

QUALIFICATION FILE

Distributor Sales Representative

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

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

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

NCrF/NSQF Level: 3.0

Submitted By:

Telecom Sector Skill Council

3rd Floor, Plot No 126, Sector - 44 Gurgaon - 122003

Email: tssc@tsscindia.com

Table of Contents

Section 1: Basic Details 3

Section 2: Module Summary 5

 NOS/s of Qualifications..... 5

 Mandatory NOS/s: 5

 Assessment - Minimum Qualifying Percentage..... 5

Section 3: Training Related..... 5

Section 4: Assessment Related..... 6

Section 5: Evidence of the need for the Qualification..... 7

Section 6: Annexure & Supporting Documents Check List..... 7

 Annexure 1: Evidence of Level..... 8

 Annexure 2: Tools and Equipment (Lab Set-Up) 10

 Annexure 3: Industry Validations Summary..... 11

 Annexure 4: Training & Employment Details 13

 Annexure 5: Blended Learning 15

 Annexure 6: Detailed Assessment Criteria 15

 Annexure 7: Assessment Strategy..... 18

 Annexure 8: Acronym and Glossary 20

Section 1: Basic Details

1.	Qualification Name	Distributor Sales Representative													
2.	Sector/s	Telecom													
3.	Type of Qualification: ☐ New ☒ Revised ☐ Has Electives/Options ☐ OEM	NQR Code & version of existing/previous qualification: (2022/TEL/TSSC/06999, V4.0)	Qualification Name of existing/previous version: Distributor Sales Representative												
4.	a. OEM Name b. Qualification Name (Wherever applicable)														
5.	National Qualification Register (NQR) Code &Version (Will be issued after NSQC approval)	QG-03-TL-04069-2025-V2-TSSC	6. NCrf/NSQF Level: 3.0												
7.	Award (Certificate/Diploma/Advance Diploma/ Any Other (Wherever applicable specify multiple entry/exits also & provide details in annexure)	Certificate													
8.	Brief Description of the Qualification	The individual in this role is responsible for achieving sales targets by selling mobile phones and related accessories, expanding distribution networks, and ensuring retailer satisfaction. The role involves analyzing market trends, addressing retailer queries, managing cash transactions, and traveling extensively as per organizational requirements.													
9.	Eligibility Criteria for Entry for 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>Required Experience (with Specialization - if applicable)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Grade 10</td> <td></td> </tr> <tr> <td>2.</td> <td>8th Grade Pass</td> <td>3 years of relevant experience in sales and distribution</td> </tr> <tr> <td>3.</td> <td>Previous relevant Qualification of NSQF Level 2.5</td> <td>1.5 years of relevant experience in sales and distribution</td> </tr> </tbody> </table> b. Age: NA		S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)	1.	Grade 10		2.	8th Grade Pass	3 years of relevant experience in sales and distribution	3.	Previous relevant Qualification of NSQF Level 2.5	1.5 years of relevant experience in sales and distribution
S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)													
1.	Grade 10														
2.	8th Grade Pass	3 years of relevant experience in sales and distribution													
3.	Previous relevant Qualification of NSQF Level 2.5	1.5 years of relevant experience in sales and distribution													
10.	Credits Assigned to this Qualification, Subject to Assessment (as per National Credit Framework (NCrf))	14	11. Common Cost Norm Category (I/II/III) (wherever applicable): II												
12.	Any Licensing requirements for Undertaking Training on This Qualification (wherever applicable)	NA													

