



QUALIFICATION FILE

Sales Associate- Food Industry

☒ 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: 4.5

Submitted By:

Food Industry Capacity and Skill Initiative (FICSI)

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Section 1: Basic Details

1.	Qualification Name	Sales Associate- Food Industry																
2.	Sector/s	Food Processing																
3.	Type of Qualification: ☒ New ☐ Revised ☐ Has Electives/Options ☐ OEM	NQR Code & version of existing/ previous qualification: NA	Qualification Name of existing/previous version: NA															
4.	a. OEM Name b. Qualification Name (Wherever applicable)	Sales Associate- Food Industry																
5.	National Qualification Register (NQR) Code & Version (Will be issued after NSQC approval)		6. NCrf/NSQF Level: 4.5															
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 Food Sales Associate-Food Industry is responsible for driving sales, identifying and securing orders for food products and services, while maintaining strong client relationships. S/he will utilize their expertise to develop and execute effective sales strategies, negotiate contracts, and coordinate logistics to ensure timely delivery. Additionally, they will stay abreast of market trends and adapt their approach to maximize sales opportunities.																
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>UG Certificate or Equivalent</td> <td></td> </tr> <tr> <td>2</td> <td>12th Grade pass</td> <td>1.5 years of Experience in Food Processing</td> </tr> <tr> <td>3</td> <td>Previous relevant Qualification of NSQF Level 4</td> <td>1.5 years experience in Food Processing</td> </tr> <tr> <td>4</td> <td>Previous relevant Qualification of NSQF Level 3.5</td> <td>3 years of experience in in Food Processing</td> </tr> </tbody> </table> b. Age: NA		S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)	1	UG Certificate or Equivalent		2	12th Grade pass	1.5 years of Experience in Food Processing	3	Previous relevant Qualification of NSQF Level 4	1.5 years experience in Food Processing	4	Previous relevant Qualification of NSQF Level 3.5	3 years of experience in in Food Processing
S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)																
1	UG Certificate or Equivalent																	
2	12th Grade pass	1.5 years of Experience in Food Processing																
3	Previous relevant Qualification of NSQF Level 4	1.5 years experience in Food Processing																
4	Previous relevant Qualification of NSQF Level 3.5	3 years of experience in in Food Processing																

10.	Credits Assigned to this Qualification, Subject to Assessment (as per National Credit Framework (NCrF))	15	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 (Specify Total Duration as per selected training delivery modes and as per requirement of the qualification)	☒ 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>180:00</td> <td>210:00</td> <td>60:00</td> <td></td> <td>450:00</td> </tr> <tr> <td>Online</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> (Refer Blended Learning Annexure for details)					Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)	Classroom (offline)	180:00	210:00	60:00		450:00	Online					
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Classroom (offline)	180:00	210:00	60:00		450:00																			
Online																								
14.	Aligned to NCO/ISCO Code/s (if no code is available mention the same)	NCO-2015/5249.0200																						
15.	Progression path after attaining the qualification (Please show Professional and Academic progression)	Vertical progression: Area Sales Manager (Level 5)																						
16.	Other Indian languages in which the Qualification & Model Curriculum are being submitted	NA																						
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:																						
19.	How Participation of Women will be Encouraged	No gender sensitization																						
20.	Are Greening/ Environment Sustainability Aspects Covered (Specify the NOS/Module which covers it)	☒ 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 (In case of CS or MS, provide details of both Lead AB & Supporting ABs)	Name: Mr. Sunil K Marwah Email: ceo@ficsi.in Contact No.: 9711260230 Website: https://www.ficsi.in/																						
23.	Final Approval Date by NSQC: 08/05/2025	24. Validity Duration: 3 Years			25. Next Review Date: 07/05/2028																			

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 Man.-Mandatory Training Rec.-Recommended Proj.-Project

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/ Non-Core	NCrF/NSQF 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 Prepare for Sales of Food Product	FIC/N9708 (NOS Version 1.0)	Core	4	2	20	40			60	30	50		20	100	25
2.	Implement Sales Strategies	FIC/N9709 (NOS Version 1.0)	Core	4	4	45	75			120	30	50		20	100	30
3.	Carry out Product Sales and Customer Management	FIC/N9710 (NOS Version 1.0)	Core	4	4	45	75			120	30	50		20	100	30
4.	Follow Basic Safety and Work Management Practices	FIC/N9711 (NOS Version 1.0)	Non-core	3	1	10	20			30	30	50		20	100	10
5.	Employability Skills (60 hours)	DGT/VSQ/N0102 (NOS Version 1.0)	Non-core	4	2	60	00			60	20	30			50	5
6.	OJT				2			60		60						
Duration (in Hours) / Total Marks					15	180	210	60		450	140	230		80	450	100

