



## QUALIFICATION FILE – PM Vishwakarma

**Darzi Basic**

**NCrF/NSQF Level: - 2.5**

**Submitted By: Apparel, Made-ups & Home Furnishing Sector Skill Council**  
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## Section 1: Basic Details

1. PM Vishwakarma -Qualification Name	Tailor (Darzi)					
2. Sector	AMHSSC					
3. Related Qualification Available on NQR (wherever applicable)	Name: NA	NQR Code & version: NA, version 1				
4. National Qualification Register (NQR) Code & Version (Will be issued after NSQC approval.)	NG-2.5-AP-00739-2023-V1-AMHSSC	5. NCrF/NSQF Level: 2.5				
6. Brief Description of the Job Role	<p>Darzi is a skilled tailor versed with making customized various types of dresses. The job thus involves taking measurement, cutting fabric as per measurement and sewing with the help of ordinary sewing machines. The person also does alteration works of stitched dress materials to correct and fit as per customer requirements. Further with PM Vishwakarma scheme the aim is to achieve Up gradation of Vishwakarmas to power tools for Darzi and to provide support to enhance the capacity, productivity and quality of products.</p>					
7. Eligibility Criteria for Entry for a Student/Trainee/Learner/Employee	<p>a. Entry Qualification &amp; Relevant Experience:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center; padding: 5px;">S. No.</th> <th style="text-align: center; padding: 5px;">Academic/Skill Qualification (with Specialization - if applicable)</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; padding: 5px;">1</td> <td style="padding: 5px;">Existing Vishwakarmas duly verified as per the Scheme</td> </tr> </tbody> </table> <p>b. Age – No Limit</p>		S. No.	Academic/Skill Qualification (with Specialization - if applicable)	1	Existing Vishwakarmas duly verified as per the Scheme
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1	Existing Vishwakarmas duly verified as per the Scheme					
8. Credits Assigned to this Qualification, Subject to Assessment (as per National Credit Framework (NCrF))	1.5	9. Common Cost Norm Category (I/II/III): 1				
10. Any Licensing Requirements for Undertaking Training on This Qualification (wherever applicable)	NA					

<b>11.</b> <b>Training Duration by Modes of Training Delivery (as per requirement of the qualification)</b>	<table border="1" data-bbox="1017 250 1938 473"> <thead> <tr> <th>Modules</th><th>Notional Hours (hh:mm)</th></tr> </thead> <tbody> <tr> <td>Upskilling on Modern Toolkit</td><td>15:00 hours</td></tr> <tr> <td>Employability and Entrepreneurial skills</td><td>23:30 Hours</td></tr> <tr> <td>Feedback and Interactive session</td><td>01:30 Hours</td></tr> <tr> <td><b>Total</b></td><td><b>40:00 Hours</b></td></tr> </tbody> </table>	Modules	Notional Hours (hh:mm)	Upskilling on Modern Toolkit	15:00 hours	Employability and Entrepreneurial skills	23:30 Hours	Feedback and Interactive session	01:30 Hours	<b>Total</b>	<b>40:00 Hours</b>
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<b>12.</b> <b>Is the Qualification Amenable to Persons with Disability</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes", specify applicable type of Disability: NA										
<b>13.</b> <b>Name and Contact Details Submitting / Awarding Body SPOC (In case of CS or MS, provide details of both Lead AB &amp; Supporting ABs)</b>	Name: Amit Singh, Priya Mathur Email: <a href="mailto:jdqs@sscamh.com">jdqs@sscamh.com</a> , <a href="mailto:jdqs1@sscamh.com">jdqs1@sscamh.com</a> Contact No.: 09599929121, 8810692673 Website: <a href="http://www(sscamh.com">www(sscamh.com</a>										
<b>14.</b> <b>Final Approval Date by NSQC: 14<sup>th</sup> September 2023</b>	<b>15. Validity Duration:</b> Co-terminus with the PM Vishwakarma Scheme subject to midway changes in the qualification <b>16. Next Review Date:</b>										

