



## **QUALIFICATION FILE**

### **Product Manager- Web & Mobile**

☒ 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: 6

Submitted By:

IT-ITeS Sector Skills Council NASSCOM (SSC NASSCOM)

Plot No. – 7, 8, 9 & 10

Sector – 126, Noida, Uttar Pradesh - 201303

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## Section 1: Basic Details

| 1.     | Qualification Name                                                                                                                                                             | Product Manager- Web & Mobile                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                |        |                                                                    |                                                           |    |                        |  |    |                             |                                |    |                                                 |                              |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|--------|--------------------------------------------------------------------|-----------------------------------------------------------|----|------------------------|--|----|-----------------------------|--------------------------------|----|-------------------------------------------------|------------------------------|
| 2.     | Sector/s                                                                                                                                                                       | IT/ITeS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                |        |                                                                    |                                                           |    |                        |  |    |                             |                                |    |                                                 |                              |
| 3.     | Type of Qualification: <input type="checkbox"/> New <input checked="" type="checkbox"/> Revised <input type="checkbox"/> Has Electives/Options<br><input type="checkbox"/> OEM | NQR Code & version of existing/previous qualification: 2020/ITES/ITSSC/03794 & v2.0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Qualification Name of existing/previous version: Product Manager- Web & Mobile |        |                                                                    |                                                           |    |                        |  |    |                             |                                |    |                                                 |                              |
| 4.     | a. OEM Name<br>b. Qualification Name<br>(Wherever applicable)                                                                                                                  | NA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                |        |                                                                    |                                                           |    |                        |  |    |                             |                                |    |                                                 |                              |
| 5.     | National Qualification Register (NQR) Code &Version<br>(Will be issued after NSQC approval)                                                                                    | QG-06-IT-03643-2025-V2-NASSCOM & v3.0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 6. NCrf/NSQF Level: 6                                                          |        |                                                                    |                                                           |    |                        |  |    |                             |                                |    |                                                 |                              |
| 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 Product Manager – Web and Mobile is responsible for overseeing the full development lifecycle of web and mobile solutions. The role involves creating detailed use cases, aligning business requirements, and understanding customer needs. The individual also shapes the go-to-market strategies and drives customer engagement and retention initiatives to ensure the success of the product.                                                                                                                                                                                                                                                                                                                                                                           |                                                                                |        |                                                                    |                                                           |    |                        |  |    |                             |                                |    |                                                 |                              |
| 9.     | Eligibility Criteria for Entry for Student/Trainee/Learner/Employee                                                                                                            | <p>a. Entry Qualification &amp; Relevant Experience:</p> <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>Completed 4th year UG*</td> <td></td> </tr> <tr> <td>2.</td> <td>Completed 3-Year UG* Degree</td> <td>1.5-year relevant experience**</td> </tr> <tr> <td>3.</td> <td>Previous relevant Qualification of NSQF Level 5</td> <td>3-year relevant experience**</td> </tr> </tbody> </table> <p>*UG or diploma with courses related to Engg. / Science<br/> **Relevant Experience (including work, internship and apprenticeship) related to Web and Mobile</p> <p>b. Age:</p> |                                                                                | S. No. | Academic/Skill Qualification (with Specialization - if applicable) | Required Experience (with Specialization - if applicable) | 1. | Completed 4th year UG* |  | 2. | Completed 3-Year UG* Degree | 1.5-year relevant experience** | 3. | Previous relevant Qualification of NSQF Level 5 | 3-year relevant experience** |
| S. No. | Academic/Skill Qualification (with Specialization - if applicable)                                                                                                             | Required Experience (with Specialization - if applicable)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                |        |                                                                    |                                                           |    |                        |  |    |                             |                                |    |                                                 |                              |
| 1.     | Completed 4th year UG*                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                |        |                                                                    |                                                           |    |                        |  |    |                             |                                |    |                                                 |                              |
| 2.     | Completed 3-Year UG* Degree                                                                                                                                                    | 1.5-year relevant experience**                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                |        |                                                                    |                                                           |    |                        |  |    |                             |                                |    |                                                 |                              |
| 3.     | Previous relevant Qualification of NSQF Level 5                                                                                                                                | 3-year relevant experience**                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                |        |                                                                    |                                                           |    |                        |  |    |                             |                                |    |                                                 |                              |
| 10.    | Credits Assigned to this Qualification, Subject to Assessment (as per National Credit Framework (NCrF))                                                                        | 18                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 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 (Specify Total Duration as per selected training delivery modes and as per requirement of the qualification) | <input type="checkbox"/> Offline <input type="checkbox"/> Online <input checked="" type="checkbox"/> Blended<br><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</td> <td>240</td> <td>120</td> <td></td> <td>540</td> </tr> <tr> <td>Online</td> <td>180</td> <td>240</td> <td>120</td> <td></td> <td>540</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 | 240 | 120 |  | 540 | Online | 180 | 240 | 120 |  | 540 |
| Training Delivery Modes | Theory (Hours)                                                                                                                                               | Practical (Hours)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | OJT Mandatory (Hours) | OJT Recommended (Hours) | Total (Hours) |                                  |  |                         |                |                   |                       |                         |               |                     |     |     |     |  |     |        |     |     |     |  |     |
| Classroom (offline)     | 180                                                                                                                                                          | 240                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 120                   |                         | 540           |                                  |  |                         |                |                   |                       |                         |               |                     |     |     |     |  |     |        |     |     |     |  |     |
| Online                  | 180                                                                                                                                                          | 240                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 120                   |                         | 540           |                                  |  |                         |                |                   |                       |                         |               |                     |     |     |     |  |     |        |     |     |     |  |     |
| 14.                     | Aligned to NCO/ISCO Code/s (if no code is available mention the same)                                                                                        | NCO-2015/2512.0301                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                       |                         |               |                                  |  |                         |                |                   |                       |                         |               |                     |     |     |     |  |     |        |     |     |     |  |     |
| 15.                     | Progression path after attaining the qualification (Please show Professional and Academic progression)                                                       | This entry should refer to one or more of the following:<br><b>Academic progression:</b> access to related qualification(s) at the same NSQF level: Senior User Experience Designer, Application Architect – Web & Mobile, Senior Application Developer Web & Mobile, Senior Test Analyst – Web & Mobile, Senior DevOps Analyst – Web & Mobile<br><b>Professional progression:</b> access to related qualification(s) at the next NSQF level: Senior Product Manager – Web & Mobile, Lead User Experience Designer, Senior Application Architect – Web & Mobile, Lead Application Developer – Web & Mobile, Lead Test Analyst – Web & Mobile, Lead DevOps Analyst – Web & Mobile |                       |                         |               |                                  |  |                         |                |                   |                       |                         |               |                     |     |     |     |  |     |        |     |     |     |  |     |
| 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                                                                    | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No URLs of similar Qualifications:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                       |                         |               |                                  |  |                         |                |                   |                       |                         |               |                     |     |     |     |  |     |        |     |     |     |  |     |
| 18.                     | Is the Job Role Amenable to Persons with Disability                                                                                                          | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No<br>If “Yes”, specify applicable type of Disability: Visual, Hearing or Speech impairment, Locomotor Disability                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                       |                         |               |                                  |  |                         |                |                   |                       |                         |               |                     |     |     |     |  |     |        |     |     |     |  |     |
| 19.                     | How Participation of Women will be Encouraged                                                                                                                | The program is gender-neutral, promoting equal opportunities for all participants. However, to foster greater participation from women, some organizations have designated a specific number of seats exclusively for female candidates to encourage their involvement.                                                                                                                                                                                                                                                                                                                                                                                                          |                       |                         |               |                                  |  |                         |                |                   |                       |                         |               |                     |     |     |     |  |     |        |     |     |     |  |     |
| 20.                     | Are Greening/ Environment Sustainability Aspects Covered (Specify the NOS/Module which covers it)                                                            | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No<br>(Covered in DGT/VSQ/N0103)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                       |                         |               |                                  |  |                         |                |                   |                       |                         |               |                     |     |     |     |  |     |        |     |     |     |  |     |
| 21.                     | Is Qualification Suitable to be Offered in Schools/Colleges                                                                                                  | Schools <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Colleges <input checked="" type="checkbox"/> Yes <input type="checkbox"/> 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: Namrata Kapur<br>Email: standards@nasscom.in<br>Website: https://nasscom.in<br>Contact No.: 0120-4990111                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                       |                         |               |                                  |  |                         |                |                   |                       |                         |               |                     |     |     |     |  |     |        |     |     |     |  |     |
| 23.                     | Final Approval Date by NSQC: 18-02-2025                                                                                                                      | 24. Validity Duration: 3 Years                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                       |                         |               | 25. Next Review Date: 18-02-2028 |  |                         |                |                   |                       |                         |               |                     |     |     |     |  |     |        |     |     |     |  |     |