Assessment - Minimum Qualifying Percentage

Please specify **any one** of the following:**Minimum Pass Percentage – Aggregate at qualification level: 70 %** (Every Trainee should score specified minimum aggregate passing percentage at qualification level to successfully clear the assessment.)**Minimum Pass Percentage – NOS/Module-wise: 70 %** (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)	B.Sc./B.Tech/BE (Food technology or food engineering or Food Science) with 2 years of experience in the Food Sales and Marketing industry and 1 year training experience in Sales and Marketing or the Food Industry Or BBA with 2 years of industry experience in Food sales and marketing and 1 year of training experience in Sales and Marketing or Food Industry. Or M.Sc/M.Tech/ME (Food technology or food engineering or Food Science) with 1 year of experience in Food Sales and Marketing and 1 year of training experience in Sales and Marketing or Food Industry OR MBA in Sales and Marketing with 1 year of experience in the Food Sales and Marketing industry and 1 year of training experience in Sales and Marketing or the Food Industry
2.	Master Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	B.Sc or graduate/B.Tech/BE (Food technology or food engineering or Food Science) with 4 years of industry and 1 year training experience in Sales and Marketing Or M.Sc/M.Tech/ME (Food technology or food engineering or Food Science) with 3 years of industry and 1 year of training experience in Sales and Marketing OR MBA in Sales and Marketing with 3 years of industry and 1 year of training experience in Sales and Marketing
3.	Tools and Equipment Required for Training	☒ Yes ☐ No (If "Yes", details to be provided in Annexure)
4.	In Case of Revised Qualification, Details of Any Upskilling Required for Trainer	

Section 4: Assessment Related

1.	Assessor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	B.Sc or graduate/B.Tech/BE (Food technology or food engineering or Food Science) with 3 years of experience in Food Sales and Marketing industry and 2 years of training experience in Sales and Marketing or Food Industry Or BBA with 3 years of industry experience in Food sales and marketing and 1 year of training experience in Sales and Marketing or Food Industry. Or
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		M.Sc/M.Tech/ME (Food technology or food engineering or Food Science) with 2 years of experience in Food Sales and Marketing industry and 1 year training experience in Sales and Marketing or Food Industry OR MBA in Sales and Marketing with 2 years of experience in the Food Sales and Marketing industry and 1 year of training experience in Sales and Marketing or Food Industry
2.	Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	NA
3.	Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	NA
4.	Assessment Mode (Specify the assessment mode)	Offline
5.	Tools and Equipment Required for Assessment	☒ Same as for training ☐ Yes ☐ No (details to be provided in Annexure-if it is different for Assessment)

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): Yes
2.	Latest Market Research Reports or any other source (not older than 2 years) (Yes/No): Yes
3.	Government /Industry initiatives/ requirement (Yes/No): Yes
4.	Number of Industry validation provided: 30
5.	Estimated nos. of persons to be trained and employed: 500
6.	Evidence of Concurrence/Consultation with Line Ministry/State Departments: This is a new QP. We have Ministry concurrence. 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>Attached</i>
2.	Annexure: List of tools and equipment relevant for qualification <i>(Mandatory, except in case of online course)</i>	<i>Attached</i>
3.	Annexure: Detailed Assessment Criteria <i>(Mandatory)</i>	<i>Attached</i>
4.	Annexure: Assessment Strategy <i>(Mandatory)</i>	<i>Attached</i>
5.	Annexure: Blended Learning <i>(Mandatory, in case selected Mode of delivery is "Blended Learning")</i>	<i>Filled</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>	
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:	

Annexure: 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	- Describe the structure and size of the Indian processed food market. - Identify the key subsectors of the Indian processed food market. - Explain the roles and responsibilities of a food sales executive.	Demonstrates knowledge of the processed food industry, regulatory environment, and consumer trends. Applies this knowledge to make informed decisions and develop effective sales strategies.	4.5