13.	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 ☐ Online ☒ Blended <table border="1"> <thead> <tr> <th>Training Delivery Modes</th> <th>Theory (Hours)</th> <th>Practical (Hours)</th> <th>OJT Mandatory (Hours)</th> <th>OJT Recommended (Hours)</th> <th>Total (Hours)</th> </tr> </thead> <tbody> <tr> <td>Classroom (offline)</td> <td>150</td> <td>150</td> <td>120</td> <td></td> <td>420</td> </tr> <tr> <td>Online</td> <td>150</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <i>(Refer Blended Learning Annexure for details)</i>					Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)	Classroom (offline)	150	150	120		420	Online	150				
Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)																			
Classroom (offline)	150	150	120		420																			
Online	150																							
14.	Aligned to NCO/ISCO Code/s (<i>if no code is available mention the same</i>)	NCO-2015/5243.0401																						
15.	Progression path after attaining the qualification (<i>Please show Professional and Academic progression</i>)	Distributor Sales Representative (Level 3) → Territory Sales In-charge (Level 4)																						
16.	Other Indian languages in which the Qualification & Model Curriculum are being submitted	Hindi																						
17.	Is similar Qualification(s) available on NQR-if yes, justification for this qualification	☐ Yes ☒ No URLs of similar Qualifications:																						
18.	Is the Job Role Amenable to Persons with Disability	☒ Yes ☐ No If "Yes", specify applicable type of Disability: <i>Motor Impairment, Hearing Impairments, Speech and Language Disorders</i>																						
19.	How Participation of Women will be Encouraged	Encouraging the participation of women in the role of Distributor Sales Representative in the telecom sector can be achieved through strategies that foster diversity, inclusivity, and gender equality. This can include offering targeted training and skill development programs for female candidates interested in these roles. Additionally, creating a workplace culture that is safe, respectful, and inclusive, and free from harassment or discrimination, is crucial for ensuring equal opportunities for women in the telecom sector.																						
20.	Are Greening/ Environment Sustainability Aspects Covered (<i>Specify the NOS/Module which covers it</i>)	☐ Yes ☒ No																						
21.	Is Qualification Suitable to be Offered in Schools/Colleges	Schools ☒ Yes ☐ No Colleges ☐ Yes ☐ No																						
22.	Name and Contact Details of Submitting / Awarding Body SPOC (<i>In case of CS or MS, provide details of both Lead AB & Supporting ABs</i>)	Name: Mr. Praveen Sirohi Email: ceo@tsscindia.com Contact No.: 0124-4148029 Website: www.tsscindia.com																						
23.	Final Approval Date by NSQC: 08-05-2025	24. Validity Duration: 3 years			25. Next Review Date: 30-04-2028																			

Section 2: Module Summary

NOS/s of Qualifications

(In exceptional cases these could be described as components)

Mandatory NOS/s:

Specify the training duration and assessment criteria at NOS/ Module level. For further details refer curriculum document.

Th.-Theory **Pr.**-Practical **OJT**-On the Job Training **Man.**-Mandatory **Rec.**-Recommended **Proj.**-Project

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/Non-Core	NCrF/NS QF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) (if applicable)
1.	Guide Retailers to Achieve Sales Targets	TEL/N2112, v1.0	Core	3.0	7	60	90	60	-	210	30	50	-	20	100	45
2.	Conduct pre-planning for product distribution	TEL/N2113, v1.0	Core	3.0	6	60	60	60	-	180	30	50	-	20	100	45
3.	Employability Skills (30 Hours)	DGT/VSQ/N 0101, v1.0	Non-Core	2.0	1	30	-	-	-	30	20	30	-	-	50	10
Duration (in Hours) / Total Marks					14	150	150	120	-	420	80	130	-	40	250	100

Assessment - Minimum Qualifying Percentage

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

Minimum Pass Percentage – Aggregate at qualification level: 50 % (Every Trainee should score specified minimum aggregate passing percentage at qualification level to successfully clear the assessment.)

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

Section 3: Training Related

1.	Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	Educational Qualification: Graduate in any discipline, preferably Electronics and Communication /Telecom/ Information Technology/ Computer Science and other relevant fields. Industry & Training Experience: Minimum 5 years of experience in the Telecom or Retail sector.
----	---	--

		Certification: “Trainer” mapped to the Qualification Pack “MEP/Q2601, v3.0”. Minimum accepted score is 80% aggregate.
2.	Master Trainer’s Qualification and experience in the relevant sector (in years) <i>(as per NCVET guidelines)</i>	Educational Qualification: Graduate in any discipline, preferably Electronics and Communication /Telecom/ Information Technology/ Computer Science and other relevant fields. Industry & Training Experience: Minimum 7 years of experience in the Telecom or Retail sector. Certification: “Master Trainer” mapped to the Qualification Pack “MEP/Q2602, v3.0”. Minimum accepted score is 90% aggregate.
3.	Tools and Equipment Required for Training	☐ Yes ☐ No <i>(If “Yes”, details to be provided in Annexure)</i>
4.	In Case of Revised Qualification, Details of Any Upskilling Required for Trainer	NA