## 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.    | Define product/solution strategy and oversee development lifecycle               | SSC/N8401, v2.0                           | Core          | 6.0              | 3                   | 20                        | 40  | 30       | -        | 90    | 30               | 50  | -     | 20   | 100   | 15                            |
| 2.    | Collect and define business requirements through client interaction              | SSC/N8127, v3.0                           | Core          | 6.0              | 3                   | 20                        | 40  | 30       | -        | 90    | 30               | 50  | -     | 20   | 100   | 10                            |
| 3.    | Finalize the MVP based on defined business requirements                          | SSC/N8402, v2.0                           | Core          | 6.0              | 3                   | 20                        | 40  | 30       | -        | 90    | 30               | 50  | -     | 20   | 100   | 15                            |
| 4.    | Define KPIs to monitor software performance, adoption, usability, and conversion | SSC/N8403, v2.0                           | Core          | 6.0              | 2                   | 10                        | 20  | 30       | -        | 60    | 30               | 50  | -     | 20   | 100   | 15                            |
| 5.    | Define a go-to-market strategy for the product/solution                          | SSC/N8404, v2.0                           | Core          | 6.0              | 1                   | 10                        | 20  | -        | -        | 30    | 30               | 50  | -     | 20   | 100   | 10                            |
| 6.    | Define a customer engagement and retention strategy                              | SSC/N8405, v2.0                           | Core          | 6.0              | 1                   | 10                        | 20  | -        | -        | 30    | 30               | 50  | -     | 20   | 100   | 10                            |
| 7.    | Create and execute a project charter and monitor the project KPIs                | SSC/N8406, v2.0                           | Core          | 6.0              | 1                   | 10                        | 20  | -        | -        | 30    | 30               | 50  | -     | 20   | 100   | 10                            |
| 8.    | Manage team performance to achieve project goals                                 | SSC/N9011, v4.0                           | Non-Core      | 6.0              | 1                   | 10                        | 20  | -        | -        | 30    | 30               | 50  | -     | 20   | 100   | 5                             |

| 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) |
| 9.                                | Optimize Revenue, Security, and Accessibility in Web and Mobile Products | SSC/N8452, v2.0                           | Non-Core      | 5.0              | 1                   | 10                        | 20  | -        | -        | 30    | 30               | 50  | -     | 20   | 100   | 5                             |
| 10.                               | Employability Skills (60 Hours)                                          | DGT/VSQ/N 0102, v1.0                      | Non-Core      | 4.0              | 2                   | 60                        | -   | -        | -        | 60    | 20               | 30  | -     | -    | 50    | 5                             |
| Duration (in Hours) / Total Marks |                                                                          |                                           |               |                  | 18                  | 180                       | 240 | 120      |          | 540   | 290              | 480 | -     | 180  | 950   | 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.)