	• Discuss the essential skills and competencies required for food sales and marketing success. • Assess the impact of evolving consumer trends on the Indian processed food market. • Evaluate the significance of regulatory compliance and quality standards in the industry.		
Professional and Technical Skills/ Expertise/ Professional Knowledge	• Prospecting: Identifying potential customers and generating leads through research, networking, and referrals. • Qualification: Understanding customer needs, budget, and decision-making process to determine fit for your product. • Presentation: Engaging with customers, showcasing product benefits, and addressing concerns through effective communication. • Objection Handling: Overcoming customer objections with logical arguments, product comparisons, and alternative solutions. • Closing: Negotiating terms, securing agreements, and finalizing deals through persuasive techniques. • Pre-Launch: Market research, competitor analysis, product development, packaging design, pricing strategy, and marketing campaign planning. • Launch: Implementing marketing initiatives, building brand awareness, creating product buzz, and securing initial distribution channels. • Post-Launch: Monitoring sales performance, analyzing customer feedback, making adjustments to marketing and distribution, and optimizing product based on market response. • Marketing & Distribution: • Channel Evaluation: Identifying and prioritizing effective distribution channels (supermarkets, online retailers, distributors) to reach target audience. • Marketing Initiatives: Tailoring marketing strategies to specific channels using social media, public relations, in-store promotions, and targeted advertising. • Performance Tracking: Continuously monitoring sales data and marketing campaign performance by channel to identify areas for improvement.	Applies theoretical knowledge to practical sales and marketing tasks. Demonstrates critical thinking, problem-solving, and decision-making skills in a dynamic and competitive environment	4.5

	• Sales Forecasting: Utilizing market data and historical sales trends to predict future sales volumes and adjust production and inventory accordingly. • Sales Tracking & Reporting: Monitoring daily, weekly, and monthly sales performance through accurate record-keeping and reporting to management. • Market Research & Trends: Gathering and analyzing market data to identify emerging trends, consumer preferences, and potential opportunities. • Goal Setting: Establishing clear and measurable sales targets for individual performance and overall team goals. • Network Expansion: Identifying and building relationships with new distributors and retailers to expand product reach. • Sales Realization & Collection: Ensuring timely order fulfillment, invoice payment collection, and reconciliation of accounts. • Customer Rapport: Building trust and strong relationships with customers through effective communication and ongoing support. • Distributor Management: Recruiting, training, motivating, and evaluating distributor performance to optimize sales through partner channels. • Competitive Analysis: Identifying key competitors, analyzing their strengths and weaknesses, and developing competitive strategies to differentiate your product. • Market Share Protection: Implementing strategies to maintain and grow market share against competitor threats. • Channel Performance Tracking: Monitoring sales performance of different channels and recommending adjustments to marketing and distribution strategies. • New Product Launch Elements: Understanding key elements of successful product launches, including market research, product development, packaging, pricing, marketing, and distribution. • Strategic Application of Skills: Demonstrating the ability to apply market research, product		
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	development, packaging, pricing, marketing, and distribution skills to effectively introduce new food products. • Adaptability & Innovation: Continuously learning, adapting to changing market trends, and seeking innovative solutions to drive sales success.		
Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	• Explain the different stages of the sales process and the key elements of each stage. • Develop a comprehensive launch plan for a new processed food product, outlining the pre-launch, launch, and post-launch phases. • Evaluate and prioritise marketing and distribution channels to reach the target market and achieve desired sales goals. • Continuously monitor and evaluate the performance of the launch plan, making necessary adjustments based on market feedback and sales data to ensure the success of the new product. • Describe the role of sales forecasting in the sales process. • Discuss the importance of sales tracking and reporting. • Outline strategies for achieving sales targets and expanding distribution networks. • Apply sales realisation, collection, and reconciliation processes. • Gather and analyse market data to identify market trends and opportunities. • Develop a competitive analysis and identify gaps in the market. • Build rapport with potential customers and effectively sell food products or services. • Manage distributors by recruiting, training, motivating, supporting, monitoring, and evaluating distributor performance. • Identify key competitors, analyse their strengths and weaknesses, develop a competitive strategy, and protect market share. • Track sales performance by channel, identify and evaluate channel marketing initiatives, and make	Applies theoretical knowledge to practical sales and marketing tasks. Demonstrates critical thinking, problem-solving, and decision-making skills in a dynamic and competitive environment	4.5