Section 4: Assessment Related

1.	Assessor’s Qualification and experience in relevant sector (in years) <i>(as per NCVET guidelines)</i>	Educational Qualification: Graduate in any discipline, preferably Electronics and Communication /Telecom/ Information Technology/ Computer Science and other relevant fields. Industry & Training Experience: Minimum 5 years of experience in the Telecom or Retail sector. Certification: “Assessor” mapped to the Qualification Pack “MEP/Q2701, v3.0”. Minimum accepted score is 80% aggregate.
2.	Proctor’s Qualification and experience in relevant sector (in years) <i>(as per NCVET guidelines)</i>	Educational Qualification: Graduate in any discipline, preferably Electronics and Communication /Telecom/ Information Technology/ Computer Science and other relevant fields. Industry & Training Experience: Minimum 5 years of experience in the Telecom or Retail sector. Certification: “Assessor” mapped to the Qualification Pack “MEP/Q2701, v3.0”. Minimum accepted score is 80% aggregate.
3.	Lead Assessor’s/Proctor’s Qualification and experience in relevant sector (in years) <i>(as per NCVET guidelines)</i>	Educational Qualification: Graduate in any discipline, preferably Electronics and Communication /Telecom/ Information Technology/ Computer Science and other relevant fields. Industry & Training Experience: Minimum 7 years of experience in the Telecom or Retail sector. Certification: “Lead Assessor” mapped to the Qualification Pack “MEP/Q2702, v3.0” Minimum accepted score is 90% aggregate.
4.	Assessment Mode <i>(Specify the assessment mode)</i>	Offline/Online
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 5: Evidence of the need for the Qualification

Provide Annexure/Supporting documents name.

1.	Latest Skill Gap Study (not older than 2 years) (Yes/No): NA
2.	Latest Market Research Reports or any other source (not older than 2 years) (Yes/No): NA
3.	Government /Industry initiatives/ requirement (Yes/No): NA
4.	Number of Industry validation provided: 21
5.	Estimated nos. of persons to be trained and employed: 3450
6.	Evidence of Concurrence/Consultation with Line Ministry/State Departments: <i>Approved</i> If "No", why:

Section 6: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name

1.	Annexure: NCrf/NSQF level justification based on NCrf level/NSQF descriptors <i>(Mandatory)</i>	<i>Annexure 1</i>
2.	Annexure: List of tools and equipment relevant for qualification <i>(Mandatory, except in case of online course)</i>	<i>Annexure 2</i>
3.	Annexure: Detailed Assessment Criteria <i>(Mandatory)</i>	<i>Annexure 6</i>
4.	Annexure: Assessment Strategy <i>(Mandatory)</i>	<i>Annexure 7</i>
5.	Annexure: Blended Learning <i>(Mandatory, in case selected Mode of delivery is "Blended Learning")</i>	NA
6.	Annexure: Multiple Entry-Exit Details <i>(Mandatory, in case qualification has multiple Entry-Exit)</i>	NA
7.	Annexure: Acronym and Glossary <i>(Optional)</i>	<i>Annexure 8</i>
8.	Supporting Document: Model Curriculum <i>(Mandatory – Public view)</i>	<i>Attached</i>
9.	Supporting Document: Career Progression <i>(Mandatory - Public view)</i>	<i>Attached</i>
10.	Supporting Document: Occupational Map <i>(Mandatory)</i>	<i>Attached</i>
11.	Supporting Document: Assessment SOP <i>(Mandatory)</i>	<i>Attached</i>
12.	Any other document you wish to submit:	NO