## Section 2: Tools and Equipment Details

### List of Tools and Equipment

#### Batch Size:

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size of 30	Tool Image/ Image URL
1	Industrial Sewing Machines	<ul style="list-style-type: none"> <li>-Snap on pressure foot and pressure adjuster</li> <li>-Flatbed zig zag machine</li> <li>-7 to 9 stitch functions</li> <li>-Single touch reverse stitch</li> <li>- Minimum 700 SPM</li> <li>- With inbuilt or additional motor</li> <li>-Auto tripping bobbin winder</li> <li>-Body construction- Flatbed</li> <li>-2 dials for pattern selector &amp; stitch length control</li> <li>-Open type shuttle</li> <li>-Maximum zig-zag width- 5mm</li> <li>-Maximum stitch length- 4 mm</li> <li>-Operable with foot treadle as well as by motor</li> <li>-Motor power minimum 37W, 220V, 50HZ, 5000 rpm</li> <li>-With Stand and Table</li> <li>-With 2 year onsite warranty</li> <li>-Complete with stand and table</li> <li>-Laminate Board Table</li> <li>Size(inch): 32x16x1 (LxWxT)</li> <li>-MS Pipe Stand powder coated, 750mm Height, weight minimum 9 Kg</li> </ul>	30(1 Each)	
2	Bobbin & Bobbin Case	1 High quality bobbin case, 5 high quality aluminium bobbins, 1 pair	60 (2 Pairs each)	

		of right & left single/zipper foot, 1 gathering foot, 1 box [10nos] sewing machine needle of size 14 and 1box [10nos] sewing machine needle of size 16.		
3	Tailoring Scissors	Plastic handled stainless steel scissor for cutting Paper and fabric Minimum Length 200 mm	30 (1 Pair each)	
4	Seam Ripper	Handy seam ripper with plastic cover, used for opening stitches for sewing and craft works, Total Size: 8.9 x 1cm/ 3.5" x 0.39"	60 (2 Each)	
5	Tracing wheel	Metal Tracing wheel with minimum length:- 15.2cm, and wheel gear diameter:- 2.2cm.	30 (1 Each)	
6	Tailor's Chalk	Extra smooth tailoring, sewing markers with fashion designing triangle scales, set of 15 dust free tailoring chalks	30 (1 Box Each)	

7	Safety Pins	Steel safety pins of medium (3.5cm) and large sizes (5.5cm)	30 (1 Box Each)	
8	L Scale	-Size - 14x24 Inch -Made of virgin moulded plastic -Tailoring Ruler L-Scale	30 (1 Each)	
9	Hip Curve	-Hip Curve Ruler - 30" -Has both side markings (cm/inch). -Material - Plastic	30 (1 Each)	
10	French Curve	Set of 3 French curves, with each curve sporting a different size and shape. Material Moulded Plastic	30 (1 Each)	
11	Measuring Tape	Soft Plastic measuring tape of 150cm	30 (1 Each)	

12	Threads	180 mts polyester thread used in hand & machine work (set of 100)	30 (1 Box Each)	
13	Stationary	Pencil (HB) pack of 10 pcs	30 (1 Box Each)	
14	Thread Cutter	Metallic Blade size 3mm	60 (2 Each)	

Classroom Aids

The aids required to conduct sessions in the classroom are:

1. PC/Laptop
2. Screen Projector
3. Screen
4. Marker
5. White Board
6. Duster
7. Smart Phone

## Section 3: Performance Criteria & Assessment Criteria

### **Scope:**

The scope covers the following:

**1. Overview of PM Vishwakarma Scheme:**

- Introduction to PM Vishwakarma scheme
- Benefits under PM Vishwakarma Scheme
- Processes and Procedures

**2. Upskilling on working with the listed modern Tool- kit for Tailor (Darzi) to perform stitching operations using modern tools:**

- Skill Upgradation to modern tools

**3. Digital Literacy:**

- Basics of using mobile phones (Feature phones and Smart Phones)
- Using Basic Internet and mobile applications (Apps)
- Privacy and security related to Internet and mobile phones

**4. Financial Literacy:**

- Importance of being financially literate
- Process of opening and operating a bank account
- Applying and managing loans
- Using Digital Tools for receipts and payments
- Selecting savings and insurance products
- Preparing and Maintaining Bahi- Khata (Book-keeping)

- Awareness and prevention of financial frauds
- Filing complaints on business related issues with appropriate authority

**5. Marketing and Branding**

- Introduction to Marketing and Branding
- Building Customers Relations.
- Physical and Digital Marketplaces
- Success stories of doing collective business

**6. Self-Employment**

- Introduction to Self-Employment
- Making a plan for small business.
- Managing and expanding business.
- Knowing Government schemes and using ecommerce platforms.