	recommendations for improving channel performance. - Identify and understand the key elements involved in planning and executing the successful launch of a new processed food product. - Demonstrate the ability to apply market research, product development, packaging, pricing, marketing, and distribution strategies to effectively introduce a new food product.		
Core skill	- Communication: Masterfully explain product benefits, address concerns, and build rapport with customers through clear and confident communication. - Interpersonal: Forge strong relationships with clients and distributors by actively listening, understanding their needs, and providing tailored solutions. - Negotiation: Secure advantageous deals by persuasively presenting your value proposition and effectively handling customer objections. - Analytical: Gather market data, analyze sales trends, and interpret customer feedback to inform strategic decisions and optimize performance. - Problem-Solving: Identify challenges, generate creative solutions, and overcome obstacles to achieve sales goals and exceed customer expectations. - Time Management: Prioritize tasks effectively, manage deadlines efficiently, and juggle multiple projects to maximize productivity. - Teamwork: Collaborate effectively with colleagues in other departments, such as marketing and logistics, to ensure seamless product launches and successful sales campaigns. - Presentation: Deliver impactful presentations about your product to potential customers, distributors, and stakeholders, showcasing its unique value proposition. - Computer Literacy: Utilize data analysis software, customer relationship management tools, and other digital tools to track performance, manage records, and stay organized.	Possesses strong communication, interpersonal, and analytical skills to effectively interact with customers, colleagues, and stakeholders. Demonstrates proficiency in time management, problem-solving, and teamwork to achieve goals in a fast-paced environment.	4.5

	Adaptability: Embrace change, react quickly to market shifts, and continually learn new skills and strategies to stay ahead of the competition.		
Responsibility	- Generate leads, develop relationships with potential customers, and close sales. - Develop and implement effective sales and marketing strategies. - Manage customer accounts and relationships. Monitor and analyse sales data to identify trends and opportunities. Prepare sales reports and presentations. - Liaise with other departments, such as marketing, logistics, and customer service.	Takes ownership of assigned tasks and projects. Demonstrates accountability for achieving sales targets and contributing to the overall success of the organization.	4.5

Annexure: 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	Computer with Internet Access	As per requirement	1 for every student
2	Productivity Software	Microsoft Office Suite (Word, Excel, PowerPoint)	Installed on each computer
3	Web Browsers	Chrome, Firefox, Safari	Installed on each computer
4	Marketing Automation Software (Trial Versions)	Hootsuite, Mailchimp, Sprout Social (Optional)	1 license per 4 students
5	Project Management Software (Trial Versions)	Asana, Trello, Monday.com (Optional)	1 license per 4 students
6	Data Analysis Software (Free Versions)	Google Sheets, OpenOffice Calc	Installed on each computer
7	Design Software (Trial Versions)	Canva, Adobe Creative Suite (Optional)	1 license per 4 students
8	Printing and Photocopying	Access to shared printer and photocopier	As needed
9	Presentation Materials	Projector, screen, whiteboard markers	1 set per classroom
10	Access to Food Industry Resources	Industry publications, databases, reports	Online subscriptions or library access
11	Networking Tools	Business cards, portfolio folders, professional attire	For each student

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

Annexure: 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	College of Dairy and Food Technology	Shafat Khan	Assistant Professor	Bassi, Jaipur	9596228774	Shafat.khan43@gmail.com	
2	3S Fitness Technologies Pvt Ltd	Akshat Tiwari	Sales Department	Manesar, Gurugram, Haryana	9470075582	atiwari@3-f-t.com	
3	Ipankh Technology Pvt. Ltd.	Sumit Singh	Director	Ghaziabad, U.P	9718293537	Sumit.singh@ipankh.com	
4	Adani Wilmar Ltd.	Jitendra Kumar Verma	Ass. manager	Mundra, Gujarat	7302315408	Jitendra.verma1@adaniwilmar.in	
5	Gujarat Milk Marketing Federation Limited	Abdullah Shamsi	Territory Sales Incharge- I	Delhi	8700943022	abdullah.shamsi@amul.coop	
6	Assama Food & Beverages	Pawan Kumar	QCM	Hajipur Industrial Area	9320434040	Pawan.lab@gmail.com	
7	Bharati Dairy LLP	Prosad Das	Partner	West Bengal	6294804400	Bhartidairy.lip@gmail.com	
8	ChemRobotics Private Limited,	Ritesh Agrawal		Delhi	9407360810	support@chemrobotics.com	
9	Green AgRevolution Pvt. Ltd.	Amarendra Kumar Jha		Gurugram		amarendrakj@agrevolution.in	
10	Aarya Associates,	Atul Mahajan	Director	Dewas Naka, Indore	89891 91010	aaryaassociates2012@gmail.com	
11	FICCI	Shantanu Khandelwal	CEO	Delhi	7042552126	shantanu@fraclabs.com	
12	Goodrich Carbohydrates Ltd	ANMOL GUPTA	Quality Assurance	Karnal, Haryana	+91-967-111-5066	anmolbansal11@gmail.com	
13	Gustora Foods Pvt. Ltd.	Rohit Ojha	DGM Plant	Bagru, Rajasthan	9351335331	planthead@gustora.co	