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	The Professional Theoretical/Practical knowledge required for the job role are: Coach Retailers to Achieve Sales Targets - Plan tasks to achieve sales targets - Close sales - Improve personal skills Perform pre-planning for product distribution - Prepare to achieve sales targets - Up-sell or cross-sell product as per plan	A Distributor Sales Representative must possess a command of wide-ranging specialized theoretical and practical skills, involving variable routine and non-routine contexts. This includes expertise in coaching retailers to achieve sales targets by planning tasks effectively, closing sales, and continuously improving personal skills. Additionally, the representative must be proficient in pre-planning for product distribution, ensuring sales targets are met, and strategically up-selling or cross-selling products as per the distribution plan. The role requires strong sales skills, customer relationship management, and the ability to adapt to dynamic market conditions. By leveraging these skills, the representative can drive revenue growth, enhance retailer performance, and optimize product distribution. Hence, this role falls under NSQF Level 3.	3.0
Professional and Technical Skills/ Expertise/ Professional Knowledge	- Know the principles of sales planning and target achievement strategies. - Know how to coach retailers to improve their sales performance and achieve business goals. - Understand the techniques of closing sales effectively through negotiation and persuasion. - Know how to conduct pre-planning for product distribution to ensure smooth market penetration. - Understand the importance of up-selling and cross-selling to maximize sales potential. - Know customer relationship management (CRM) techniques to enhance retailer engagement and retention. - Know how to analyze market trends and consumer behavior to align sales strategies accordingly. - Understand the basics of inventory management and stock replenishment to maintain optimal product availability.	A Distributor Sales Representative – Level 3 requires specialized theoretical and practical skills to drive sales, take care of retailer relationships, and optimize product distribution. The role involves planning and achieving sales targets, coaching retailers, closing sales effectively, and implementing up-selling or cross-selling strategies. Representatives must ensure efficient pre-planning for product distribution, maintain customer relationships, and analyze market trends to align sales strategies. They also handle sales documentation, inventory and compliance with the applicable regulatory standards. By following the best practices in CRM, negotiation, and sales optimization, they contribute to business growth and enhance market reach. Hence, this role falls under Level 3.	3.0

	- Know how to handle sales documentation, invoicing, and reporting as per company guidelines. - Understand the regulatory and compliance requirements related to product distribution and sales.		
Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	- Select appropriate sales strategies to achieve business objectives and maximize revenue. - Identify potential market opportunities and customer needs to enhance product distribution. - Apply negotiation and communication skills to close sales effectively. - Plan sales and promotional strategies to boost retailer performance. - Follow customer relationship management (CRM) techniques to improve retailer engagement. - Evaluate sales performance and analyze key metrics to optimize sales processes. - Follow a systematic approach to inventory management and stock replenishment. - Achieve business goals, sales targets, and follow operational strategies for sustainable growth. - Learn problem-solving skills to address challenges in sales, distribution, and client management. - Follow effective time utilization and organizational skills to enhance productivity and efficiency.	Employment readiness and entrepreneurship skills for a Distributor Sales Representative focuses on sales expertise, business acumen, and professional growth. Representatives must select appropriate sales strategies, identify market opportunities, and apply negotiation and communication skills. They should plan sales, follow CRM techniques, and measure sales performance to optimize business operations. Understanding inventory management, compliance requirements, and customer engagement is crucial for sustaining long-term success. By creating professional networks and following business goals, representatives can enhance their career prospects and contribute to a competitive and dynamic market. Therefore, this role is considered at Level 3.	3.0
Broad Learning Outcomes/Core Skill	The Broad Learning Outcomes/Core Skill are: - Learn effective communication and interpersonal skills to build strong retailer relationships. - Apply negotiation and persuasion techniques to close sales successfully. - Demonstrate the ability to plan, achieve, and exceed sales targets efficiently. - Analyze market trends and customer preferences to align sales strategies accordingly. - Utilize customer relationship management (CRM) tools to enhance client engagement.	The Distributor Sales Representative role at NSQF Level 3 requires a practical, hands-on approach with a theoretical and technical skills in sales and distribution. Representatives must perform routine and non-routine tasks such as planning sales strategies, managing retailer relationships, achieving sales targets, and following up-selling and cross-selling techniques while ensuring compliance with company policies and regulatory guidelines. They should demonstrate problem-solving abilities, effective communication, and the ability to understand market trends. Additionally, their role involves a moderate level of independent decision-making with	3.0

	- Check inventory and stock levels, and coordinate replenishment effectively. - Ensure compliance with regulatory guidelines and company policies in sales and distribution. - Implement up-selling and cross-selling strategies to maximize sales potential. - Evaluate sales performance using key performance indicators (KPIs) and reporting tools. - Learn problem-solving and critical thinking skills to address challenges in distribution and sales.	responsibility for optimizing sales performance and distribution efficiency. This aligns with NSQF Level 3, which emphasizes applying knowledge in both predictable and dynamic work environments.	
Responsibility	The responsibilities are: - Plan to achieve sales targets - Close sales - Improve personal skills - Up-sell or cross-sell product as per plan	A Distributor Sales Representative is responsible for achieving sales targets by selling mobile phones and related accessories, expanding distribution networks, and ensuring retailer satisfaction. The role involves analyzing market trends, addressing retailer queries, managing cash transactions, and traveling extensively as per organizational requirements.	3.0

