

QUALIFICATION FILE – PM Vishwakarma

Basic Sculptor and Stone Artist (Moortikar)

NCrF/NSQF Level: 2.5

Submitted By:

Handicrafts and Carpet Sector Skill Council-HCSSC

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Section 1: Basic Details





1.	PM Vishwakarma -Qualification Name	Basic Sculptor and Stone Artist (Moortikar)	
2.	Sector	Handicrafts and Carpet Sector Skill Council	
3.	Related Qualification Available on NQR (wherever applicable)	Name: NA	NQR Code & version: NA & Version 1.0
4.	National Qualification Register (NQR) Code & Version (Will be issued after NSQC approval.)	NG-2.5-HC-00759-2023-V1-HCSSC	5. NCrF/NSQF Level: 2.5
6.	Brief Description of the Job Role	Sculpting and stone art with local materials involves shaping readily available stones using hand tools. Artisans draw inspiration from their surroundings and cultural heritage, creating meaningful sculptures that reflect tradition and community. This process fosters sustainability, preserves cultural identity, and contributes to local economies.	
7.	Eligibility Criteria for Entry for a Student/Trainee/Learner/Employee	<div>a. Entry Qualification & Relevant Experience:</div> <div><div>Academic/Skill Qualification (with Specialization - if applicable)</div><div>Existing Vishwakarmas duly verified as per the Scheme</div><div>b. Age: NA</div></div>	
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): I
10.	Any Licensing Requirements for Undertaking Training on This Qualification (wherever applicable)	NA	





11.	Training Duration by Modes of Training Delivery <i>(as per requirement of the qualification)</i>	<table border="1"> <thead> <tr> <th data-bbox="1039 261 1554 293">Modules</th> <th data-bbox="1565 261 1937 293">Notional Hours (hh:mm)</th> </tr> </thead> <tbody> <tr> <td data-bbox="1039 333 1554 365">Upskilling on Modern Toolkit</td> <td data-bbox="1565 333 1937 365">15:00 hours</td> </tr> <tr> <td data-bbox="1039 373 1554 405">Employability and Entrepreneurial skills</td> <td data-bbox="1565 373 1937 405">23:30 Hours</td> </tr> <tr> <td data-bbox="1039 413 1554 445">Feedback and Interactive session</td> <td data-bbox="1565 413 1937 445">01:30 Hours</td> </tr> <tr> <td data-bbox="1039 453 1554 485">Total</td> <td data-bbox="1565 453 1937 485">40:00 Hours</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	Total	40:00 Hours
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Total	40:00 Hours												
12.	Is the Qualification Amenable to Persons with Disability	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If “Yes”, specify applicable type of Disability: SHI, LD											
13.	Name and Contact Details Submitting / Awarding Body SPOC <i>(In case of CS or MS, provide details of both Lead AB & Supporting ABs)</i>	Mr. Krishan Kumar Email: ceo@hcsc.in Contact No.: 011-26139834 Website: www.hcsc.in											
14.	Final Approval Date by NSQC: 14th September 2023	15. Validity Duration: Co-terminus with the PM Vishwakarma Scheme subject to midway changes in the qualification	16. Next Review Date:										

Section 2: Tools and Equipment Details

List of Tools and Equipment

Batch Size: 30

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size	Tool Image/ Image URL
1	Stone Polisher	Polishes the stone to smoothens the edges and giving shine to the product	2 Eqpt NOS	
2	Painter Spray Gun	Paint spray gun is used to spray paint evenly on the moorti such as durga moorti and other sculpture	4Eqpt NOS	
3	Advanced Hammer combo	Hammer is used to nail and fix the structures for the durga idols	4 Eqpt Nos	
4	Electric Stone/Tile/Marble Cutter	The Electric Stone Cutter revolutionizes sculpting by providing precision and efficiency. Its powerful motor and adjustable settings enable artists to effortlessly cutting stones in desired shapes.	2 Eqpt Nos	

5	Screwdriver and pliers	To shape the internal support structure and some detailing.	4 Eqpt Nos	
6	Measuring Tape	Advanced measurement tape	4 Eqpt Nos	
7	Pencil, eraser	Standard For marking the guides and lines for sculpting	5 Packets	
8	Twine Thread	Twine threads are used to tie the hay to get the basic structure of durga idols	60 Kg	