## Section 3: Training Related

|    |                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|----|------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. | <b>Trainer's Qualification and experience in the relevant sector (in years)</b> (as per NCVET guidelines)        | <p><b>Educational Qualification:</b> Graduate in any discipline, preferably Engineering/Science/Computer Science/Electronics and Engineering /Information Technology.</p> <p><b>Industry &amp; Training Experience:</b> Minimum 2 years of industry experience in the field of web &amp; mobile.</p> <p><b>Certification:</b> "Trainer" mapped to the Qualification Pack "MEP/Q2601". Minimum accepted score is 80% aggregate.</p>     |
| 2. | <b>Master Trainer's Qualification and experience in the relevant sector (in years)</b> (as per NCVET guidelines) | <p><b>Educational Qualification:</b> Graduate in any discipline, preferably Engineering/Science/Computer Science/Electronics and Engineering /Information Technology.</p> <p><b>Industry &amp; Training Experience:</b> 4 years of industry experience in relevant field of web &amp; mobile.</p> <p><b>Certification:</b> "Master Trainer" mapped to the Qualification Pack "MEP/Q2602". Minimum accepted score is 90% aggregate.</p> |
| 3. | <b>Tools and Equipment Required for Training</b>                                                                 | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (If "Yes", details to be provided in Annexure)                                                                                                                                                                                                                                                                                                                     |
| 4. | <b>In Case of Revised Qualification, Details of Any Upskilling Required for Trainer</b>                          | NA                                                                                                                                                                                                                                                                                                                                                                                                                                     |

## Section 4: Assessment Related

|    |                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|----|------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. | <b>Assessor's Qualification and experience in relevant sector (in years)</b> <i>(as per NCVET guidelines)</i>                | <p><b>Educational Qualification:</b> Graduate in any discipline, preferably Engineering/Science/Computer Science/Electronics and Engineering /Information Technology.</p> <p><b>Industry &amp; Training Experience:</b> 2 years of industry experience in the field of web &amp; mobile.</p> <p><b>Certification:</b> "Assessor" mapped to the Qualification Pack "MEP/Q2701". Minimum accepted score is 80% aggregate.</p>     |
| 2. | <b>Proctor's Qualification and experience in relevant sector (in years)</b> <i>(as per NCVET guidelines)</i>                 | <p><b>Educational Qualification:</b> Graduate in any discipline, preferably Engineering/Science/Computer Science/Electronics and Engineering /Information Technology.</p> <p><b>Industry &amp; Training Experience:</b> 2 years of industry experience in the field of web &amp; mobile.</p> <p><b>Certification:</b> "Assessor" mapped to the Qualification Pack "MEP/Q2701". Minimum accepted score is 80% aggregate.</p>     |
| 3. | <b>Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years)</b> <i>(as per NCVET guidelines)</i> | <p><b>Educational Qualification:</b> Graduate in any discipline, preferably Engineering/Science/Computer Science/Electronics and Engineering /Information Technology.</p> <p><b>Industry &amp; Training Experience:</b> 4 years of industry experience in the field of web &amp; mobile.</p> <p><b>Certification:</b> "Lead Assessor" mapped to the Qualification Pack "MEP/Q2702" Minimum accepted score is 90% aggregate.</p> |
| 4. | <b>Assessment Mode</b> <i>(Specify the assessment mode)</i>                                                                  | The assessment will consist of a blend of hands-on practical evaluations, viva-voce, and online proctored scenario-based multiple-choice questions ensuring a thorough evaluation of the individual's proficiency in learning outcomes, practical understanding, and real-world application of concepts.                                                                                                                        |
| 5. | <b>Tools and Equipment Required for Assessment</b>                                                                           | <input checked="" type="checkbox"/> Same as for training <input type="checkbox"/> Yes <input type="checkbox"/> 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. | <b>Latest Skill Gap Study (not older than 2 years) (Yes/No):</b> NA                             |
| 2. | <b>Latest Market Research Reports or any other source (not older than 2 years) (Yes/No):</b> NA |
| 3. | <b>Government /Industry initiatives/ requirement (Yes/No):</b> NA                               |
| 4. | <b>Number of Industry validation provided:</b> 30                                               |
| 5. | <b>Estimated nos. of persons to be trained and employed:</b> 1000                               |

|    |                                                                                                                      |
|----|----------------------------------------------------------------------------------------------------------------------|
| 6. | <b>Evidence of Concurrence/Consultation with Line Ministry/State Departments:</b> <i>In Process</i><br>If “No”, why: |
|----|----------------------------------------------------------------------------------------------------------------------|

## Section 6: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name

|     |                                                                                                                             |                   |
|-----|-----------------------------------------------------------------------------------------------------------------------------|-------------------|
| 1.  | <b>Annexure:</b> NCrf/NSQF level justification based on NCrf level/NSQF descriptors <i>(Mandatory)</i>                      | <i>Annexure 1</i> |
| 2.  | <b>Annexure:</b> List of tools and equipment relevant for qualification <i>(Mandatory, except in case of online course)</i> | <i>Annexure 2</i> |
| 3.  | <b>Annexure:</b> Detailed Assessment Criteria <i>(Mandatory)</i>                                                            | <i>Annexure 6</i> |
| 4.  | <b>Annexure:</b> Assessment Strategy <i>(Mandatory)</i>                                                                     | <i>Annexure 7</i> |
| 5.  | <b>Annexure:</b> Blended Learning <i>(Mandatory, in case selected Mode of delivery is “Blended Learning”)</i>               | <i>NA</i>         |
| 6.  | <b>Annexure:</b> Multiple Entry-Exit Details <i>(Mandatory, in case qualification has multiple Entry-Exit)</i>              | <i>NA</i>         |
| 7.  | <b>Annexure:</b> Acronym and Glossary <i>(Optional)</i>                                                                     | <i>Annexure 8</i> |
| 8.  | <b>Supporting Document:</b> Model Curriculum <i>(Mandatory – Public view)</i>                                               | <i>Attached</i>   |
| 9.  | <b>Supporting Document:</b> Career Progression <i>(Mandatory - Public view)</i>                                             | <i>Attached</i>   |
| 10. | <b>Supporting Document:</b> Occupational Map <i>(Mandatory)</i>                                                             | <i>Attached</i>   |
| 11. | <b>Supporting Document:</b> Assessment SOP <i>(Mandatory)</i>                                                               | <i>Attached</i>   |
| 12. | <b>Any other document you wish to submit:</b>                                                                               | <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 |
|---------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Professional Theoretical Knowledge/Process</b> | <b>A command of wide-ranging specialised theoretical and practical skills, involving variable routine and non-routine contexts.</b><br><br><b>Preparation for Product Management Operations:</b> <ul style="list-style-type: none"> <li>Define Product/Solution Strategy</li> </ul> | A Product Manager - Web and Mobile must have advanced knowledge of product development life cycles, digital platforms, and customer experience optimization for web and mobile applications. They should be well-versed in agile development methodologies, UX/UI design principles, and A/B testing techniques to ensure products meet market demands and user expectations. Additionally, they should understand business | 6.0             |

