

QUALIFICATION FILE

Field Sales Executive

☒ 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

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Section 1: Basic Details

1.	Qualification Name	Field Sales Executive													
2.	Sector/s	Telecom													
3.	Type of Qualification: ☐ New ☒ Revised ☐ Has Electives/Options ☐ OEM	NQR Code & version of existing/previous qualification: (2022/TEL/TSSC/07008, V4.0)	Qualification Name of existing/previous version: Field Sales Executive												
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-04079-2025-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	A Field Sales Executive is responsible for visiting customers to deliver prepaid telecom products and services to retailers. The individual's key responsibilities include achieving monthly revenue targets, expanding distribution networks, ensuring compliance in new customer enrollment, and growing the customer base. Additionally, the role may involve selling broadband subscriptions.													
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>10th Grade Pass</td> <td></td> </tr> <tr> <td>2.</td> <td>8th Grade Pass</td> <td>3 years of experience in sales and distribution - Service Segment</td> </tr> <tr> <td>3.</td> <td>Previous relevant Qualification of NSQF Level 2.5</td> <td>1.5 years of experience in sales and distribution - Service Segment</td> </tr> </tbody> </table> b. Age: NA		S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)	1.	10 th Grade Pass		2.	8 th Grade Pass	3 years of experience in sales and distribution - Service Segment	3.	Previous relevant Qualification of NSQF Level 2.5	1.5 years of experience in sales and distribution - Service Segment
S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)													
1.	10 th Grade Pass														
2.	8 th Grade Pass	3 years of experience in sales and distribution - Service Segment													
3.	Previous relevant Qualification of NSQF Level 2.5	1.5 years of experience in sales and distribution - Service Segment													
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): I												
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" data-bbox="952 164 2051 339"> <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-2015/5243.0501																						
15.	Progression path after attaining the qualification (<i>Please show Professional and Academic progression</i>)	Field Sales Executive (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 Field Sales Executive can be achieved through strategies that promote diversity, inclusivity, and gender equality. This includes offering targeted training and skill development programs tailored for female candidates interested in sales and distribution. Additionally, fostering a workplace culture that prioritizes safety, respect, and inclusivity—free from harassment or discrimination—is essential to 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 NOS: TEL/N9106																						
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 Website: www.tsscindia.com Contact No.: 0124-4148029																						
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.	Plan and execute field sales activities	TEL/N0216, v4.0	Core	3.0	4	50	30	40	-	120	30	50	-	20	100	25
2.	Enroll and onboard new retailers	TEL/N0217, v4.0	Core	3.0	4	30	40	50	-	120	30	50	-	20	100	25
3.	Sell broadband subscriptions	TEL/N0218, v4.0	Core	3.0	4	30	60	30	-	120	30	50	-	20	100	20
4.	Follow sustainability practices in telecom retail and customer service operations	TEL/N9106, v1.0	Core	4.0	1	10	20	-	-	30	30	50	-	20	100	20
5.	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	140	230	-	80	450	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) <i>(as per NCVET guidelines)</i>	Educational Qualification: Graduate in any discipline. Industry & Training Experience: Minimum 5 years of experience in telecom/retail industry. 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. Industry & Training Experience: Minimum 7 years of experience in telecom/retail industry. 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. Industry & Training Experience: Minimum 5 years of experience in telecom/retail industry. 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. Industry & Training Experience: Minimum 5 years of experience in telecom/retail industry. 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. Industry & Training Experience: Minimum 7 years of experience in telecom/retail industry. 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>
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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: 7800
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>	<i>NA</i>
6.	Annexure: Multiple Entry-Exit Details <i>(Mandatory, in case qualification has multiple Entry-Exit)</i>	<i>NA</i>
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:	<i>NO</i>