Performance Criteria & Assessment Criteria

S. No.	Performance Criteria	Assessment Criteria				
		Theory Marks	Practical Marks	Project Marks	Viva Marks	
<b>Overview of PM Vishwakarma Scheme</b>					<b>20</b>	
<b>Introduction to PM Vishwakarma scheme</b>					5	
PC 1.	Hon'ble Prime Minister's vision for artisans and craftspeople, who work with their hands and tools, are usually self-employed and are generally considered to be a part of the informal or unorganized sector of the economy					
PC 2.	Understanding of the scheme objective - to improve the quality and reach to ensure that the Vishwakarmas are integrated with the domestic and global value chains					
PC 3.	Explain the scheme components: <ul style="list-style-type: none"> <li>○ Recognition: PM Vishwakarma Certificate and ID Card</li> <li>○ Skill Upgradation</li> <li>○ Toolkit Incentive</li> <li>○ Credit Support</li> <li>○ Incentive for Digital Transactions</li> <li>○ Marketing Support</li> </ul>					
PC 4.	List the 18 trades covered under the scheme					
<b>Benefits under PM Vishwakarma Scheme</b>					10	
PC 5.	Importance of the PM Vishwakarma Certificate and ID Card, emphasizing their role in giving artisans a unique identity and validating their skills and legacy					
PC 6.	Highlight the core aim of Basic Training to enable the Vishwakarmas to improve their skill levels through exposure to modern tools and best practices, designs,					

