager (Level 5.5)) with 3 years of industry experience and 1 year of training experience in vehicle sales
2.	Proctor's Qualification and experience in relevant sector (in years) <i>(as per NCVET guidelines), (wherever applicable)</i>	NA
3.	Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years) <i>(as per NCVET guidelines)</i>	NA

4.	Assessment Mode <i>(Specify the assessment mode)</i>	Blended
5.	Tools and Equipment Required for Assessment	☒ Same as for training ☐ Yes ☐ No <i>(details to be provided in Annexure-if it is different for Assessment)</i>

Section 4: Evidence of the Need for the Standalone NOS

Provide Annexure/Supporting documents name.

1.	Government /Industry initiatives/ requirement (Yes/No): Yes
2.	Number of Industry validation provided: 8
3.	Estimated number of people to be trained: 500
4.	Evidence of Concurrence/Consultation with Line/State Departments (In case of regulated sectors): (Yes/No): In progress If “No”, why:

Section 5: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name

1.	Annexure: NCrf/NSQF level justification based on NCrf/NSQF descriptors <i>(Mandatory)</i>	<i>Attached</i>
2.	Annexure: List of tools and equipment relevant for NOS <i>(Mandatory, except in case of online course)</i>	<i>Attached</i>
3.	Annexure: Performance and Assessment Criteria <i>(Mandatory)</i>	<i>Attached</i>
4.	Annexure: Assessment Strategy <i>(Mandatory)</i>	<i>Attached</i>

5.	Annexure: Blended Learning (<i>Mandatory, in case selected Mode of delivery is Blended Learning</i>)	<i>Attached</i>
6.	Annexure: Acronym and Glossary (<i>Optional</i>)	<i>Attached</i>
7.	Annexure/Supporting Document: Standalone NOS- Performance Criteria Details Annexure/Document with PC-wise detailing as per NOS format (Mandatory- Public view)	<i>Attached</i>
8.	Supporting Document: Model Curriculum (<i>Mandatory – Public view</i>)	<i>Attached</i>

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	Interact with customer effectively and communicate appropriate information regarding the sales/services	Theoretical & Practical skill involving work in handling sales leads and closing sales. Since this role does not require any supervisory or managerial skills.	5
Professional and Technical Skills/ Expertise/ Professional Knowledge	Knowledge related to dealer management systems and standard operating procedures of the OEM related with sales (including OEM mandated customized sales pitch for a few OEM driven campaigns/ events) and technical aspects related with all varieties of vehicles.	Factual and theoretical knowledge in the field of showroom sales. However, this would require some decision-making based on technical skills.	5
Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	Decision Making, Plan & organise, Customer centricity, Problem solving, analytical & critical thinking	Range of cognitive and practical skill required for the telecommunication and telemarketing, which would involve ad-hoc query solving and discussions/ conversations with the clients.	5

Broad Learning Outcomes/Core Skill	Effective skill in writing, reading and oral communication (listening and speaking skills) with required clarity.	Skill to communicate written or oral with required clarity to be able to read scripts and record/write logs.	5
Responsibility	Responsible for completing the assigned task, effective team working, safety of self and in workplace.	Accountable for own work and learning in the domain of telemarketing.	5

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	Vehicle manuals	Standard	2 Sets
2	Pricing list	Standard	2 Sets
3	Vehicle specifications pamphlets	Standard	2 Sets
4	Merchandising material	Standard	2 Sets
5	Sale documents and forms	Standard	2 Sets
6	CRM software	Standard	10 License
7	MS office software	Standard	10 License

Classroom Aids

The aids required to conduct sessions in the classroom are:

1. Whiteboard
2. Projector
3. Computer/Laptop
4. Chairs
5. Tables
6. Whiteboard marker

Annexure: Industry Validations Summary

S. No	Organization Name	Representative Name	Designation	Contact Address	Contact Phone No	E-mail ID	LinkedIn Profile (if available)
1	Celica Automotive Pvt Ltd.	Archa Halder	Technical Manager			cet@citroen-celica.com	
2	Frostees India Pvt. Ltd.	Sauvik Bera	Director			bera.sauvik@frostees.in	
3	Hind Hydrolics and Engineers	Amit	Head HR			hr@hindhydrolicspvtltd.com	
4	Khokan Motors Works Pvt Ltd.	Amiya Sindhu Sarkar	Service Manager			amiyas14@gmail.com	
5	Premier Car Works Pvt. Ltd.	Sibdas Roy	In House Trainer			iht@premiergroup.in	
6	MEGA CORPSOL LLP	Dhairyasheel Desai	Director			info@megacorpsol.com	
7	Victoria Industries	Saroj Kumar	Training Head			Training@victoraindustries.com	
8	VIBRANT MOTORS PVT LTD	Subir Dutta	Service Manager			duttasubir666@gmail.com	

Annexure: Training Details

Training Projections:

Year	Estimated Training # of Total Candidates	Estimated training # of Women	Estimated training # of People with Disability
2023-24	500	350	200
2024-25	1000	700	400
2025-26	1500	1050	600