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                       |  |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|  | <ul style="list-style-type: none"> <li>Oversee Development Lifecycle</li> </ul> <p><b>Business Requirements Gathering:</b></p> <ul style="list-style-type: none"> <li>Collect and Define Business Requirements through Client Interaction</li> <li>Translate Requirements into Product Features.</li> </ul> <p><b>MVP (Minimum Viable Product) Finalization:</b></p> <ul style="list-style-type: none"> <li>Finalize MVP Based on Defined Business Requirements</li> <li>Oversee MVP Testing and Feedback</li> </ul> <p><b>Performance Monitoring and Optimization:</b></p> <ul style="list-style-type: none"> <li>Define KPIs to Monitor Software Performance, Adoption, Usability, and Conversion</li> <li>Monitor and Analyze KPIs</li> </ul> <p><b>Go-to-Market Strategy</b></p> <ul style="list-style-type: none"> <li>Define Go-to-Market Strategy for the Product/Solution</li> <li>Execute Product Launch Plans</li> </ul> <p><b>Customer Engagement and Retention</b></p> <ul style="list-style-type: none"> <li>Define Customer Engagement and Retention Strategy</li> <li>Implement Feedback Loops</li> </ul> <p><b>Project Management and Monitoring</b></p> <ul style="list-style-type: none"> <li>Create and Execute a Project Charter</li> <li>Monitor Project KPIs</li> </ul> <p><b>Problem-Solving and Decision-Making</b></p> <ul style="list-style-type: none"> <li>Conduct Root Cause Analysis for Product Issues</li> <li>Decision-Making in Product Development</li> </ul> <p><b>Optimize Revenue, Security, and Accessibility in Web and Mobile Products</b></p> <ul style="list-style-type: none"> <li>Revenue Strategy</li> </ul> | <p>models and analytics tools for data-driven decision-making. This expertise is essential for driving product innovation, aligning features with customer needs, and managing end-to-end product releases.</p> <p>Hence, it falls under Level 6.</p> |  |
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|                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |
|-----------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
|                                                                             | <ul style="list-style-type: none"> <li>• Product Solution Strategy</li> <li>• Customer Requirement Analysis</li> <li>• Product Security</li> <li>• Data Privacy and Security</li> <li>• Accessibility</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |
| <b>Professional and Technical Skills/ Expertise/ Professional Knowledge</b> | <p><b>Wide-ranging factual and theoretical knowledge in broad contexts within a field of work or study.</b></p> <ul style="list-style-type: none"> <li>• Knowledge of product lifecycle management principles and best practices.</li> <li>• Understanding of market analysis techniques to identify customer needs and preferences.</li> <li>• Know how to collect and define business requirements through effective client engagement.</li> <li>• Knowledge of Minimum Viable Product (MVP) principles to prioritize product features.</li> <li>• Understanding of key performance indicators (KPIs) to monitor product performance and user engagement.</li> <li>• Knowledge of go-to-market strategies to successfully launch products in competitive markets.</li> <li>• Understanding of customer engagement strategies to foster loyalty and retention.</li> <li>• Know how to create and execute project charters that align with organizational goals.</li> <li>• Knowledge of agile methodologies to enhance product development efficiency.</li> <li>• Understanding of data analysis techniques to assess product performance and usability.</li> <li>• Know how to conduct competitive analysis to inform product positioning and differentiation.</li> <li>• Knowledge of effective communication strategies for cross-functional collaboration.</li> <li>• Understanding of risk management processes to identify and mitigate potential challenges.</li> <li>• Know how to design user-centered product features that enhance customer satisfaction.</li> </ul> | <p>The Product Manager - Web and Mobile should possess advanced cognitive, professional, and technical skills necessary for managing the development of digital products. This includes creating product roadmaps, coordinating with cross-functional teams, and defining product specifications. Their role requires expertise in project management tools such as JIRA or Trello, and proficiency in using CRM tools for customer feedback analysis.</p> <p>They must also be skilled in conducting market research, competitor analysis, and customer segmentation to create targeted strategies. Strong communication and leadership skills are vital for managing internal and external stakeholders, leading product development teams, and ensuring timely product launches.</p> <p>Hence, it falls under Level 6.</p> | 6.0 |

|                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |
|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
|                                                                                             | <ul style="list-style-type: none"> <li>Knowledge of regulatory requirements and industry standards relevant to product development.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |
| <b>Employment Readiness &amp; Entrepreneurship Skills &amp; Mind-set/Professional Skill</b> | <p><b>Wide range of cognitive and practical skills required to generate solutions to specific problems in a field of work of study.</b></p> <ul style="list-style-type: none"> <li>Select key product features based on market research and user needs.</li> <li>Identify business opportunities and product gaps in the market.</li> <li>Create innovative solutions to meet user demands.</li> <li>Develop product roadmaps aligned with company goals.</li> <li>Select the right tools and technologies to enhance product performance.</li> <li>Identify and mitigate risks throughout the product lifecycle.</li> <li>Develop and foster cross-functional team collaboration.</li> <li>Create actionable project plans to meet deadlines and milestones.</li> <li>Identify customer pain points and convert them into product improvements.</li> <li>Develop a deep understanding of customer needs and behavior.</li> <li>Select appropriate KPIs to measure product success and impact.</li> <li>Create efficient workflows to manage product development.</li> <li>Identify trends and industry shifts to inform product strategy.</li> <li>Develop a scalable approach to product growth and market expansion.</li> <li>Select and implement effective communication strategies with stakeholders.</li> </ul> | <p>A Product Manager - Web and Mobile must exhibit a proactive mindset, adaptability, and a strategic approach to market challenges. The role requires strong problem-solving skills to address issues such as customer churn, feature adoption, and product scalability. They must also possess an entrepreneurial mindset, identifying new growth opportunities and driving product-market fit.</p> <p>Effective communication, negotiation, and leadership skills are essential for collaborating with development, marketing, and sales teams, ensuring the alignment of business goals with product strategies. These competencies foster innovation and growth, making the role essential for driving digital transformation.</p> <p>Therefore, this job role is considered at Level 6.</p> | 6.0 |
| <b>Broad Learning Outcomes/Core Skill</b>                                                   | <b>Full responsibility for output of group and development</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | The Product Manager - Web and Mobile applies advanced theoretical knowledge and specialized skills in a dynamic, fast-paced environment to deliver high-quality digital products. They                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 6.0 |