Annexure 2: 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.	Voice/Accent Trainer Tool/Software	Pieces	1
2.	Word, Excel	Pieces	1
3.	Product Plan Feature Brochures, Handouts etc.	Pieces	10

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
7. Duster

Annexure 3: Industry Validations Summary

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

S. No	Organization Name	Representative Name	Designation	Contact Address	Contact Phone No	E-mail ID	LinkedIn Profile (if available)
1.	Ibus Network and infrastructure Pvt.Ltd.	TK Narayanan	Deputy General Manager Commercial	7th Floor Tower B, Vatika Towers Golf Crouse Road Sector 54 Gurugram ,Haryana India 122011		tk.narayanan@ibusnetworks.com	
2.	ICAI Computer & IT Skill Enhancement Institute (ICSE)	Er. Kamaljeet Kumar Sharma	Managing Director	#2266 (Site No. 24), Phase 7/Sector 61, S.A.S Nagar (Mohali) 160062, Punjab (India)		contact@icseinstitute.com kksmhl@gmail.com	
3.	JRS Global Networks Pvt.Ltd.	Arvind Yadav	Asst. Account Manager Telecom	A 22, Sector-65 Noida, UP-201307		account3@jrsgl.com	
4.	Expert Consultant & Coach for Telecom Fibre Optics, FTTx and Broadband	Dr. Anuj Shrivastava	Ex Executive Director Indian Telecom Services	Ghaziabad, UP		srianujkumar@gmail.com	
5.	Jio Platforms Limited (Jio)	Abhijay Singh Sisodia	Senior Manager	Office-101, Saffron, Nr.Centre Point, Panchwati 5 Rasta, Ambawadi, Ahmedabad-380006 Gujarat		abhijay.sisodia@ril.com	
6.	Vodafone India Shared Service Private Limited	Manmohan Sharma	Deputy General Manager	0-4th floor, Cluster D, Wing 3, EON Free Zone, Kharadi, Pune, Maharashtra 411014		manmohan.sharma@vodafone.com	
7.	Teoco	Naman Khosla Abhijay Singh Sisodia	Technical Consultant	Infotech Center -6th floor, 14/2 Old Delhi Gurgaon Road, Dundahera, Gurgaon - 122016, India		naman.khosla@teoco.com	
8.	Global Logic	Rashid Muhammad	Associate Manager	Plot No.7, Oxygen Business Park SEZ, Tower, 3, Noida-Greater Noida Expy, Sector 144, Noida, Uttar Pradesh 201304		rashid.muhammad@globallogic.com	

9.	Mahendra Technical Institute	Mahendra Brmukh	Chairman and Managing Director	1st Floor, 3/B M B Classic, Telco Road, Near Kailash Dairy, Chinchwad Station, Pune – 411019 Maharashtra, India	info.mtipune@gmail.com	
10.	Amazon	Anshul Gupta	Program Manager	Bangalore	anshigu@amazon.com	
11.	Stealth Mode Startup Company	Avadh Gupta	Founder, Co-Founder & Investor	Pune	avadhmac@gmail.com	
12.	Ranitronics	Yakama Vijayasree Kumar	Founder & Technical Consultant	Villa 302, Namaha Rhythm, Road No. 1, Kavya Avenue, Bachupally, Hyderabad – 500090, Telangana	info@ranitronics.com	
13	Eco Works	Deepali Sinha Khetriwal	Founder & CEO	C-601, Kalpataru Regency Phase 1, Kalyani Nagar, Pune 411006	deepali@ecowork.international	
14	Himachal Futuristic Communications Limited (HFCL)	Amit Agarwal	VP PLM	8, Commercial Complex, Masjid Moth, Greater Kailash - 11, New Delhi -110048, India	amit.agarwal@hfcl.com	
15	Tata Communication	Alka Asthana	Head of Regulatory Affairs	Next Gen Tower Outer Ring Road, GK-1, New Delhi – 110048	alka.asthanatelecom@gmail.com	
16	Reckitt Benckiser	Sachin Sharma	Demand Manager	Udyog Vihar, Phase V, Gurgaon, Haryana	sachin.sharma@rb.com	
17	Sycamore Informatics	Rahul Kumar Kaushik	Product Manager	No. 6, 2nd Floor, 2nd Main, Arekere, Off Bannerghatta Road, Bangalore 560076	rahul.kaushik@sycamoreinformatics.com	
18	Nokia	Saurabh Singh	Software Quality Engineer	L5 and L6 Building Manyata Embassy Business Park Outer Ring Road, Nagawara 560045	saurabh.9.singh@nokia.com	
19	Edge Telecom	Arun Singh	Senior Project Engineer	9th floor, ILD Trade Centre, 904, main, Badshahpur Sohna Rd Hwy, near Subhash Chowk, Gurugram, Haryana 122018	arun.singh@edgetelecom.org	

