QUALIFICATION FILE – Micro Credentials

Fundamentals of Content Writing

☒ **Public** ☐ **Private**

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

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

NCrF/NSQF Level: 4

Submitted By:

Additional Skill Acquisition Programme Kerala

Kinfra Park, Sainika School P.O,
Chanthavila, Kazhakootam, Trivandrum, Kerala – 695585

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Section 1: Basic Details

1.	Micro Credential-Qualification Name	Fundamentals of Content Writing		
2.	Sector/s	Media and Entertainment		
3.	National Qualification Register (NQR) Code & Version *(Will be issued after NSQC approval.)*	*NM-04-ME-02706-2024-V1-ASAP*	**4. NCrF/NSQF Level: 4**	
5.	Brief Description of the Micro Credential	Content writer plays a crucial role in shaping and articulating a company/organization's brand identity through compelling and engaging content. A professional in this job role collaborate with cross-functional teams to create content that resonates with the target audience, drives brand awareness, and supports overall marketing objectives. The essential qualities a Creative content writer possess include passion for storytelling, a keen eye for detail, and the ability to adapt their writing style to various platforms and formats.		
6.	Eligibility Criteria for Entry for Students/Trainee/Learner/Employee	a. **Entry Qualification & Relevant Experience** | S. No.	Academic/Skill Qualification (with specialization- if applicable)	Relevant Experience (with specialization- if applicable)
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1	12th pass and above	NA | b. **Age** : 18		
7.	Credits Assigned to this Qualification, Subject to Assessment *(as per National Credit Framework (NCrF))*	1	**8. Common Cost Norm Category (I/II/III)** *(wherever applicable)***:II**	
9.	Any Licensing Requirements/ Pre-requisites for Undertaking Training *(wherever applicable)*	NA		
10.	Expected Outcomes of the Micro Credential	Terminal learning outcomes are: ● **Enhanced Writing Skills** ● **Content Strategy Development** ● **Content Management Skills** ● **Versatility in Content Creation**		

11.	**Training Duration by Modes of Training Delivery** *(Specify **Total Duration** as per selected training delivery modes and as per requirement of the qualification)* ***30 hours***				
		Training Delivery Mode	Theory (Hours)	Practical (Hours)	Total (Hours)
		Classroom (offline)	12	18	30

☒ **Offline Only** ☐**Online Only** ☐**Blended**

(Refer Blended Learning Annexure for Details)

12.	**Assessment Criteria**						
		Theory (Marks)	Practical (Marks)	Project (Marks)	Viva (Marks)	Total (Marks)	Passing %age
		40	20	30	10	100	50

13.	**Is the Qualification Amenable to Persons with Disability**	☐ Yes ☒ No If *"Yes", specify applicable type of Disability:*
14.	**How participation of women will be encouraged?**	40% seat allocation to female candidates
15.	**Other Indian Languages in which the Micro Credential will be implemented.**	Hindi
16.	**Is similar Micro Credential Qualification(s) available on NQR- if yes, justification for this qualification**	☐ Yes ☒ No URLs of similar Qualifications:
17.	**Name and Contact Details Submitting / Awarding Body SPOC**	**Name: Dr. Usha Titus** **Email: cmd@asapkerala.gov.in** **Website: www.asapkerala.gov.in** **Contact No.: 04712772500**

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18.	NSQC Approval Date: 30-05-2024	19. Validity Duration: 3 years	20. Next Review Date: 31-05-2027

Section 2: Training Related

1.	**Trainer's Qualification and experience in relevant sector (in years)** *(as per requirement and NCVET guidelines)*	Graduate in English or similar certified 5 years experience in Content writing/Language/Soft skill Training
2.	**Master Trainer's Qualification and experience in relevant sector (in years)** *(as per requirement and NCVET guidelines)*	Graduate in English or similar certified 7 years experience in Content writing/Language/Soft skill Training
3.	**Tools and Equipment Required for Training**	☐ **Yes** ☒ **No** *(If "Yes", details to be provided in Annexure)*

Section 3: Assessment Related

1.	**Assessor's Qualification and experience in relevant sector (in years)** *(as per requirement and NCVET guidelines)*	**Graduate in English or similar certified** **5 years experience in conduct of Language/Soft skill Assessment**
2.	**Proctor's Qualification and experience in relevant sector (in years)** *(as per requirement and NCVET guidelines)*	**Graduate in English or similar certified** **7 years experience in conduct of Language/Soft skill Assessment**
3.	**Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years)** *(as per requirement and NCVET guidelines)*	**Post Graduate in English or similar certified** **9 years experience in conduct of Language/Soft skill Assessment**
4.	**Assessment Mode** *(Specify the assessment mode)*	**Mode:** ☐ **Online Only** ☒ **Offline Only** ☐ **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)*

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Section 4: Evidence of Need of the Micro Credential

As per the NCVET Guidelines for evidence of need, provide the required Annexure/Supporting documents.

1.	Government /Industry initiatives/ requirement (Yes/No): Yes
2.	Number of Industry validation provided: 5
3.	Estimated number of people to be trained: Approx 100 per year

Section 5: Annexure Check List

Specify Annexure Number and Name.