			Factory Operations				
14	Wow momos	Nazim Ahmad	Manager Production	Delhi	9891155437	Nazim.ahmed@wowmomos.com	
15	Lapalap Natural Herbs and Spices	Sagar Sachan	Designated Partner	Noida	8826010682	lapalaspices@gmail.com	
16	LT Foods Ltd	Hardik Mittal	GET	Sonipat	7056788986	hardik.mittal@ltgroup.in	
17	Mondelez International	Mridul Saini	R&D	Thane	8571040265	Mridul.Saini@mdlz.com	
18	MOTHER DAIRY FRUIT AND VEGETABLE PVT.LTD.	NARDEV KULESH	SR.COORDINATOR 'A'		9999532961	Nardev.kulesh@motherdairy.com	
19	Quirky Food LLP	Aishwarya Ranjan	Director	Greater Noida	9971066492	contact@quickyburger.com	
20.	Reliance Retail Limited	Anshul Agarwal	Senior Project Manager	Navi Mumbai	8826481823	Anshul.Agarwal@ril.com	
21.	Tetrapak	Samyak Gothi	Process Engineer	Pune	7798003325	samyak.gothi@tetrapak.com	
22.	Vadilal House	Navodit Kanchan	Marketing	Ahemdabad	8279706424	navodit.kanchan@gmail.com	
23.	In the Know	Ruchi Jain	Founder	Delhi	9811312157	ruchi@intheknow.co.in	
24.	Epifamily Pvt. Ltd.	Nitish Ranjan	Director	Greater Noida	7073205106	nitish@heathywheyprotein.com	
25.	Fortify Health	V Sujatha	Quality Officer		9873149455	Sujatha.v@fortifyhealth.global	
26.	Reliance Retail Limited	Anshul Agarwal	Senior Project Manager	Navi Mumbai	8826481823	Anshul.Agarwal@ril.com	
27.	Jindal Rice Mill	Ankit Jindal	Partner	Punjab	9855220028	Ankitjindal_89@yahoo.com	
28.	Sagar Milk Chilling Centre			Parganas			
29.	Adya Dairy Products pvt limited	Amit Kumar Chakraborty	QM Quality0	West Bengal	8584077357	amitchraborty@adyadairy.com	
30.	Orion Health foods Pvt ltd	Palash Naskar	Quality Head	West Bengal	9699735516	naskarpalash27@gmail.com	
31.	Maha Shakti Food Products	Naveen Kumar	Quality Manager	West Bengal		mahashaktifoods@gmail.com	

Annexure: 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
2024-25	200	200	50	50	0	0
2025-26	300	300	75	75	0	0

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

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: Blended Learning

Blended Learning Estimated Ratio & Recommended Tools:***Refer NCVET “Guidelines for Blended Learning for Vocational Education, Training & Skilling”***

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	• Books/ e-books • Presentations • Reference Material • Audio / Video Modules	40 : 60
2	☒ Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners	• Self-Learning Videos • Broadcasts • Mobile Learning • Curated Digital content	40 : 60
3	☒ Showing Practical Demonstrations to the learners	• Video Content • E-Resource library • AR/ VR/ XR	40 : 60
4	☒ Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	• Training tools (tools list attached) • Video Play • Presentations	40 : 60
5	☒ Tutorials/ Assignments/ Drill/ Practice	• Online Question Bank • Mobile Quick test app • MCQ based tests	40 : 60
6	☒ Proctored Monitoring/ Assessment/ Evaluation/ Examinations	• Assessment engine for Essays • Up-loadable file examinations • Mock test sessions	40 : 60
7	☒ On the Job Training (OJT)/ Project Work Internship/ Apprenticeship Training	• Online tests • Offline assessments	40 : 60