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

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 NOS	List Recommended Tools – for all Selected Components	Offline: Online Ratio
1	☒ Theory/ Lectures - Imparting theoretical and conceptual knowledge	• Books/ e-books • Presentations • Reference Material • Audio / Video Modules	40:60
2	☒ Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners	• Self-Learning Videos • Broadcasts • Mobile Learning • Curated Digital content	40:60
3	☒ Showing Practical Demonstrations to the learners	• Video Content • E-Resource library • AR/ VR/ XR	40:60
4	☒ Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	• Training tools (tools list attached) • Video Play • Presentations	40:60
5	☒ Tutorials/ Assignments/ Drill/ Practice	• Online Question Bank • Mobile Quick test app • MCQ based tests	40:60
6	☒ Proctored Monitoring/ Assessment/ Evaluation/ Examinations	• Assessment engine for Essays • Up-loadable file examinations • Mock test sessions	40:60
7	☒ On the Job Training (OJT)/ Project Work Internship/ Apprenticeship Training	• Online tests • Offline assessments	40:60

Annexure: Standalone NOS- Performance Criteria details

1. Description:

This NOS unit is about sales, leads generation from various sources, sales closure, documentation, and arranging vehicle delivery to customer by following organizational procedures.

2. Scope:

The scope covers the following:

- Collate vehicle sales leads
- Carry out vehicle sales
- Perform vehicle sales closure

3. Elements and Performance Criteria

Collate vehicle sales leads

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

- PC1.** obtain the sales target and instructions from supervisor regarding the sale /marketing of vehicle
- PC2.** obtain information and specifications about the product and information/data on buying trends of potential customers
- PC3.** update oneself regarding the overall process of product sales, target achievements, new schemes, new launches etc. by participating in daily briefings/meetings
- PC4.** collate leads from various sources like cold calls, showroom walk-ins, telephonic enquiries, referrals, other marketing campaigns and ATL/BTL activities to develop a database
- PC5.** plan an effective strategy to follow up leads/generate sales lead on a daily basis
- PC6.** maintain personal grooming and hygiene to ensure adherence to company standards

Carry out vehicle sales

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

- PC7.** greet customer on sales floor and take them through the entire buying process supported by established selling steps, selling policies and procedures
- PC8.** take into account customer requirements and market the product accordingly
- PC9.** deliver a sales pitch highlighting Unique Selling Points (USPs) of the vehicle tailored to potential customer needs/requirements
- PC10.** explain details about the vehicle and its Features, Advantages, Benefits (FAB) by demonstration and physical operation of vehicle in showroom or via test drive/ride
- PC11.** respond to all customer queries related to vehicle sales, price and dealership/promotional schemes (exchange, VAS, discounts etc.)
- PC12.** provide a comparative analysis on competitor vehicles to explain product performance, application and FABs to prospective customers describing all optional accessories available and responding to unfavourable comparisons of the vehicle
- PC13.** provide enriching customer experience by offering hassle-free and quick services related to the buying process, documentation and additional vehicle accessories purchases
- PC14.** check availability of test drive cars and schedule test drives as per booked appointments by potential customers
- PC15.** explain current schemes available from the bank for finance, provide support to process customer documentation and offer various schemes on insurance plan

Perform vehicle sales closure

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

- PC16.** provide support to the customers in fulfilling all documentation required for purchase, registration and delivery of the vehicle
- PC17.** assist in delivery of the vehicle to the customer through established delivery process, ensuring that the customer understands the vehicle's operating features, warranty and service schedule
- PC18.** record and track all deliveries through dealer management system (DMS) and follow up for referrals
- PC19.** forward any customer request for vehicle service to the workshop team and inform the customer about the appointment details
- PC20.** report any complaints or queries from customers to the concerned departments/managers

4. Knowledge and Understanding (KU):

The individual on the job needs to know and understand:

- KU1.** organisational/professional code of ethics and practices to be followed during the sales process
- KU2.** various promotional activities such as road shows, exhibitions, mall activities, exchange melas, canopy promotions, local contests, bank loan melas and organising promotional test drives
- KU3.** sales funnel and the process to filter leads to identify hot, warm and cold leads
- KU4.** SOPs of the organisation/dealership for responding to sales enquiries
- KU5.** how to handle telephonic queries including cold calls and providing information regarding vehicle variants, colour options and stock availability
- KU6.** details about the vehicle such as price, taxes and other add-ons like promotions, discounts, offers available at the dealership
- KU7.** technical details and specifications of the competitor
- KU8.** working of vehicle shop floor configurator with all detailed specifications, addition of accessories, deletion of accessories and presentation of the final version of customised product
- KU9.** various types of transmission and its functionality in a vehicle
- KU10.** facilities of vehicle finance and insurance offered at the dealership
- KU11.** how to connect with Banks/NBFC's officials to obtain information on finance offers, new schemes, change in policies, discounts and current rate of interest
- KU12.** method to compute and arrive at final on-road cost of a vehicle
- KU13.** documentation required for customers and dealers to carry out sales procedures
- KU14.** how to coordinate with colleagues from stockyard to ensure vehicle PDI is done prior to delivery as per OEM norms