|                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |     |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
|                       | <p>The job holder is expected to communicate complex and specialized information clearly and effectively, both in written and oral forms, to diverse stakeholders, including cross-functional teams, senior management, and external partners. They must possess advanced analytical and problem-solving skills, be capable of interpreting and presenting data and insights to drive informed decision-making, and demonstrate proficiency in project management and strategic planning.</p> <p>They should be skilled in advanced arithmetic, statistical analysis, and understanding complex systems, as well as applying these skills to optimize processes, enhance quality, and ensure compliance with standards.</p>                                                                                                                                                                                                                                              | <p>are responsible for managing the entire product life cycle, from ideation to execution, ensuring seamless integration between web and mobile platforms.</p> <p>The role involves making data-driven decisions, balancing customer needs with business objectives, and monitoring performance metrics such as user retention and engagement. They also stay informed on emerging trends in technology and customer behavior, using this knowledge to refine product strategies and maintain a competitive edge.</p> <p>Hence, it falls under Level 6.</p> |     |
| <b>Responsibility</b> | <ul style="list-style-type: none"> <li>• Product/Solution research &amp; strategy</li> <li>• Determine and define the requirements</li> <li>• Establish key success metrics</li> <li>• MVP research and strategy</li> <li>• MVP development strategy</li> <li>• MVP feedback and iteration</li> <li>• Establish business goals</li> <li>• Define and monitor KPIs</li> <li>• Report and communicate data</li> <li>• Collect and implement feedback</li> <li>• Competitive analysis</li> <li>• Demand analysis</li> <li>• Product strategy</li> <li>• Customer engagement and retention strategy</li> <li>• Customer insight</li> <li>• Project scope and objectives</li> <li>• Stakeholder mapping</li> <li>• Defining Roles and responsibilities</li> <li>• Project planning</li> <li>• Risk analysis and mitigation</li> <li>• Project monitoring</li> <li>• Revenue Strategy</li> <li>• Product Solution Strategy</li> <li>• Customer Requirement Analysis</li> </ul> | <p>A Product Manager – Web and Mobile is responsible for overseeing the full development lifecycle of web and mobile solutions. The role involves creating detailed use cases, aligning business requirements, and understanding customer needs. The individual also shapes the go-to-market strategies and drives customer engagement and retention initiatives to ensure the success of the product.</p>                                                                                                                                                  | 6.0 |

|  |                                                                                                                                                         |  |  |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
|  | <ul style="list-style-type: none"> <li>Product Security</li> <li>Data Privacy and Security</li> <li>Accessibility in Web and Mobile Products</li> </ul> |  |  |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|

## 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.     | Customer Journey Mapping Tools (e.g., Excalidraw, Draw.io, etc.) | Nos           | 1                                 |
| 2.     | Survey Tools (e.g., LimeSurvey, Google Forms, etc.)              | Nos           | 1                                 |
| 3.     | SWOT Analysis Templates (e.g., LibreOffice Draw, Canva, etc.)    | Nos           | 1                                 |
| 4.     | Market Research Tools (e.g., Matomo, Open Web Analytics, etc.)   | Nos           | 1                                 |
| 5.     | Project Management Tools (e.g., Taiga, Redmine, etc.)            | Nos           | 1                                 |

### 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.    | PwC India         | Yatharth Bhatnagar  | Software Engineer | Pune            | 7276325777       | <a href="mailto:yatharth23@gmail.com">yatharth23@gmail.com</a> |                                 |