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 different sales approaches, sales funnel stages, and customer buying behavior. - Knowledge of prepaid telecom services, broadband subscriptions, and value-added services. - Learning how to build relationships with retailers and influence their buying decisions. - Identifying sales opportunities, analyzing market demand, and segmenting customers. - Understanding company policies, telecom industry regulations, KYC norms, and data security requirements. - Awareness of sustainable telecom retail operations, responsible resource use, and e-waste management. - Importance of fair pricing, accurate service information, and ethical sales practices.	A Field Sales Executive at NSQF Level 3 is responsible for planning and executing field sales activities, enrolling new retailers, and promoting telecom products and broadband services. The role requires knowledge of sales techniques, customer engagement strategies, and compliance with organizational policies and regulatory requirements. The individual must understand market trends, competitor strategies, and customer preferences to achieve sales targets and expand the distribution network. Sustainability practices in telecom retail, including resource efficiency and e-waste management, are also integral to the role.	3.0
Professional and Technical Skills/ Expertise/ Professional Knowledge	- Identifying and pursuing sales leads through cold calls, referrals, and field visits. - Preparing and delivering impactful sales pitches to retailers and customers. - Negotiating deals and handling objections effectively. - Enrolling new retailers while ensuring compliance with telecom guidelines. - Training retailers on product features, activation processes, and documentation. - Using CRM tools to track sales, manage customer data, and analyze trends. - Maintaining long-term relationships with retailers to encourage repeat sales. - Completing retailer agreements, customer enrollment forms, and KYC documentation.	A Field Sales Executive at NSQF Level 3 must possess hands-on expertise in identifying sales opportunities, approaching potential retailers, and ensuring proper onboarding and compliance. The role requires proficiency in sales pitching, negotiation, and effective communication to promote prepaid telecom products and broadband services. The individual must be able to handle sales documentation, maintain accurate records, and follow sustainability guidelines in telecom retail operations. Knowledge of sales tracking systems, customer relationship management, and telecom service regulations is crucial for ensuring smooth business operations.	3.0

	- Ensuring all transactions meet telecom regulatory and company guidelines. - Encouraging eco-friendly telecom products and minimizing paperwork through digital processes. - Proper disposal of telecom-related e-waste following environmental standards.		
Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	- Presenting information clearly to retailers and customers. - Using persuasive techniques to convert potential leads into sales. - Setting realistic sales targets and working systematically to achieve them. - Monitoring personal sales performance and making necessary adjustments. - Planning daily sales routes and managing multiple retailer interactions. - Prioritizing tasks to optimize time spent on high-potential customers. - Handling retailer complaints, service issues, and product concerns effectively. - Identifying alternative sales strategies to overcome challenges. - Identifying new business opportunities, such as bundling services or upselling products. - Understanding financial literacy basics like pricing, profit margins, and cost analysis.	To be employment-ready, a Field Sales Executive should demonstrate customer handling skills, adaptability to changing sales strategies, and the ability to work under pressure to meet sales targets. The role requires problem-solving abilities to address retailer concerns, optimize sales approaches, and ensure customer satisfaction. Entrepreneurial skills such as business acumen, self-motivation, and proactive customer engagement are essential for building a strong distribution network and driving revenue growth. Understanding sustainability practices and ethical sales operations further enhances employability and long-term career prospects.	3.0
Broad Learning Outcomes/Core Skill	- Building trust with retailers and understanding their business needs. - Developing networking skills to expand distribution channels. - Analyzing sales data and identifying trends in customer buying behavior. - Managing financial transactions, sales reports, and incentive calculations. - Using mobile sales applications, CRM software, and online transaction systems.	The Field Sales Executive must develop a structured approach to sales planning, retailer engagement, and customer acquisition. The role demands effective communication, active listening, and rapport-building skills to convert potential retailers into long-term business partners. The individual should demonstrate the ability to maintain sales records, analyze performance data, and adjust strategies for improved sales outcomes. Additionally, compliance with environmental and regulatory standards is crucial for sustainable sales operations.	3.0

	- Adapting to digital marketing and online sales trends in the telecom sector. - Promoting transparency in pricing, product information, and service commitments. - Encouraging retailers to adopt eco-friendly business practices. - Coordinating with sales managers, distributors, and support teams to meet objectives. - Sharing market insights with colleagues to enhance overall sales performance.	Working under supervision, the executive gains expertise in sales management, market expansion, and customer retention strategies, aligning with NSQF Level 3 competencies.	
Responsibility	- Meeting or exceeding assigned revenue and sales volume goals. - Consistently working towards growing the customer base. - Ensuring high levels of retailer satisfaction through quality service. - Addressing complaints and feedback proactively. - Ensuring all sales transactions adhere to telecom regulations and company policies. - Maintaining accurate and up-to-date records of retailer enrollments. - Taking ownership of tasks and responsibilities in the sales process. - Demonstrating professionalism, integrity, and ethical decision-making in daily work. - Encouraging responsible telecom product usage and digital processes. - Minimizing waste generation and promoting eco-friendly alternatives.	A Field Sales Executive is responsible for achieving monthly sales targets, expanding the retailer base, and ensuring customer satisfaction through effective service delivery. The individual must adhere to organizational policies, comply with regulatory requirements, and maintain accurate sales documentation. Sustainability practices, such as responsible e-waste disposal and promoting eco-friendly telecom solutions, are also part of the role. The executive works under supervision but is expected to take initiative in identifying sales opportunities, resolving retailer concerns, and optimizing sales strategies.	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.	Black/White Board	Pieces	1
2.	Computers	Pieces	7

3.	Product Plan Feature Brochures, Handouts etc.	Pieces	10
4.	Projection System with PC/Laptop	Pieces	1
5.	Voice/Accent Trainer Tool/Software	Pieces	1
6.	Word, Excel	Pieces	3