20	Conduent	Prince Jain	Sr. Business Analyst	Plot No. 20, Candor Tech Space, Noida 201304	prince.jain@conduent.com	
21	Artificial Intelligence Technologies	Rohit Kumar Sharma	Manager – Development	A-21, sector 4, Block A, Kailash Colony, Greater Kailash, New Delhi,	rohit.sharma@aituniversal.com	
22	Ecom Express.in	Shekhar Poswal	Senior QA L1	10 th Floor, Ambience Corporate Tower II, Ambience Island, Gurugram 122001	Shekhar.p@ecomexpress.in	
23	Paarminder Electronics Process Consultancy	Paarminder Singh	Consultant	New Delhi	singhpaarminder@gmail.com	
24	Senryaku Consulting	Udit Kaushik	Co-founder	Senryaku Management Private Limited Address: UTC031, DLF The Ultima, Sector 81, Gurugram, HR 122004	udit.kau@gmail.com	
25	Sopra Steria	Rikan Singh Tomar	Team Leader	Plot No. 20 & 21, Seaview Special Economic Zone, Building 4, Sector 135, Noida, Uttar Pradesh 201304	rikan.singh@soprasteria.com	

Annexure 4: Training & Employment Details

Training and Employment Projections:

Year	Total Candidates		Women		People with Disability	
	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities
2025	1035	725	50	50	50	50
2026	1035	725	50	50	50	50
2027	1380	965	70	70	70	70

Data to be provided year-wise for next 3 years

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

Qualification Version	Year	Total Candidates				Women				People with Disability			
		Trained	Assessed	Certified	Placed	Trained	Assessed	Certified	Placed	Trained	Assessed	Certified	Placed
4.0	Dec 2021 to March 2022	705	517	497									
4.0	April 2022 to March 2023	579	406	338									
4.0	April 2023 to March 2024	579	406	338									
4.0	April 2024 to March 2025	634	252	218									

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

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

- 1.
- 2.

Content availability for previous versions of qualifications:

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

Languages in which Content is available:

Annexure 5: Blended Learning

Blended Learning Estimated Ratio & Recommended Tools:

Refer NCVET "Guidelines for Blended Learning for Vocational Education, Training & Skilling" available on:

<https://ncvet.gov.in/sites/default/files/Guidelines%20for%20Blended%20Learning%20for%20Vocational%20Education,%20Training%20&%20Skilling.pdf>

S. No.	Select the Components of the Qualification	List Recommended Tools – for all Selected Components	Offline : Online Ratio
1	☒ Theory/ Lectures - Imparting theoretical and conceptual knowledge	LMS Portal- TSSC Telco Learning Portal will be utilized with online content/virtual lectures (Telcolearning.com)	100:100
2	☒ Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners	LMS Portal- TSSC Telco Learning Portal will be utilized with online content/virtual lectures (Telcolearning.com)	100:100
3	☐ Showing Practical Demonstrations to the learners		
4	☐ Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training		
5	☐ Tutorials/ Assignments/ Drill/ Practice		
6	☐ Proctored Monitoring/ Assessment/ Evaluation/ Examinations		
7	☐ On the Job Training (OJT)/ Project Work Internship/ Apprenticeship Training		