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
	introduction to the larger value chain of the sector; digital, financial, and soft skills; and imbibed with marketing and entrepreneurial knowledge				
PC 7.	Discuss the importance of digital and financial literacy in today's era and how these open new avenues				
PC 8.	Offer insights into the various ways the 1 lakh loan can be utilized for buying advanced tools, attending specialized workshops, or setting up a small workspace				
PC 9.	Highlight the core aim of Advanced Training: discuss the transition from an artisan to an entrepreneur, hands-on training on advanced tools				
PC 10.	Discuss the option for availing 2 lakh loan and the potential areas of its investment				
PC 11.	Discuss the importance of self-assessment: to check their achievements against the identified goals and upskill to stay updated in one's craft and business				
PC 12.	Understand the credit and market support provided under the scheme				
<b>Processes and Procedures</b>					5
PC 13.	Discuss the complete application procedure, including where and how to apply				
PC 14.	Explain how the scheme will reach out to them for various skill-enhancing opportunities.				
PC 15.	Elaborate on market support				
PC 16.	The Scheme envisages to incentivize digital transactions undertaken importance of digital transactions and the incentives they would receive for adopting this modern method				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 17.	List other Government schemes which may cater to their various requirements				
PC 18.	Facilitate linking the beneficiaries with the suitable exporters and traders operating under this sector				
<b>Upskilling on working with the listed modern Tool- kit for Tailor (Darzi) to perform operations using modern tools</b>		<b>20</b>	<b>70</b>	<b>0</b>	<b>10</b>
<b>Up gradation to power tools and operate motorized sewing machine</b>		<b>10</b>	<b>30</b>	<b>0</b>	<b>5</b>
PC 1.	Make sure the work area is free from hazards				
PC 2.	Check that machine is safe and set up in readiness for use				
PC 3.	Set up machine (Apparel Sewing machine) according to instructions and product requirements				
PC 4.	Connect the Machine to the power source correctly.				
PC 5.	Thread the needle in the machine and adjust the needle as per the requirements and the fabric type.				
PC 6.	Set thread tension as per the thickness of stitching thread and sewing fabric cut panel				
PC 7.	Check the equipment prior to making the stitching, including: a) Correct tools b) Correct attachments c) Changing needles d) Changing threads e) Changing awls f) Correct timing				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 8.	Check needles, and threads thoroughly				
PC9.	Perform a test sewing run to ensure appropriate stitching				
PC10.	Operate machines safely and in accordance with guidelines and use appropriate needle guard.				
PC 11.	Optimize the correct positioning and layout of materials to ensure a smooth and rapid throughput as directed				
<b>Stitch components to produce full products</b>		<b>10</b>	<b>40</b>	<b>0</b>	<b>05</b>
PC 12.	Use the correct patterns and work-aids				
PC 13.	Carry out test sewing to ensure defect free stitching.				
PC 14.	Stitch the correct materials in the right sequence as required by the product specification				
PC 15.	Ensure stitched product conforms to shape and size requirement				
PC 16.	Ensure stitched products meets specification in terms of labels and trims				
PC 17.	Inspect the finally stitched garment/component for any stitching defect.				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 18.	Inspect stitched products against specifications.				
PC 19.	Carry out alterations to meet customer requirements				
PC 20.	Rectify or repair where stitched items do not meet product specification				
PC 21.	Clean and make safe machines after use and cover the machine with machine cover				
PC 22.	Cut the thread appropriately after completion of sewing operation				
PC 23.	Carry out basic Autonomous maintenance (Cleaning, Oil Checking, Right Threading, Tightening any loose parts of own machines				
PC 24.	Leave work area safe and secure when work is complete and clean the machine and cover it with machine cover before you leave				
<b>Digital Literacy</b>		<b>30</b>	<b>70</b>		
<b>Basics of using mobile phones (Feature phones and Smart Phones)</b>		10	20		
PC 1.	Identify and name basic parts of a smart phone and feature phone				
PC 2.	Switch on and off the phone along with inserting sim card, charging the phone				
PC 3.	Configure phone settings such as setting passwords, saving and transferring contacts, adjusting display, volume, mobile data, hotspot, back up etc.				
PC 4.	Transfer data from one mobile to another, recharge phones				
PC 5.	Use camera features like photos and video recording and other features like dictation and voice recording				
PC 6.	Use of one phone number especially for government schemes, banking, Aadhar etc				
<b>Using Basic Internet and mobile applications</b>		10	30		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 7.	Installing and configure applications such as whatsapp, gmail, google maps, paytm and other social media applications such as facebook and you tube				
PC 8.	Using WhatsApp effectively				
PC 9.	Creating a gmail account				
PC 10.	Geo-tag your location your workshop/office location, shop				
PC 11.	Setting up of account, and Upload and share content on social media like Facebook, You tube, Instagram, etc				
PC 12.	Use platforms for skilling and learning, including government portals				
PC 13.	Basics of Online Shopping and using digital payment modes such as Paytm, credit card etc				
<b>Privacy and security related to Internet and Mobile Phone</b>		10	20		
PC 21.	Identify and save oneself from cyber frauds				
PC 22.	Use social media appropriately and ethically				
PC 23.	Safeguard mobile phones and data by using passwords, not clicking on suspicious links and sharing data securely				
<b>Financial Literacy</b>		0	0	0	50
<b>Importance of being financially literate</b>					5
PC 1.	Understand simple financial terms such as payments, receipts, income, expenses, etc.				
PC 2.	Know about business related financial transactions for taking decisions				
wsPC 3.	Setting short term, medium term, and long-term financial goals				
PC 4.	Understand the importance of savings and expenses				
<b>Process of opening and operating a bank account</b>					10
PC 5.	Difference between savings and current account				
PC 6.	Process of opening a bank account				
PC 7.	Know-about required KYC documents like Aadhaar, PAN, GST, MSME certificate etc.				
PC 8.	Operate and manage bank accounts				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>Applying and managing loans</b>					10
PC 9.	Understanding of secured and unsecured loans				
PC 10.	Process of applying for loans.				
PC 11.	Understanding the repayment schedule of the loan based on the interest rate and duration				
PC 12.	Impact of delayed payment of loan instalment				
<b>Using Digital Tools for Receipts and Payments</b>					10
PC 13.	Using UPI for digitally receiving and making payments				
PC 14.	Using QR Codes for digitally receiving and making payments				
PC 15.	Use internet and mobile banking for fund transfer and payment				
PC 16.	Perform transactions using ATM cum debit cards and credit cards, Rupay Card, etc.				
<b>Selecting savings and insurance products</b>					5
PC 17.	Explain different saving products				
PC 18.	Select appropriate saving products				
PC 19.	Explain different types of insurance plans and products				
<b>Preparing and Maintaining Bahi- Khata (Book-keeping)</b>					5
PC 20.	Creating accounts for Bahi- Khata (Book-keeping)				
PC 21.	Maintain Bahi-Khata				
PC 22.	Prepare income statement				
<b>Awareness and prevention of financial frauds</b>					3
PC 23.	Identify potential fraudulent transactions.				
PC 24.	Apply preventive measures to avoid financial frauds.				
<b>Filing complaints on business related issues with appropriate authority</b>					2
PC 25.	Reporting of fraud to the appropriate authority				
<b>Marketing and Branding</b>		0	30	0	20
<b>Know the benefits of Marketing and Branding for Products and Services</b>			15		5