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,		rikan.singh@soprasteria.com	

				Noida, Uttar Pradesh 201304			
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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	2340	1638	117	117	117	117
2026	2340	1638	117	117	117	117
2027	3120	2184	156	156	156	156

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	1834	1577	1374									
4.0	April 2022 to March 2023	1498	1320	1005									
4.0	April 2023 to March 2024	1396	963	944									
4.0	April 2024 to March 2025	1508	933	904									

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/N0216: Plan and execute field sales activities	<i>Identify and follow up on sales leads</i>	5	5	-	2.5
	PC1. collect and document potential customer information from walk-ins, inquiries, campaigns, and referrals	1	1	-	0.5
	PC2. categorize leads based on purchase interest and buying potential for effective	1	1	-	0.5

	follow-up				
	PC3. analyze sales data with supervisor to refine lead generation strategies	1	1	-	0.5
	PC4. follow up with potential customers through calls, visits, or digital communication channels	1	1	-	0.5
	PC5. maintain an updated database of leads, follow-ups, and conversions	1	1	-	0.5
	<i>Prepare for retailer visits</i>	8	16	-	6
	PC6. maintain personal grooming and hygiene as per company standards	1	2	-	0.5
	PC7. review assigned sales targets and plan field visits	1	2	-	0.5
	PC8. schedule retailer visits based on the predefined route plan and market coverage strategy	1	2	-	1
	PC9. follow updates on competitor offers, industry trends, and sales strategies	1	2	-	1
	PC10. verify and collect the stock and promotional materials from the distributor	2	4	-	1
	PC11. check stock and merchandise for quality, packaging, and accuracy before distribution	1	2	-	1
	PC12. report defective or damaged stock to the distributor and request replacements	1	2	-	1
	<i>Conduct retailer visits and promote products</i>	10	20	-	8
	PC13. visit retailers as per the planned route and scheduled appointments	1	2	-	0.5
	PC14. arrange and display promotional materials to enhance brand visibility	1	2	-	0.5
	PC15. monitor and update retailer stock levels and sales records	1	2	-	1
	PC16. determine the product needs of retailers and address their concerns	1	2	-	1
	PC17. present the product range, highlighting key features and benefits over competitor offerings	2	4	-	1
	PC18. motivate retailers to increase sales by sharing success stories and market trends	1	2	-	1
	PC19. deliver stock as per retailer requirements, and ensure proper documentation	1	2	-	1
	PC20. collect payments from retailers, issue receipts, and record transactions as per company policy	1	2	-	1
	PC21. assist in organizing promotional events to boost product awareness	1	2	-	1
	<i>Comply with sales and documentation processes</i>	7	9	-	3.5
	PC22. assist customers in completing purchase documentation, including plan and personal details	1	2	-	0.5
	PC23. follow KYC norms and verify customer documents before processing applications	1	2	-	0.5
	PC24. issue official receipts and update sales records in the system	1	1	-	0.5
	PC25. maintain proper documentation of all sales, payments, and customer details	1	1	-	0.5
	PC26. submit daily sales reports to the Territory Sales Manager (TSM) for validation	1	1	-	0.5
	PC27. report customer feedback, complaints, or unresolved issues to the relevant authority	1	1	-	0.5
	PC28. seek customer referrals and recommendations to generate new business opportunities	1	1	-	0.5
	Total Marks	30	50	-	20
TEL/N0217: Enroll and onboard new retailers	<i>Identify and onboard new retailers</i>	21	30	-	15
	PC1. identify potential retail outlets in high-footfall areas to maximize distribution reach	3	4	-	2
	PC2. approach retailers and present the business opportunity, highlighting revenue potential	3	4	-	2