|     |                                           |                     |                       |                                                                                                               |             |                                                                                                  |  |
|-----|-------------------------------------------|---------------------|-----------------------|---------------------------------------------------------------------------------------------------------------|-------------|--------------------------------------------------------------------------------------------------|--|
| 2.  | Siemens Digital Industries Software       | Snehal Pandey       | Software Engineer     | Pune                                                                                                          | 7387151993  | <a href="mailto:snehalpande93@gmail.com">snehalpande93@gmail.com</a>                             |  |
| 3.  | Dell Technologies                         | Ariba Syed          | Software Engineer     | Surat                                                                                                         |             | <a href="mailto:ariba.syed2017@gmail.com">ariba.syed2017@gmail.com</a>                           |  |
| 4.  | Protiviti Global Business Consulting      | Sakshi Samtani      | Senior Manager        | Mumbai                                                                                                        | 8080536463  | <a href="mailto:sakshi3192@gmail.com">sakshi3192@gmail.com</a>                                   |  |
| 5.  | Nasdaq Inc                                | Alfiya Khan         | Software Engineer     | Unit 201 and 203, Akruti Center Point, MIDC Road, Andheri (East) Mumbai: 400-093, India.                      | 8109690056  | <a href="mailto:alfiya.Khan@Nasdaq.com">alfiya.Khan@Nasdaq.com</a>                               |  |
| 6.  | Infosys Ltd                               | Shraddha Sethiya    | Technology Analyst    | No. 44 & 97/A, Infosys Avenue, Next SBI Bank, Hosur Road, Electronic City- Bengaluru 560100, Karnataka, India | 99267854201 | <a href="mailto:shraddha.sethiya@infosys.com">shraddha.sethiya@infosys.com</a>                   |  |
| 7.  | Deloitte Support Services Private Limited | Shreya Sharma       | Senior Analyst (PMO)  | Hyderabad Deloitte Towers, Mindspace Road, P Janardhan Reddy Nagar, Gachibowli, Hyderabad, Telangana 500032   | 8999530108  | <a href="mailto:shreyasharma5@deloitte.com">shreyasharma5@deloitte.com</a>                       |  |
| 8.  | Capgemini                                 | Shruti Gupta        | Manager               | Chennai, Tamil Nadu, India                                                                                    | 9004343572  | <a href="mailto:shrutivijendra@gmail.com">shrutivijendra@gmail.com</a>                           |  |
| 9.  | Sopra Steria India                        | Rikan Singh         | Team Leader           | Plot No. 20 & 21, Seaview Special Economic Zone, Building 4, Sector 135, Noida, Uttar Pradesh 201304          | 9899507967  | <a href="mailto:rikan.singh@soprasteria.com">rikan.singh@soprasteria.com</a>                     |  |
| 10. | Sycamore Informatics                      | Rahul Kumar Kaushik | Product Manager       | No. 6, 2nd Floor, 2nd Main, Arekere, Off Bannerghatta Road, Bangalore 560076                                  | 8859885973  | <a href="mailto:rahul.kaushik@sycamoreinformatics.com">rahul.kaushik@sycamoreinformatics.com</a> |  |
| 11. | Movate                                    | Rohit Kumar Sharma  | Manager – Development | A-21, sector 4, Block A, Kailash Colony, Greater Kailash, New Delhi,                                          | 9927564461  | <a href="mailto:rohit.sharma.movate@gopangea.com">rohit.sharma.movate@gopangea.com</a>           |  |
| 12. | GlobalLogic                               | Rashid Muhammad     | Associate Manager     | Oxygen Business Park SEZ, Tower, 3, Noida-Greater Noida                                                       | 8881474420  | <a href="mailto:rashid.muhammad@globallogic.com">rashid.muhammad@globallogic.com</a>             |  |
| 13. | HCL Tech                                  | Sheeloo Sachan      | Technical Specialist  | Plot No 3A, Sector 126, Noida, Uttar Pradesh 201301                                                           | 9717036547  | <a href="mailto:sachan.sheeloo@gmail.com">sachan.sheeloo@gmail.com</a>                           |  |
| 14. | Globant                                   | Rishi Kumar         | Analytics             | Wing A & B, Level 5, Tower IV, Cybercity, Magarpatta City, Hadapsar, Pune – 411 013. Pune                     | 9717036547  | <a href="mailto:rishi.kumar@globant.com">rishi.kumar@globant.com</a>                             |  |
| 15. | Reckitt Benckiser                         | Sachin Sharma       | Demand Manager        | Udyog Vihar, Phase V, Gurgaon, Haryana                                                                        | 9758573077  | <a href="mailto:Sachin.Sharma@rb.com">Sachin.Sharma@rb.com</a>                                   |  |

|     |                                      |                            |                                              |                                                                                                                                                           |               |                         |  |
|-----|--------------------------------------|----------------------------|----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------------------|--|
| 16. | PWC                                  | Mahbub Khan                | Human Capital Lead                           | Pine Valley 4th Floor, Village, Intermediate Ring Rd, Embassy Golf Links Business Park, Challaghatta, Bengaluru, Karnataka 560071                         |               |                         |  |
| 17. | Mindtree                             | Rosalee M Kombial          | Vice President- People Function              | LTIMindtree Ltd, Global Village, RVCE Post, Mysore Road, Bengaluru-560059, Karnataka.                                                                     |               |                         |  |
| 18. | Tech Mahindra                        | Krishna Ramaswami          | Head- Human Resources                        | Gateway Building, Apollo Bunder, Mumbai-400001                                                                                                            |               |                         |  |
| 19. | Capital Numbers                      | Mrs. Paromita Biswas Panja | HR                                           | Mani Casadona- IT Building, unit Number 8E4, 8 <sup>th</sup> Floor, Plot 2 F/4, Action Area # 2 F New Town, Rajarhat, Kolkata: 700156, West Bengal, India | 033 6799 2222 | info@capitalnumbers.com |  |
| 20. | Merce Technologies                   | Mr Jayant Bhatt            | Operation Head                               | 301 Technocity, X-5/3, T.T.C. Industrial Area, MIDC Industrial Area, Mahape, Navi Mumbai, Maharashtra 400710                                              |               | accounts@remiges.tech   |  |
| 21. | eSquare                              | Md.Ali                     | Director Operation                           | 5, AC- 709, 5 <sup>th</sup> A Cross Road, Balachandra Layout, HRBR Layout 2 <sup>nd</sup> Block, HRBR Layout, Kalyan Nagar, Bengaluru, Karnataka-560043   |               |                         |  |
| 22. | Senrysa Technologies Private Limited | Triparna Mukherjee         | HR Business Partner & Leadership Acquisition | 6th Floor, TOWER-1, GODREJ WATERSIDE, DP Block, Sector V, Bidhannagar, Kolkata, West Bengal 700091                                                        | 033 66212222  | mail.senrysa.com        |  |
| 23. | MaxMobility                          | Arijeet Mukherjee          | CEO                                          | 2nd Floor, Unit, Block-2b, ECOSPACE BUSINESS PARK, 202B,                                                                                                  |               | infomaxmibilty.in       |  |