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 1.	Give accurate meaning for branding, marketing, and sales				
PC 2.	Provide the reason for obtaining quality certifications like ISI mark, Agmark, and Hallmark				
PC 3.	Create photographs and videos that effectively represent the overall brand identity				
PC 4.	Use social media platforms effectively for marketing of products and services				
PC 5.	Select preferred social media, online or traditional marketing platforms/ channel as per the needs of the customer				
PC 6	Include geotagged videos and pictures appropriately to enhance the advertisement's effectiveness				
PC 7	Design and develop printed marketing materials (pamphlets, brochures, banners) that are visually appealing and informative				
PC 8	Plan and implement promotional offers and campaigns customized to local festive seasons and special occasions				
<b>Engaging with customers to establish long-term relationships</b>			5		5
PC 9.	Maintain a well-groomed and presentable appearance and behavior				
PC 10.	Engage effectively with customers to gather information about their specific needs				
PC 11.	Identify and confirm customers' expectations				
PC 12.	Recognize the value of customer feedback in improving products and services				
PC 13.	Gather feedback from customers that will help in improving customer service				
PC 14.	Develop long term relationship with customers to increase business profitability				
PC 15.	Evaluate the effectiveness of incentive plans, deals, offers etc. in retaining and engaging customers				
<b>Physical and Digital Marketplaces</b>			10		5
PC 16.	Conduct market research to identify marketplaces relevant to the products and services				
PC 17.	Define the terms Physical and Digital marketplace				
PC 18.	Give the benefits of setting up shops, and stalls in events like melas, exhibitions, trade shows, etc.				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 19.	Demonstrate the process of registering and listing the products or services on the digital marketplaces				
PC 20.	Use of social media platforms effectively for the sale of goods and services				
<b>Benefits of doing business collectively</b>					5
PC 21	Identify the benefits of collectively doing Business				
PC 22.	Apply the best practices of the organizations like “Amul”, “Lijjat”, “Javed Habib” etc. for coming together to produce a product or service and help people get out of poverty				
PC 23.	Give an overview on these success stories that has helped these companies succeed, grow, and remain in business				
<b>Self-Employment</b>		30	70	0	0
<b>Introduction to Self-Employment</b>		5	5		
PC 1.	Explain the meaning of self-employment and its benefits				
PC 2.	Identify and categorize various types of self-employments				
<b>Making a plan for small business</b>		10	20		
PC 3.	Create a plan for a small business with defined goals, customers, costs, competitors, resource utilization etc.				
PC 4.	Develop a cost sheet planning the utilization of INR 1 Lakh loan amount to start their business and the roadmap ahead.				
PC 5.	Summarize the legal pre-requisites set by the local authority for starting and operating a small business.				
<b>Managing and expanding business</b>		10	30		
PC 6.	Manage effectively and efficiently various resources such as money, labour, raw materials, tools and machinery, etc. using the loan fund and mitigate risks.				
PC 7.	Develop ways to increase sales, maintain quality of products and services and healthy customer relations.				
<b>Knowing Government schemes and using ecommerce platforms</b>		5	15		
PC 8	Identify various relevant Government schemes for small businesses and self-employed individuals and explain their terms and conditions.				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 9.	List various e-commerce platforms such as on ONDC, Amazon, Flipkart, India Mart, Urban Clap, Yes Madam, etc. and register as vendor on the same.				
<b>Grand Total Marks</b>		<b>80</b>	<b>240</b>	<b>0</b>	<b>100</b>

*(Assessment Criteria may be specified at Element/PC level as per the requirement.)*