Annexure 6: Detailed Assessment Criteria

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

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
TEL/N2112: Guide Retailers to Achieve Sales Targets	<i>Plan tasks to achieve sales targets</i>	10	15	-	6
	PC1. identify retailer needs and requirements, including product preferences, sales trends, and stock levels, using CRM tools and direct interaction	2	3	-	1
	PC2. create daily, weekly, and monthly sales plans to achieve predefined targets by using market data and CRM insights	2	3	-	1
	PC3. follow pre-defined route plans and daily beat plans using automated tools for route optimization to save time and increase coverage	1	2	-	1
	PC4. identify new business opportunities in potential territories and expand the retailer network through structured outreach strategies	2	3	-	1
	PC5. use CRM to streamline sales planning, automate task scheduling, and track progress against targets	2	2	-	1

	PC6. use basic demand forecasting techniques to anticipate retailer needs and plan stock replenishment effectively	1	2	-	1
	<i>Close sales</i>	12	20	-	8
	PC7. provide retailers with information on the company's product range, promotions, special offers, and schemes using the feature-advantage-benefit (FAB) approach	2	3	-	1
	PC8. explain the return on investment (ROI) to retailers with minimal investment, high inventory turnover, and the benefits of cross-selling/up-selling	2	3	-	1
	PC9. check stock availability with retailers and replenish using data-driven recommendations from CRM tools	2	3	-	1
	PC10. collect payment for stock replenishment through efficient and secure transaction methods	1	2	-	1
	PC11. compute Month-to-Date (MTD) sales performance to influence and guide retailers to increase their purchase volume	2	3	-	1
	PC12. ensure appropriate brand visibility by displaying merchandising material at retailer outlets	1	2	-	1
	PC13. leverage storytelling techniques to strengthen sales pitches and build retailer relationships	1	2	-	1
	PC14. assist retailers in using digital and social media platforms for social selling to enhance customer engagement	1	2	-	1
	<i>Improve personal skills</i>	8	15	-	6
	PC15. improve personal skills in sales, customer service, and teamwork by participating in relevant training sessions	2	3	-	1
	PC16. use storytelling techniques to explain product features and benefits during interactions with retailers and improve sales pitch	2	3	-	1
	PC17. use automated product training tools to enhance learning flexibility, improve product knowledge, and increase sales turnover	1	3	-	1
	PC18. use eye contact, and appropriate body language and facial expressions to make communication clear and professional	1	3	-	1
	PC19. use basic social media tools to connect with retailers and share product information	1	1	-	1
	PC20. follow basic negotiation techniques to handle retailer concerns and finalize orders smoothly	1	2	-	1
	Total Marks	30	50	-	20
TEL/N2113: Conduct pre-planning for product distribution	<i>Prepare to achieve sales targets</i>	18	30	-	12
	PC1. determine daily, monthly, and quarterly sales targets by coordinating with the Territory Sales Manager (TSM) or Area Manager	3	4	-	2
	PC2. analyze sales strategies, market trends, and competitor offers to stay updated	3	4	-	2
	PC3. create a detailed plan by splitting monthly/quarterly targets into weekly and daily milestones	2	4	-	2
	PC4. plan to cover maximum retailer base within the territory using AI-based tools for demand forecasting and inventory planning	2	4	-	2