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 Basic Sculptor and Stone Artist to perform 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
Overview of PM Vishwakarma Scheme					20
Introduction to PM Vishwakarma scheme					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: <div><ul style="list-style-type: none">○ Recognition: PM Vishwakarma Certificate and ID Card○ Skill Upgradation○ Toolkit Incentive○ Credit Support○ Incentive for Digital Transactions○ Marketing Support</div>				
PC 4.	List the 18 trades covered under the scheme				
Benefits under PM Vishwakarma Scheme					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,				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
	designs, 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				
Processes and Procedures					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				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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				
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				
Upskilling on working with the listed modern Tool- kit for Basic Sculptor and Stone Artist to perform operations using modern tools		20	80		
understanding the history, principles and basic techniques involved in crafting ceramics and stone art from local village based raw materials.		2			
PC1	learning the significance and history of basic sculpting and stone artistry	1	-		
PC2	overview of basic sculpting techniques involved in ceramics and stone art	1	-		
learning about the various tools and their proper utilisation involved in the process of ceramic and stone art, while ensuring precision and efficiency		1	4		
PC3	understand the range of tools required in sculpting including simple hand tools like chisels, hammers, rasps, loop tools wire tools, modeling tools, clay shapers, stone polisher, rolling pins, slab rollers, kiln, brushes and basic stone cutting machinery.	1			

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC4	selection of readily available material for basic sculpting keeping in mind hardness, color and texture like slate		2		
PC5	understand the process of proper use of stone cutting using basic stone cutting machinery.		2		
selection and preparing the clay for building the sculpture		1	22		
PC6	choose the appropriate type of stoneware clay for sculpture	1			
PC7	knead the clay to remove air pockets		2		
PC8	use fingers to gently pinch and shape the clay		2		
PC9	roll out clay coils and stack or twist them to create the sculpture's structure		4		
PC10	roll out flat clay slabs and cut and join them to construct the sculpture		4		
PC11	sculpt the clay directly and manipulating it with tools to achieve the desired shapes and textures		4		
PC12	allow the sculpture to dry gradually and evenly to avoid cracking		2		
PC13	apply ceramics glazes to the bisque-fired sculpture		2		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC14	use brushes, sprayers or dipping techniques to apply the glaze evenly		2		
visualizing of concept and rough shaping of the stone to proceed for basic carving.		2	6		
PC15	plan the design of the sculpture with the help of sketches.	1	2		
PC16	rough shaping of the materials using materials like chisels, hammers, rasps.	1	2		
PC17	achieving the general proportions and contouring of the sculpture		2		
carrying out the process of basic carving and bringing in detailing		2	6		
PC18	gradually refine the shape by removing more material with appropriate tools.	1	2		
PC19	start adding finer details to the sculpture.	1	2		
PC20	applying use of smaller chisels, files and other carving tools like basic stone cutting machinery to create intricate features, textures and patterns		2		
carrying out the carving process and inlay integration		4	16		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC21	sculpt the rough shape of the sculpture using larger chisels and mallets and advanced tools like drilling machines and power grinders	1	3		
PC22	design and prepare the materials for inlay pieces	1	3		
PC23	selecting contrasting stones, metals and other materials to create beautiful motifs	1	2		
PC24	bring in use of finer carving equipment like chisels, files and diamond pointed tools to add intricate details and textures to the sculpture	1	2		
PC25	carving precise recesses in the marble to accommodate the inlay materials using skillful cutting and shaping techniques		3		
PC26	place the prepared inlay materials into the recesses, ensuring a seamless fit		3		
preparing the stone and carving work		3	14		
PC27	take the stone and put it on the ground in stable position and use a sandbag to stabilize the stone before working on it	1	2		
PC28	draw the sketch, once finalized, on the stone with hand	1	2		
PC29	corelate proportions and locations of the product after sketching the initial sketch on the stone	1	2		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC30	carve out the product marking and outline with the help of hammer and chisel		2		
PC31	remove the unwanted material from the stone with the help of hand tools and machines and get a desired figure in the form of rough shape		2		
PC32	refine the shape by scraping stone again with help of chisels, hammers and cutting and drilling machinery		2		
PC33	do fine detailing and give final shape to the object / product using small fine chisel and drills		2		
cladding the structure		1	4		
PC34	perform the process of cladding as per customers demand and select different materials to achieve the desired result	1	4		
treating the surface and applying the finishing touches		2	5		
PC35	use tools like sandpaper to smooth the surface or create textured effects	2	3		
PC36	make any final adjustments to the sculpture		2		
preserving the sculpture		2	3		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC37	if the sculpture will be placed outdoors or exposed to the elements, consider applying a protective sealant or coating to enhance its durability and longevity.	2	3		
Digital Literacy		30	70		
Basics of using mobile phones (Feature phones and Smart Phones)		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				
Using Basic Internet and mobile applications		10	30		
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				
Privacy and security related to Internet and Mobile Phone		10	20		
PC 21.	Identify and save oneself from cyber frauds				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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				
Financial Literacy		0	0	0	50
Importance of being financially literate					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				
PC 3.	Setting short term, medium term, and long-term financial goals				
PC 4.	Understand the importance of savings and expenses				
Process of opening and operating a bank account					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				
Applying and managing loans					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				
Using Digital Tools for Receipts and Payments					10
PC 13.	Using UPI for digitally receiving and making payments				
PC 14.	Using QR Codes for digitally receiving and making payments				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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.				
Selecting savings and insurance products					5
PC 17.	Explain different saving products				
PC 18.	Select appropriate saving products				
PC 19.	Explain different types of insurance plans and products				
Preparing and Maintaining Bahi- Khata (Book-keeping)					5
PC 20.	Creating accounts for Bahi- Khata (Book-keeping)				
PC 21.	Maintain Bahi-Khata				
PC 22.	Prepare income statement				
Awareness and prevention of financial frauds					3
PC 23.	Identify potential fraudulent transactions.				
PC 24.	Apply preventive measures to avoid financial frauds.				
Filing complaints on business related issues with appropriate authority					2
PC 25.	Reporting of fraud to the appropriate authority				
Marketing and Branding		0	30	0	20
Know the benefits of Marketing and Branding for Products and Services			15		5
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				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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				
Engaging with customers to establish long-term relationships			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				
Physical and Digital Marketplaces			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.				
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				
Benefits of doing business collectively					5
PC 21	Identify the benefits of collectively doing Business				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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				
Self-Employment		30	70	0	0
Introduction to Self-Employment		5	5		
PC 1.	Explain the meaning of self-employment and its benefits				
PC 2.	Identify and categorize various types of self-employments				
Making a plan for small business		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.				
Managing and expanding business		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.				
Knowing Government schemes and using ecommerce platforms		5	15		
PC 8	Identify various relevant Government schemes for small businesses and self-employed individuals and explain their terms and conditions.				
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.				
Grand Total Marks		80	250	0	90