[Annexure: 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
FIC/N9708: Plan and Prepare for Sales of Food Product	<i>Prepare for product sales</i>	11	17	-	8
	PC1. obtain the sales target and instructions from supervisor regarding the sale of product	1	2	-	1
	PC2. obtain information and specifications about the product and information/data on buying trends of potential customers	1	2	-	1
	PC3. update oneself regarding the overall process of product sales, target achievements, new schemes, new launches etc. by participating in daily briefings/meetings	3	4	-	2
	PC4. collect and record data from all reliable sources such as walk-ins, telephonic enquiries, promotional/marketing campaigns, kiosks etc. for identifying customers	3	4	-	2
	PC5. identify latest sales strategies in the market and keep yourself up-to-date with trends, schemes, offers from the manufacturers	2	3	-	1
	PC6. maintain personal grooming and hygiene to ensure adherence to company standards	1	2	-	1
	<i>Conduct market research and analysis</i>	19	33	-	12
	PC7. conduct market research to gather and analyse data on market trends, competitor activity, and customer preferences for food products	3	5	-	2
	PC8. identify and analyse changing consumer preferences and demand patterns in the Indian processed food market	2	3	-	1
	PC9. analyse competitors to identify market gaps, pricing strategies, and product positioning	2	4	-	1
	PC10. identify gaps in the market and opportunities for introducing new processed food products on the basis of market research and analysis	2	4	-	1
	PC11. identify the specific market segments you aim to serve (e.g., retail, wholesale, foodservice, or direct-to-consumer)	2	3	-	1
	PC12. estimate future demand based on historical data, seasonal factors, and market trends	2	3	-	1
	PC13. analyse sales data to identify trends, patterns, and potential issues and present clear and concise sales reports to management	2	3	-	2
	PC14. prepare a sales forecast or report on the food product based on the market research and analysis and submit it to the appropriate authorities for review	2	3	-	1
	PC15. design a plan to achieve sales targets for a new processed food product, considering factors such as target market, marketing strategies, and distribution channels	2	5	-	2
	NOS Total	30	50	-	20

FIC/N9709: Implement Sales Strategies	<i>Develop and implement marketing and sales strategies</i>	8	12	-	5
	PC1. identify Unique Selling Points (USPs) of the product tailored to potential customer needs/requirements	1	2	-	1
	PC2. evaluate the impact of e-commerce and online grocery shopping on the distribution and marketing of processed food products	1	2	-	1
	PC3. develop marketing and sales strategies that cater to the growing health and wellness consciousness among Indian consumers based on the analysis	2	3	-	1
	PC4. decide whether to sell through retail (supermarkets, grocery stores), direct-to-consumer (online), or a combination of both	1	1	-	1
	PC5. consider implementing discounts, bundles, or loyalty programs to boost sales	1	2	-	1
	PC6. train sales teams on product knowledge, customer engagement techniques, and effective selling strategies	2	2	-	-
	<i>Conduct marketing and promotional events</i>	11	20	-	8
	PC7. plan for conducting or participating in promotional events for the sales of product	1	2	-	1
	PC8. design promotional materials (flyers, posters, social media posts, email newsletters)	1	2	-	1
	PC9. organize tasting events or sampling programs in stores, food fairs, or local markets to let customers try the product before purchasing.	1	2	-	1
	PC10. plan a strategic product launch with promotions, special offers, or collaborations to build excitement.	2	2	-	1
	PC11. align with holidays, food-related events, or local festivities for targeted promotions	1	2	-	1
	PC12. provide product samples for attendees to try during the event	1	2	-	-
	PC13. offer exclusive discounts or giveaways to create excitement and encourage immediate purchases	1	2	-	1
	PC14. collect customer information (e.g., email sign-ups, surveys, or loyalty program registration) and use this data to follow up with promotional offers or additional product information	1	2	-	1
	PC15. gather feedback through surveys or social media to evaluate the event's success and identify areas for improvement	1	2	-	1
	PC16. analyze the effectiveness of the event and how it impacted brand awareness and customer loyalty	1	2	-	-
	<i>Develop and manage sales channels</i>	11	18	-	7
	PC17. develop a strategy to achieve sales targets and expand distribution networks	1	2	-	1
	PC18. identify the most effective sales channels (e.g., e-commerce, traditional retail, wholesalers, food service, or direct-to-consumer) based on consumer demographics, purchasing behavior, and product type	2	2	-	1
	PC19. establish relationships with grocery stores, supermarkets, or specialty food stores to carry your product	1	2	-	1