	PC5. collect and verify stock and merchandising materials from the manufacturer/distributor, ensuring no defective or damaged products are distributed	2	4	-	1
	PC6. maintain personal grooming and hygiene standards to create a professional impression	2	4	-	1
	PC7. use CRM-generated reports to analyze sales data and identify high-priority retailers for targeted engagement	2	3	-	1
	PC8. utilize automated software for route planning and resource allocation to optimize delivery schedule	2	3	-	1
	<i>Upsell or cross-sell products as per plan</i>	<i>12</i>	<i>20</i>	-	<i>8</i>
	PC9. identify existing retailers and analyze their current and future demands to recommend suitable products	2	4	-	2
	PC10. plan cross-selling and upselling strategies based on CRM insights and market analysis	2	4	-	2
	PC11. inform retailers about the company's product portfolio and enroll them for new variants/products to expand distribution coverage	2	3	-	1
	PC12. use automated tools to track and manage leads, ensuring timely follow-up and retailer onboarding	2	3	-	1
	PC13. guide retailers in using merchandising tools effectively to maximize store visibility and customer engagement	2	3	-	1
	PC14. use intelligent negotiation tactics to improve profitability and strengthen partnerships	2	3	-	1
	Total Marks	30	50	-	20
DGT/VSQ/N0101: Employability Skills (30 Hours)	<i>Introduction to Employability Skills</i>	<i>1</i>	<i>1</i>	-	-
	PC1. understand the significance of employability skills in meeting the job requirements	-	-	-	-
	<i>Constitutional values – Citizenship</i>	<i>1</i>	<i>1</i>	-	-
	PC2. identify constitutional values, civic rights, duties, personal values and ethics and environmentally sustainable practices	-	-	-	-
	<i>Becoming a Professional in the 21st Century</i>	<i>1</i>	<i>3</i>	-	-
	PC3. explain 21st Century Skills such as Self- Awareness, Behavior Skills, Positive attitude, self-motivation, problem-solving, creative thinking, time management, social and cultural awareness, emotional awareness, continuous learning mindset etc.	-	-	-	-
	<i>Basic English Skills</i>	<i>2</i>	<i>3</i>	-	-
	PC4. speak with others using some basic English phrases or sentences	-	-	-	-
	<i>Communication Skills</i>	<i>1</i>	<i>1</i>	-	-
	PC5. follow good manners while communicating with others	-	-	-	-
	PC6. work with others in a team	-	-	-	-
	<i>Diversity & Inclusion</i>	<i>1</i>	<i>1</i>	-	-
	PC7. communicate and behave appropriately with all genders and PwD	-	-	-	-
	PC8. report any issues related to sexual harassment	-	-	-	-
	<i>Financial and Legal Literacy</i>	<i>3</i>	<i>4</i>	-	-
	PC9. use various financial products and services safely and securely	-	-	-	-

PC10. calculate income, expenses, savings etc.	-	-	-	-
PC11. approach the concerned authorities for any exploitation as per legal rights and laws	-	-	-	-
<i>Essential Digital Skills</i>	4	6	-	-
PC12. operate digital devices and use its features and applications securely and safely	-	-	-	-
PC13. use internet and social media platforms securely and safely	-	-	-	-
<i>Entrepreneurship</i>	3	5	-	-
PC14. identify and assess opportunities for potential business	-	-	-	-
PC15. identify sources for arranging money and associated financial and legal challenges	-	-	-	-
<i>Customer Service</i>	2	2	-	-
PC16. identify different types of customers	-	-	-	-
PC17. identify customer needs and address them appropriately	-	-	-	-
PC18. follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship & Jobs</i>	1	3	-	-
PC19. create a basic biodata	-	-	-	-
PC20. search for suitable jobs and apply	-	-	-	-
PC21. identify and register apprenticeship opportunities as per requirement	-	-	-	-
Total Marks	20	30	-	-
Grand Total	80	130	-	40

Annexure 7: Assessment Strategy

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

Mention the detailed assessment strategy in the provided template.

1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SDSM/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 levels 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
- Center 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

The trainee will be tested for the acquired skill, knowledge and attitude through formative/ summative assessment at the end of the course and as this NOS and MC is adopted across sectors and qualifications, the respective AB can conduct the assessments as per their requirements.

Annexure 8: Acronym and Glossary

Acronym

Acronym	Description
AA	Assessment Agency
AB	Awarding Body
ISCO	International Standard Classification of Occupations
NCO	National Classification of Occupations
NCrF	National Credit Framework
NOS	National Occupational Standard(s)
NQR	National Qualification Register
NSQF	National Skills Qualifications Framework
OJT	On the Job Training
TSSC	Telecom Sector Skill Council
TRAI	Telecom Regulatory Authority of India
CRM	Customer Relationship Management.
FAB	Feature-Advantage-Benefit
ROI	Return On Investment
MTD	Month-to-Date
TSM	Territory Sales Manager
KPIs	Key Performance Indicators

Glossary

Term	Description
National Occupational Standards (NOS)	NOS define the measurable performance outcomes required from an individual engaged in a particular task. They list down what an individual performing that task should know and also do.
Qualification	A formal outcome of an assessment and validation process which is obtained when a competent body determines that an individual has achieved learning outcomes to given standards
Qualification File	A Qualification File is a template designed to capture necessary information of a Qualification from the perspective of NSQF compliance. The Qualification File will be normally submitted by the awarding body for the qualification.
Sector	A grouping of professional activities on the basis of their main economic function, product, service or technology.
Long Term Training	Long-term skilling means any vocational training program undertaken for a year and above. https://ncvet.gov.in/sites/default/files/NCVET.pdf