	PC3. calculate and present the Return on Investment (ROI) based on sales potential and inventory turnover	4	5	-	2
	PC4. offer a product portfolio aligned with retailer needs and market demand	4	4	-	3
	PC5. guide retailers through the onboarding process, including document submission and approvals	3	5	-	2
	PC6. arrange and position branding materials such as posters, standees, and signage at retail outlets	2	4	-	2
	PC7. provide demo SIM cards or trial packs as per company guidelines	2	4	-	2
	<i>Comply with enrollment policies and regulations</i>	<i>9</i>	<i>20</i>	<i>-</i>	<i>5</i>
	PC8. explain key regulatory requirements, including Mobile Number Portability (MNP), Know Your Customer (KYC) norms, and Telecom Regulatory Authority of India (TRAI) guidelines	3	7	-	2
	PC9. verify submitted retailer documents for authenticity and compliance with KYC norms	3	7	-	1
	PC10. collect and securely process retailer documents for activation and enrollment	3	6	-	2
	Total Marks	30	50	-	20
TEL/N0218: Sell broadband subscriptions	<i>Plan for broadband sales</i>	<i>10</i>	<i>20</i>	<i>-</i>	<i>8</i>
	PC1. collect and verify the previous day's Customer Enrollment Forms (CEFs) for completeness and accuracy	2	3	-	1
	PC2. check daily reports to identify potential customers and target areas	2	3	-	1
	PC3. evaluate the market and geographical area to identify demand and sales opportunities	2	4	-	2
	PC4. follow sales strategies to achieve daily targets and address pending sales backlogs	2	3	-	2
	PC5. select suitable promotional and engagement strategies based on customer segments	1	4	-	1
	PC6. analyze competitor offerings and leverage organizational data to determine key selling points	1	3	-	1
	<i>Sell broadband services</i>	<i>20</i>	<i>30</i>	<i>-</i>	<i>12</i>
	PC7. visit target locations and interact with potential customers as per the planned schedule	2	3	-	1
	PC8. introduce broadband services to customers following standard engagement protocols	2	3	-	1
	PC9. assess customer needs by asking relevant questions and understanding their usage requirements	2	3	-	1
	PC10. recommend suitable broadband plans based on customer preferences and budget	2	3	-	1
	PC11. explain value-added services, offers, and benefits provided by the organization	2	3	-	1
	PC12. address customer queries and objections with accurate information	2	3	-	2
	PC13. highlight key differentiators of broadband plans compared to competitor offerings	2	3	-	2
	PC14. facilitate the subscription process based on customer interest	2	3	-	1
	PC15. assist customers in completing necessary documentation and digital/on-paper enrollment processes	2	3	-	1
	PC16. inform customers about available payment options, including online, card, and cash transactions	2	3	-	1
	Total Marks	30	50	-	20

TEL/N9106: Follow sustainability practices in telecom retail and customer service operations	<i>Use resources efficiently</i>	9	15	-	6
	PC1. use energy-efficient equipment and optimize electricity consumption by switching off unused devices	3	5	-	2
	PC2. follow water conservation measures to reduce wastage	3	5	-	2
	PC3. promote paperless operations by utilizing digital documentation and billing systems	3	5	-	2
	<i>Handle e-waste and waste disposal responsibly</i>	9	15	-	6
	PC4. follow proper procedures for collecting, segregating, and disposing of e-waste	3	5	-	2
	PC5. encourage customers to return used telecom products for recycling	3	5	-	2
	PC6. segregate biodegradable and non-biodegradable waste and ensure safe disposal of hazardous materials	3	5		2
	<i>Promote sustainable products and practices</i>	9	15	-	6
	PC7. offer eco-friendly and energy-efficient telecom products	3	5	-	2
	PC8. educate customers on sustainable choices and their benefits	3	5	-	2
	PC9. support responsible packaging initiatives by minimizing plastic usage	3	5	-	2
	<i>Comply with environmental standards</i>	3	5	-	2
	PC10. follow government and company-specific environmental policies	2	3	-	1
	PC11. assist in maintaining records of sustainability efforts for audits and regulatory compliance	1	2	-	1
Total Marks		30	50	-	20
DGT/VSQ/N0101: Employability Skills (30 Hours)	<i>Introduction to Employability Skills</i>	1	1	-	-
	PC1. understand the significance of employability skills in meeting the job requirements	-	-	-	-
	<i>Constitutional values – Citizenship</i>	1	1	-	-
	PC2. identify constitutional values, civic rights, duties, personal values and ethics and environmentally sustainable practices	-	-	-	-
	<i>Becoming a Professional in the 21st Century</i>	1	3	-	-
	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>	2	3	-	-
	PC4. speak with others using some basic English phrases or sentences	-	-	-	-
	<i>Communication Skills</i>	1	1	-	-
	PC5. follow good manners while communicating with others	-	-	-	-
	PC6. work with others in a team	-	-	-	-
	<i>Diversity & Inclusion</i>	1	1	-	-
	PC7. communicate and behave appropriately with all genders and PwD	-	-	-	-
	PC8. report any issues related to sexual harassment	-	-	-	-
	<i>Financial and Legal Literacy</i>	3	4	-	-
	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	140	230		80

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
FSE	Field Sales Executive
KYC	Know Your Customer
POS	Point of Sale
CRM	Customer Relationship Management
SIM	Subscriber Identity Module
ARPU	Average Revenue Per User
ROI	Return on Investment
B2B	Business-to-Business
B2C	Business-to-Consumer
OJT	On-the-Job Training
LTV	Lifetime Value (Customer)
SLA	Service Level Agreement
DMS	Dealer Management System
VAS	Value-Added Services
ESG	Environmental, Social, and Governance

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