	PC20. utilize e-commerce platforms like Amazon, your own website, or third-party websites to sell directly to consumers	2	2	-	1
	PC21. identify, evaluate, and negotiate with potential distribution partners to expand the reach of food product	1	2	-	1
	PC22. provide training to the distributors related to the organisation and sales and features of product	1	2	-	-
	PC23. establish strong relationships with channel partners like wholesalers, retailers, and e-commerce platforms to ensure smooth operations and long-term partnerships.	1	2	-	-
	PC24. monitor and assess the performance of each channel and provide support to partners/distributors as needed, such as ensuring adequate product availability or marketing assistance	1	2	-	1
	PC25. use ERP or inventory management system for tracking stock levels, managing orders, and timely deliveries	1	2	-	1
	NOS Total	30	50	-	20
FIC/N9710: Carry out Product Sales and Customer Management	<i>Carry out food product sales</i>	20	32	-	12
	PC1. implement the plan/strategy based on time, targets (daily, weekly and monthly) and prospective customers/distributors	1	2	-	1
	PC2. ensure availability of stock and merchandise for sales of the product	1	1	-	-
	PC3. visit the potential customers/distributors to market/sell the product	1	1	-	-
	PC4. initiate calls, emails, or meetings with potential buyers or distributors to pitch products	1	2	-	1
	PC5. greet customers properly and build rapport with the customer by taking them through the organisational buying process supported by established selling steps, selling policies and procedures	1	2	-	1
	PC6. deliver a sales pitch highlighting Unique Selling Points (USPs) and features of the product and present a comparison with the similar products available in the market to the customers/distributors	1	2	-	1
	PC7. identify the customer needs and provide/suggest the appropriate solution or service meeting the customer requirements	1	2	-	1
	PC8. respond to all customer queries related to sales, price and promotional schemes (exchange, VAS, discounts etc.)	1	2	-	1
	PC9. note down or enter the customer order with complete details in order management system by following organisational procedures	1	1	-	-
	PC10. collect payment and provide payment receipt to the customer by following organisational procedures	1	2	-	1
	PC11. support the accounts team in processing customer payment and preparing accurate invoice	1	1	-	-
	PC12. coordinate with marketing, production, and logistics teams to streamline operations and meet customer demand	1	2	-	1

	PC13. process and deliver customer orders in a timely manner by following organisational processes	1	2	-	1
	PC14. ensure smooth order intake, tracking, and fulfilment	1	1	-	-
	PC15. keep track of stock levels, reorder products on time, and ensure product availability	1	2	-	1
	PC16. coordinate with distribution partners for timely delivery of products to customers	1	1	-	-
	PC17. report to the concerned person if packaging or product seems defective/damaged	1	1	-	-
	PC18. compile and maintain daily order book and reports to be validated by Sales Manager	1	1	-	-
	PC19. prepare report of the sales volume/target achieved and use it to measure progress and identify areas for improvement	1	2	-	1
	PC20. make necessary adjustments in strategy based on performance data	1	2	-	1
	<i>Build and manage customer relationships</i>	10	18	-	8
	PC21. maintain regular contact with customers/distributors through oral/written communication/video conferencing to market/sell the product	1	2	-	1
	PC22. provide post-purchase follow-up to ensure customers are satisfied and encourage repeat business	1	2	-	1
	PC23. offer prompt and efficient support for inquiries, complaints, or returns	1	2	-	1
	PC24. handle and resolve issues such as product defects or shipping problems to maintain customer satisfaction	1	2	-	1
	PC25. arrange for replacement of product/monetary settlement in case of any defect or quality issue as per the instructions received from the manager	1	2	-	1
	PC26. escalate potential/existing customers feedback, unresolved concerns/issues to the concerned person/department	1	1	-	-
	PC27. use CRM system to track customer interactions, preferences, and purchase history	1	2	-	1
	PC28. send targeted offers and updates based on customer profiles and buying patterns	1	2	-	1
	PC29. regularly seek customer feedback to improve products and services	1	1	-	-
	PC30. develop customer retention strategies like loyalty programs or rewards for repeat business	1	2	-	1
	NOS Total	30	50	-	20
FIC/N9711: Follow Basic Safety and Work Management Practices	<i>Health and safety in work area</i>	26	-	11	26
	PC1. follow regular cleaning and disinfection practices at work place using appropriate techniques and materials	3	-	1	3
	PC2. follow hand hygiene practices at work place using appropriate techniques and materials	2	-	1	2
	PC3. ensure workstation and equipment are regularly clean and sanitized	2	-	1	2
	PC4. report regarding the contagious illness of self or people in close contact	2	-	1	2