## Section 4: Trainers & Assessors

1.	<p><b>Trainer's Qualification and experience in the relevant sector (in years)</b></p>	<p><b>Domain Trainer:</b></p> <ul style="list-style-type: none"> <li>a) <i>ITI Instructors from Directorate General of Training (DGT) ecosystem who have preferably worked in the industry and have technical know-how about the operations of the modern listed tools in relevant trades</i></li> <li>b) <i>Certified trainers from the NCVET recognized Awarding Bodies</i></li> <li>c) <i>Working professionals from the industry or clusters who have good knowledge and experience about the working/ operations of the listed modern tools in the relevant trades</i></li> </ul> <p><b>Life Skills Trainer:</b></p> <ul style="list-style-type: none"> <li>a) <i>ITI Instructors from Directorate General of Training (DGT) ecosystem*</i></li> <li>b) <i>Certified trainers from the recognized Awarding Bodies*</i></li> </ul> <p><b>*Mandatory Training of Trainers (ToT) of existing certified trainers on employability and entrepreneurship skills modules</b></p> <p><b>District-wise list of trainers/ Assessors is to be identified and made available</b></p>
2.	<p><b>Assessor's Qualification and experience in relevant sector (in years)</b></p> <p><i>(Preference – Vishwakarma Trainer in relevant trades will be onboarded on assessments for becoming Certified Assessors / Certified Assessors in relevant trade. Certified assessor will also take the Life Skills Module assessment.)</i></p>	<p><b>Assessor:</b></p> <ul style="list-style-type: none"> <li>a) <i>Certified Assessors of the recognized Assessment Agencies</i></li> <li>b) <i>Certified trainers may also get certified as an Assessor to conduct assessments in relevant trades (A Trainer can also act as an Assessor for a different location)</i></li> </ul>

## Annexure: Acronym and Glossary

### Acronym

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

### Glossary

Term	Description
<b>National Occupational Standards (NOS)</b>	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.
<b>Qualification</b>	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
<b>Qualification File</b>	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.
<b>Sector</b>	A grouping of professional activities on the basis of their main economic function, product, service or technology.

## Annexure: Marketing and Branding

### Exercises for the Participants

**Objective:** To make participants assimilate the concepts taught and demonstrate the learning.

**Time and Task:** About 2 hours can be spent on first explaining the concept of value along with its elements and then perform the exercise. If the participants are literate trainer can ask them to write down points on papers. If the participants are dominantly illiterate then trainer can help them by writing down the points shared on board.

### 4.1 Creating Value Table

Table-1: Value:  $\{(benefits + Returns) - (Costs + Risks)\}$

All the elements given of value are to be defined from consumer's perspective. Benefits that the customers will receive because of the craftsperson's work. Returns, i.e., long term benefits that customers will receive. Costs are the payments (monetary and non-monetary) incurred by customers in availing the service or purchasing the product made by craftsperson. Risks to be avoided by customers by purchasing the product or service given by the concerned craftsperson. Overall customer's perspective is to be talked about in this exercise.

Benefits	Returns	-	Costs	Risks
- Functional	- Rent		- Monetary (Acquisition; Possession; Usage)	- Financial
- Emotional (bonding)	- Income			- Time
- Social (Recognition)				- Psychological
- Experiential			- Time & Energy	

(Design; Service; Brand)			- Psychological	
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Each craftsman should be able to learn the importance of communicating the value that his / her profession offers to the customers. Generally, it is observed that craftsmen have some idea about the value they contribute, but is not clearly articulated. The aim of this exercise is to make the knowledge of craftsman explicit in terms of their value contributions. Table-1 is a generic descriptive table which explains the sub-components of the elements of value. This is for trainer's understanding. It is expected that the trainer would use the given tables customized for the concerned crafts. This is to make the craftsman come up with the value they are creating for the customers.

#### 4.1 Tailoring Services

The following points are only indicators for the trainer. S/he is expected to make the participants speak and bring out as many points as possible.

Benefits	Returns	Costs	Risks
<ul style="list-style-type: none"> <li>- Stitching will be perfect</li> <li>- Will help customer remember the occasions well with the clothes they wore</li> <li>- People who see the work will ask for reference of tailor</li> <li>- I can stitch the designs provided by you or if you wish I can also help you with design your apparels. You can ask so-n-so customer for feedback.</li> </ul>	<ul style="list-style-type: none"> <li>- There is no necessity for restitch like in case of some readymade clothes.</li> <li>- Stitch will remain strong for a long time.</li> </ul>	<ul style="list-style-type: none"> <li>- My services are not so costly compared competition.</li> <li>- I will be delivering stitched clothes well within time.</li> <li>- Customer need not visit shop multiple times.</li> <li>- Customer will get satisfaction after usage for sure.</li> </ul>	<ul style="list-style-type: none"> <li>- Need not adjust with unsuitable readymade clothes.</li> <li>- It's easy to find the tailor as s/he is well known.</li> <li>- Overall satisfaction of getting cloth stitched will be best.</li> </ul>