|     |                                              |                  |                                       |                                                                                                                                                                                                            |  |  |  |
|-----|----------------------------------------------|------------------|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|
|     |                                              |                  |                                       | AA II, Newtown, Kolkata,<br>Chakpachuria, West<br>Bengal 700156                                                                                                                                            |  |  |  |
| 24. | Prerogative<br>Business Solution<br>Pvt.Ltd. | Sujit Singha Roy | Director                              | 9 Victoria Park, GN<br>Block, Sector V,<br>Bidhannagar, Kolkata,<br>West Bengal 700091                                                                                                                     |  |  |  |
| 25. | DXC Technology                               | Lokendra Sethi   | Vice President-<br>Human<br>Resources | Hosur Rd, near to THE<br>OTTERA HOTEL,<br>Konappana Agrahara,<br>Electronic City,<br>Bengaluru, Karnataka<br>560100                                                                                        |  |  |  |
| 26. | Mass Mutual<br>India                         | Ravi Tangirala   | Head GCC                              | 7th Floor, Block I, BSR IT<br>SEZ, Financial District<br>Nanakramguda Village,<br>Serilingampalle (M),<br>Hyderabad, Telangana<br>500008                                                                   |  |  |  |
| 27. | PI-Square Tech                               | Ananya Varma     | HR Executive                          | 3a, Mindspace<br>Madhapur Rd,<br>Mindspace, Vittal Rao<br>Nagar, HITEC City,<br>Hyderabad, Telangana<br>500081                                                                                             |  |  |  |
| 28. | TeckValley India<br>Pvt. Ltd                 | Chandrika Prasad | Assistant<br>Manager- HR              | J-38, Block J, Sector 63,<br>Noida, Uttar Pradesh<br>201301                                                                                                                                                |  |  |  |
| 29. | ALLSEC<br>Technologies                       | Aarav Sharma     | Human<br>Resources<br>Department      | Khykha Castle, 3rd floor,<br>Ashok Nagar, Bengaluru,<br>Karnataka. Lifestyle<br>busstop to come straight<br>take right Empire hotel<br>walk, 25, Castle St,<br>Ashok Nagar, Bengaluru,<br>Karnataka 560025 |  |  |  |
| 30. | Virtusa                                      | Janardhan S      | Global Head-<br>Talent<br>Development | Sy No.115,<br>Nanakramguda Rd,<br>Financial District,<br>Serilingampalle (M),                                                                                                                              |  |  |  |

|  |  |  |  |                                |  |  |  |
|--|--|--|--|--------------------------------|--|--|--|
|  |  |  |  | Hyderabad, Telangana<br>500032 |  |  |  |
|--|--|--|--|--------------------------------|--|--|--|

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 | 200                  | 75                                 | 20                   | 10                                 | 5                      | 5                                  |
| 2026 | 300                  | 100                                | 30                   | 15                                 | 10                     | 10                                 |
| 2027 | 500                  | 200                                | 50                   | 25                                 | 10                     | 10                                 |

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 |
| v2.0                  | 2024 |                  |          |           |        |         |          |           |        |                        |          |           |        |
| v2.0                  | 2023 |                  |          |           |        |         |          |           |        |                        |          |           |        |
| v2.0                  | 2022 |                  |          |           |        |         |          |           |        |                        |          |           |        |

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: Hindi

## 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      | <input checked="" type="checkbox"/> Theory/ Lectures - Imparting theoretical and conceptual knowledge                    | <ul style="list-style-type: none"> <li>Books/ e-books</li> <li>Presentations</li> <li>Reference Material</li> <li>Audio / Video Modules</li> </ul> | 50:50                  |
| 2      | <input checked="" type="checkbox"/> Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners | <ul style="list-style-type: none"> <li></li> </ul>                                                                                                 | 50:50                  |
| 3      | <input checked="" type="checkbox"/> Showing Practical Demonstrations to the learners                                     | <ul style="list-style-type: none"> <li></li> </ul>                                                                                                 | 50:50                  |
| 4      | <input checked="" type="checkbox"/> Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training         | <ul style="list-style-type: none"> <li>Training tools (tools list attached)</li> <li>Video Play</li> <li>Presentations</li> </ul>                  | 50:50                  |
| 5      | <input checked="" type="checkbox"/> Tutorials/ Assignments/ Drill/ Practice                                              | <ul style="list-style-type: none"> <li>Online Question Bank</li> <li>MCQ based tests</li> </ul>                                                    | 50:50                  |
| 6      | <input checked="" type="checkbox"/> Proctored Monitoring/ Assessment/ Evaluation/ Examinations                           | <ul style="list-style-type: none"> <li></li> </ul>                                                                                                 | 50:50                  |
| 7      | <input checked="" type="checkbox"/> On the Job Training (OJT)/ Project Work Internship/ Apprenticeship Training          | <ul style="list-style-type: none"> <li></li> </ul>                                                                                                 | 50:50                  |

## Annexure 6: Detailed Assessment Criteria

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

Procter online assessment and case study base questions are included.

| NOS/Module Name                                                               | Assessment Criteria for Performance Criteria/Learning Outcomes                                                                                                  | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------|---------------|------------|
| SSC/N8401: Define product/solution strategy and oversee development lifecycle | <i>Product/Solution Research</i>                                                                                                                                | 13           | 24              | -             | 10         |
|                                                                               | PC1. evaluate the customer experience journey to identify and document key interaction points and areas for improvement                                         | 1            | 1               | -             | 1          |
|                                                                               | PC2. conduct in-depth research on the competitive landscape, assessing competitors' products and offerings to identify strengths, weaknesses, and opportunities | 2            | 5               | -             | 1          |