	PC5. use appropriate protective clothing/ equipment for specific tasks	2	-	1	2
	PC6. identify hazardous activities and the possible causes of risks or accidents in the workplace	3	-	1	3
	PC7. follow safe working practices while dealing with hazards to ensure safety of self and others	3	-	1	3
	PC8. maintain appropriate working postures to minimize occupational health related issues	3	-	1	3
	PC9. participate in relevant training and awareness sessions on personal hygiene, GMP, and related topics	3	-	1	3
	PC10. ensure that FSSAI standards related to Pest Control, Cleaning, and Sanitation, Utilities, Waste Disposal, Prevention of Cross-Contamination, corrective action, preventive actions etc. at are followed at retail stores, promotional events, warehouses etc.	3	-	2	3
	<i>Emergencies, rescue and first aid procedures</i>	8	-	3	8
	PC11. provide appropriate first aid procedure to victims wherever required eg.in case of bleeding, burns, choking, electric shock etc.	3	-	1	3
	PC12. respond promptly and appropriately to an accident or medical emergency	2	-	1	2
	PC13. participate in emergency procedures such as raising alarm, safe evacuation etc.	3	-	1	3
	<i>Effective waste management practices</i>	8	-	3	8
	PC14. segregate waste into different categories	2	-	1	2
	PC15. identify recyclable, non-recyclable and hazardous waste	3	-	1	3
	PC16. dispose non-recyclable, recyclable and reusable waste appropriately at identified location	3	-	1	3
	<i>Material and energy conservation</i>	8	-	3	8
	PC17. identify ways to optimize usage of material including water in various tasks/activities/processes.	3	-	1	3
	PC18. identify ways to optimize usage of electricity/energy in various tasks/ activities/processes.	3	-	1	3
	PC19. ensure electrical equipment and appliances are properly connected and turned off when not in use.	2	-	1	2
	NOS Total	30	50	-	20
DGT/VSQ/N0102: Employability Skills (60 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	-	-	-	-
	NOS TOTAL	20	30	-	-
	TOTAL MARKS	140	240		70

Annexure: 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.

Assessment will be based on the concept of Independent Assessors empanelled with Assessment Agencies, identified, selected, trained and certified on Assessment techniques. These assessors would be aligned to assess as per the laid down criteria.

Assessment Agency would conduct assessment only at the training centres of Training Partner or designated testing centers authorized by FICSI.

Ideally, the assessment will be a continuous process comprising of three distinct steps:

- A. Mid- term assessment
- B. Term / Final Assessment

Each National Occupational Standard (NOS) in the respective QPs will be assigned weightage. Therein each Performance Criteria in the NOS will be assigned marks for theory and / or practical based on relative importance and criticality of function.

This will facilitate preparation of question bank / paper sets for each of the QPs. Each of these papers sets / question bank so created by the Assessment Agency will be validated by the industry subject matter experts through FICSI, especially with regard to the practical test and the defined tolerances, finish, accuracy etc.

The following tools are proposed to be used for final assessment:

- i. **Written Test:** This will comprise of
 - (i) True / False Statements
 - (ii) Multiple Choice Questions
 - (iii) Matching Type Questions.Online system for this will be preferred.
- ii. **Practical Test:** This will comprise a test job to be prepared as per project briefing following appropriate working steps, using necessary tools, equipment and instruments. Through observation it will be possible to ascertain candidate's aptitude, attention to details, quality consciousness etc. The end product will be measured against the pre-decided MCQ filled by the Assessor to gauge the level of his skill achievements.
- iii. **Structured Interview:** This tool will be used to assess the conceptual understanding and the behavioural aspects as regards the job role and the specific task at hand. Assessment will be based on the concept of Independent Assessors empanelled with Assessment

On the Job:

1. Each module (which covers the job profile of Sales Associate- Food Industry will be assessed separately.
2. The candidate must score 70% in each module to successfully complete the OJT.
3. Tools of Assessment that will be used for assessing whether the candidate is having desired skills and etiquette of dealing with customers, understanding needs & requirements, assessing the customer and perform Soft Skills effectively:

- Videos of Trainees during OJT
 - Answer Sheets of Question Banks
 - Assessing the Log Book entries of Trainees at Employer location
 - Employer Performance Feedback.
4. Assessment of each Module will ensure that the candidate is able to:
- Analyse the food industry landscape, including consumer preferences, competitor strategies, and regulatory requirements.
 - Implement sales strategies and plans that align with market trends, target audiences, and company objectives.
 - Plan and implement marketing campaigns (including promotions, sampling, and merchandising) across various channels to enhance brand awareness and drive sales.
 - Promote products responsibly, prioritise customer needs, and avoid misleading sales tactics.
 - Develop and manage distribution channels for sales of product.
 - Build customer rapport, identify their needs, and provide persuasive product recommendations to facilitate sales.
 - Possess a comprehensive understanding of food categories, ingredients, nutritional information, and safe handling practices.
 - Deliver sales pitch for the sale of product.
 - Carry out various tasks related to sale of products.
 - Adhere to food safety laws, labelling regulations, and industry-specific quality standards.
 - Efficiently process orders, maintain inventory levels, and optimise product availability.
 - Leverage sales and marketing software, analyse data to inform decision-making and track performance metrics.
 - Maintain a professional demeanour, uphold ethical standards, and embrace continuous learning.

Annexure: 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

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