5. Generic Skills (GS):

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

- GS1.** read instructions/guidelines/procedures and sales scripts
- GS2.** communicate effectively using an appropriate body language/tone
- GS3.** clarify doubts and seek suggestions from the concerned person

- GS4.** identify potential workplace problem and take suitable action
- GS5.** communicate effectively using terms, names, grades and other nomenclature pertaining to
- GS6.** the automotive trade, features etc. at the work place
- GS7.** write any work related information in English/regional language
- GS8.** analyse and apply the information gathered from observation, experience, reasoning or communication to act efficiently
- GS9.** operate android, iOS platform applications and MS Office

Annexure: Assessment Criteria

Detailed PC-wise assessment criteria and assessment marks for the NOS are as follows:

S. No.	Assessment Criteria for Performance Criteria	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 1.	obtain the sales target and instructions from supervisor regarding the sale / marketing of vehicle	1	1		-
PC 2.	obtain information and specifications about the product and information/data on buying trends of potential customers	1	1		1
PC 3.	update oneself regarding the overall process of product sales, target achievements, new schemes, new launches etc. by participating in daily briefings/meetings	2	1		1
PC 4.	collate leads from various sources like cold calls, showroom walk-ins, telephonic enquiries, referrals, other marketing campaigns and ATL/BTL activities to develop a database	1	2		1
PC 5.	plan an effective strategy to follow up leads/generate sales lead on a daily basis	1	2		1
PC 6.	maintain personal grooming and hygiene to ensure adherence to company standards	-	1		
PC 7.	greet customer on sales floor and take them through the entire buying process supported by established selling steps, selling policies and procedures	2	4		1
PC 8.	take into account customer requirements and market the product accordingly	1	2		
PC 9.	deliver a sales pitch highlighting Unique Selling Points (USPs) of the vehicle tailored to potential customer needs/requirements	2	5		2
PC 10.	explain details about the vehicle and its Features, Advantages, Benefits (FAB) by demonstration and physical operation of vehicle in showroom or via test drive/ride	3	5		2
PC 11.	respond to all customer queries related to vehicle sales, price and dealership/promotional schemes (exchange, VAS, discounts etc.)	2	3		1

PC 12.	provide a comparative analysis on competitor vehicles to explain product performance, application and FABs to prospective customers describing all optional accessories available and responding to unfavourable comparisons of the vehicle	2	4		2
PC 13.	provide enriching customer experience by offering hassle-free and quick services related to the buying process, documentation and additional vehicle accessories purchases	2	4		2
PC 14.	check availability of test drive cars and schedule test drives as per booked appointments by potential customers	1	3		1
PC 15.	explain current schemes available from the bank for finance, provide support to process customer documentation and offer various schemes on insurance plan	2	4		1
PC 16.	provide support to the customers in fulfilling all documentation required for purchase, registration and delivery of the vehicle	2	2		1
PC 17.	assist in delivery of the vehicle to the customer through established delivery process, ensuring that the customer understands the vehicle's operating features, warranty and service schedule	2	2		1
PC 18.	record and track all deliveries through dealer management system (DMS) and follow up for referrals	1	2		1
PC 19.	forward any customer request for vehicle service to the workshop team and inform the customer about the appointment details	1	1		1
PC 20.	report any complaints or queries from customers to the concerned departments/managers	1	1		
Total Marks		30	50		20

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.

1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SDMS/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:

- Confirm that the centre is available at the same address as mentioned on SDMS or SIP
- Check the duration of the training.
- Check the Assessment Start and End time to be as 10 a.m. and 5 p.m.
- 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.
- Check the mode of assessment—Online (TAB/Computer) or Offline (OMR/PP).
- Confirm the number of TABs on the ground are correct to execute the Assessment smoothly.
- Check the availability of the Lab Equipment for the particular Job Role.

3. Assessment Quality Assurance levels / Framework:

- Question papers created by the Subject Matter Experts (SME)
- Question papers created by the SME verified by the other subject Matter Experts
- Questions are mapped with NOS and PC
- Question papers are prepared considering that level 1 to 3 are for the unskilled & semi-skilled individuals, and level 4 and above are for the skilled, supervisor & higher management
- Assessor must be ToA certified & trainer must be ToT Certified
- Assessment agency must follow the assessment guidelines to conduct the assessment

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
- Biometric or manual attendance sheet (stamped by TP) of the trainees during the training period
- Time-stamped & geotagged assessment (Theory + Viva + Practical) photographs & videos

5. Method of verification or validation:

- Surprise visit to the assessment location
- Random audit of the batch
- Random audit of any candidate

6. Method for assessment documentation, archiving, and access

- Hard copies of the documents are stored
- Soft copies of the documents & photographs of the assessment are uploaded / accessed from Cloud Storage
- Soft copies of the documents & photographs of the assessment are stored in the Hard Drives

NSQC APPROVED

Annexure: Acronym and Glossary

Acronym

Acronym	Description
AA	Assessment Agency
AB	Awarding Body
NCrF	National Credit Framework
NOS	National Occupational Standard(s)
NQR	National Qualification Register
NSQF	National Skills Qualifications Framework

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.