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

Section 4: Trainers & Assessors

1.	Trainer's Qualification and experience in the relevant sector (in years)	Domain Trainer: <ul style="list-style-type: none"> 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> b) <i>Certified trainers from the NCVET recognized Awarding Bodies</i> 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> Life Skills Trainer: <ul style="list-style-type: none"> a) <i>ITI Instructors from Directorate General of Training (DGT) ecosystem*</i> b) <i>Certified trainers from the recognized Awarding Bodies*</i> *Mandatory Training of Trainers (ToT) of existing certified trainers on employability and entrepreneurship skills modules District-wise list of trainers/ Assessors is to be identified and made available
2.	Assessor's Qualification and experience in relevant sector (in years) <i>(Preference – Vishwakarma Trainer in relevant trades will be onboarded on assessments for</i>	Assessor: <ul style="list-style-type: none"> a) <i>Certified Assessors of the recognized Assessment Agencies</i>

	<i>becoming Certified Assessors / Certified Assessors in relevant trade. Certified assessor will also take the Life Skills Module assessment.)</i>	<i>b) 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>
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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.

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)			- Time & Energy	- Psychological
- Experiential				

(Design; Service; Brand)			- Psychological	
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Each craftsperson 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 craftsperson 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 craftsperson come up with the value they are creating for the customers.

4.2 Sculptor (Moortikar)/ Stone carver/ Stone breakers

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"> - Eco-friendly products which are beneficial to customers and producers. - Satisfaction of helping the self and producer. - Recognition in society for environmental friendliness. 	<ul style="list-style-type: none"> - Long-term satisfaction that we are using good products. - Satisfaction that users are familiarising themselves with Indian traditions. 	<ul style="list-style-type: none"> - Affordable products to all segments of the society. - Easy to use and maintain. - Psychological satisfaction 	<ul style="list-style-type: none"> - Assurance that we are not taking too much from earth. - Assurance that users will not be negatively affected

- Traditional designs giving consumer Indian culture's backdrop.			
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