1.	**Annexure:** NCrF/NSQF level justification based on NCrF Level/NSQF descriptors *(Mandatory)*	Annexure 1
2.	**Annexure:** Learning Outcomes and Assessment Criteria *(Mandatory)*	Annexure 2
3.	**Annexure:** Assessment Strategy *(Mandatory)*	Annexure 3
4.	**Annexure :** List of tools and equipment relevant for qualification *(Mandatory – Except in case of online course)*	Annexure 4
5.	**Annexure :** Industry validation	Annexure 5
6.	**Annexure :** Training details	Annexure 6
7.	**Annexure:** Acronym and Glossary *(Optional)*	Annexure 7

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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	● Understanding the creative and technical aspects of writing ● To clearly understand and comprehend the scope, context and possibilities of the thread for writing	● Possesses specialized knowledge of procedures employed in both routine and non-routine context. ● Has knowledge of collecting and interpreting the available information, drawing conclusions communicating the same.	4
Professional and Technical Skills/ Expertise/ Professional Knowledge	● Familiarize with the art and methodology of narration ● To become equipped to transform ideas to content	● Possesses specialized professional and technical skills; displays clarity of professional knowledge and technical skills in broad range of activities/tasks. ● Can clearly identify the relevant tools; and has advanced knowledge of materials in most routine/ non-routine contexts.	4
Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	● Acquire knowledge and skills to become a freelance content creator as well as to work in associate with institutions/companies. ● Able to transact tools and techniques of	● Has good skills for self-employment and entrepreneurship skills/ entrepreneurial Mind-set which may potentially create job for more persons (say 3 to 5).	4

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	content writing to teammates.		
Broad Learning Outcomes/Core Skill	• Content Ideation • Transforming ideas to content • Presentation and narration skills	The candidate must be able to carry out a specialized job/ work/ tasks in a familiar/ unfamiliar, predictable/ unpredictable, routine/ non-routine, situation of multiple options/ choices	4
Responsibility	• Ability to generate plagiarism free creative content. • Collaborate with team mates to finetune the content • Collaborate with group members to present generate content effectively	• Takes complete responsibility for delivery and quality of own work and output as also the subordinates. • Shares responsibility for the group tasks.	4

Annexure 2: Learning Outcomes and Assessment Criteria

Detailed learning outcomes and assessment criteria for the qualification are as follows:

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S. No.	Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
1.	PC 1 : Gained an introduction to the scope, technicalities and possibilities of Content writing and Presentation	10	5	NA	2
2.	PC 2 : Developed preliminary understanding of types of content, its generation and applications.	10	5	NA	2
3.	PC 3 : Learnt the basics of Written communication	10	10	10	3
4.	PC 4 : Developed an ability to effectively present content.	10	10	10	3
	Total Marks	**40**	**30**	**20**	**10**

Annexure 3: 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 through email
- Assessment agencies send the assessment confirmation to TC looping ASAP Kerala - NA
- Assessment agency deploys the ToA certified Assessor for executing the assessment – Yes.
- ASAP Kerala monitors the assessment process & records – Yes.

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

3. Assessment Quality Assurance levels/Framework:
- Question bank is created by the Subject Matter Experts (SME) are verified by the other SME - The Question Bank is prepared by content development team with the support of the SMEs.
- Questions are mapped to the specified assessment criteria – Yes.
- Assessor must be ToA certified & trainer must be ToT Certified – Yes.

4. Types of evidence or evidence-gathering protocol:
- Time-stamped & geotagged reporting of the assessor from assessment location - NA
- Centre photographs with signboards and scheme specific branding – Yes.

5. Method of verification or validation:
- Surprise visit to the assessment location - Yes

6. Method for assessment documentation, archiving, and access
- Hard copies of the documents are stored - Yes, the documents will be in the custody of respective district offices.

Annexure 4: Tools and Equipments

Classroom Aids:

The aids required to conduct sessions in the classroom are:
1. Laptop
2. Projector

Annexure 5: Industry Validations Summary

S. No	Organization Name	Representative Name	Designation	Contact Address	Contact Phone No	E-mail ID	LinkedIn Profile *(if available)*
1	View.com	Mathew Sebastian	Head-Product Design and Communication	9803 NE 15th street, Bellevue WA 98004	9019512094	uxd@mathewsebastian.com	
2	Entri App	Basila M	Content creator and soft skill trainer	Malepally,Thrikkara,Kakkanad,Ernakulam,Kerala	9645234981	--	

3	Monitor Communications	Satheesh Kumar B S	Proprietor	VRA 17A,Sree Chitra Lane,Vanchiyoor, Trivandrum,Kerala	9447342265	monitorcommunication@gmail.com	
4	KPCC Digital Cell	Nirmal Kumar S	Content Stratergist	KPCC,Indira Bhavan,Vellayambalam,Trivandrum	9446106853	itcell@kpcc.org.in	
5	Freelance Content Writer	Shamna K	Content Writer	NA	7356778048	shamnaplpy@gmail.com	

Annexure 6: Training Details

Training Projections:

Year	Estimated Training # of Total Candidates	Estimated training # of Women	Estimated training # of People with Disability
2024	75	35	5
2025	100	40	7
2026	125	60	8

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

Annexure 7: 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
NQR	National Qualification Register
NSQF	National Skills Qualifications Framework
OJT	On the Job Training

Glossary

Term	Description
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 based on their main economic function, product, service or technology.