|                                               |                                                                                                                                                                                                        |           |           |          |           |
|-----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|----------|-----------|
|                                               | PC3. collaborate with cross-functional teams to define and propose solutions that address identified customer needs, ensuring alignment with business goals                                            | 1         | 3         | -        | 1         |
|                                               | PC4. formulate a product differentiation and market positioning strategy by analyzing market trends and customer segments, presenting at least two unique value propositions                           | 2         | 1         | -        | 1         |
|                                               | PC5. select the appropriate platforms, regions, and languages for the application/solution based on market research and target audience analysis                                                       | 1         | 4         | -        | 2         |
|                                               | PC6. analyze market demand and customer feedback to identify and prioritize at least three key product features                                                                                        | 2         | 2         | -        | 1         |
|                                               | PC7. apply roadmap creation tools and prioritization techniques, such as MoSCoW and the Kano Model, to develop and present a clear product roadmap                                                     | 2         | 4         | -        | 1         |
|                                               | PC8. utilize prototyping and wireframing tools to visualize at least two early-stage product features for stakeholder review                                                                           | 1         | 2         | -        | 1         |
|                                               | PC9. perform competitor product analysis by evaluating features, pricing, and user feedback to support product differentiation strategy decisions                                                      | 1         | 2         | -        | 1         |
|                                               | <i>Product/Solution Strategy</i>                                                                                                                                                                       | <i>17</i> | <i>26</i> | <i>-</i> | <i>10</i> |
|                                               | PC10. determine the type of application/solution (e.g., web, native, hybrid, cross-platform) by analyzing project requirements and customer needs, and justify the selection with documented reasoning | 3         | 3         | -        | 1         |
|                                               | PC11. develop a detailed product development roadmap, outlining key milestones, timelines, and dependencies for each phase of the project                                                              | 4         | 3         | -        | 2         |
|                                               | PC12. estimate and allocate the resources and budget required for the development of the application/solution, ensuring alignment with organizational goals                                            | 2         | 4         | -        | 1         |
|                                               | PC13. plan and implement A/B testing for selected product features to validate hypotheses and improve user experience, documenting test results and outcomes                                           | 2         | 3         | -        | 2         |
|                                               | PC14. perform an impact analysis of new products and features by assessing market reception, customer feedback, and performance metrics within a specified timeframe                                   | 2         | 2         | -        | 1         |
|                                               | PC15. define and document revenue-generation strategies or business value realization methods for the proposed solution, considering multiple monetization options                                     | 1         | 4         | -        | 1         |
|                                               | PC16. assess the feasibility of the proposed application/solution through prototyping, cost analysis, and resource availability, presenting findings to stakeholders                                   | 2         | 4         | -        | 1         |
|                                               | PC17. communicate the conceptualized solution clearly to relevant stakeholders, cross-functional teams, and decision-makers, using structured presentations and documentation                          | 1         | 3         | -        | 1         |
|                                               | <b>Total Marks</b>                                                                                                                                                                                     | <b>30</b> | <b>50</b> |          | <b>20</b> |
| <b>SSC/N8127: Collect and define business</b> | <i>Determine the requirements</i>                                                                                                                                                                      | <i>13</i> | <i>19</i> | <i>-</i> | <i>7</i>  |
|                                               | PC1. assess the client's current business operations, identifying key processes, workflows, and pain points                                                                                            | 3         | 5         | -        | 1         |

|                                                                    |                                                                                                                                                                                                                                                 |           |           |   |           |
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| requirements through client interaction                            | PC2. evaluate the client's technical capabilities, systems, and resources to ensure feasibility and alignment with project goals                                                                                                                | 2         | 3         | - | 2         |
|                                                                    | PC3. conduct business contextual discussions with the client to gather detailed insights into business objectives and needs, ensuring a clear understanding of requirements                                                                     | 3         | 3         | - | 1         |
|                                                                    | PC4. utilize tools and techniques such as user story mapping and affinity diagrams to structure and prioritize requirements, ensuring comprehensive coverage of client needs                                                                    | 2         | 4         | - | 2         |
|                                                                    | PC5. create user personas to represent the different end-users of the system, enhancing the understanding of client requirements and guiding the development process                                                                            | 3         | 4         | - | 1         |
|                                                                    | <i>Define the requirements</i>                                                                                                                                                                                                                  | 10        | 16        | - | 7         |
|                                                                    | PC6. evaluate and clearly define the client's business and technical requirements, ensuring they are specific, measurable, and aligned with project goals                                                                                       | 2         | 4         | - | 1         |
|                                                                    | PC7. map the defined requirements to the team's or organization's technical capabilities, identifying any gaps and solutions for delivery                                                                                                       | 1         | 2         | - | 2         |
|                                                                    | PC8. document the requirements comprehensively, using templates and standardized formats for consistency and clarity                                                                                                                            | 2         | 5         | - | 2         |
|                                                                    | PC9. validate the requirements with internal and external stakeholders, ensuring alignment and addressing any discrepancies                                                                                                                     | 2         | 2         | - | 1         |
|                                                                    | PC10. reinforce Agile methodology by breaking down requirements into actionable user stories or tasks for iterative development and continuous feedback                                                                                         | 3         | 3         | - | 1         |
|                                                                    | <i>Establish key success metrics</i>                                                                                                                                                                                                            | 7         | 15        | - | 6         |
|                                                                    | PC11. identify key success metrics using methodologies like (Plan, Organize, Monitor, Assess) and OGSM (Objectives, Goals, Strategies, Measures), ensuring they are relevant to the project's objectives and measurable in software development | 3         | 8         | - | 3         |
|                                                                    | PC12. define and apply success metrics during development phases to track performance, ensuring continuous assessment and improvement of the solution                                                                                           | 4         | 7         | - | 3         |
|                                                                    | <b>Total Marks</b>                                                                                                                                                                                                                              | <b>30</b> | <b>50</b> |   | <b>20</b> |
| SSC/N8402: Finalize the MVP based on defined business requirements | <i>MVP research</i>                                                                                                                                                                                                                             | 9         | 11        |   | 4         |
|                                                                    | PC1. conduct customer research and surveys to identify at least three major pain points or problems faced by the target audience                                                                                                                | 3         | 5         | - | 1         |
|                                                                    | PC2. propose solutions to address identified customer problems, ensuring they are feasible and align with business objectives                                                                                                                   | 3         | 2         | - | 2         |
|                                                                    | PC3. collect and analyze feedback from customers on proposed solutions to refine the problem-solving approach                                                                                                                                   | 3         | 4         | - | 1         |
|                                                                    | <i>MVP strategy</i>                                                                                                                                                                                                                             | 6         | 11        | - | 5         |
|                                                                    | PC4. set the design process and map out the user flow for the MVP, ensuring it is streamlined for ease of use                                                                                                                                   | 2         | 2         | - | 1         |

|                                                                                             |                                                                                                                                                                                               |           |           |   |           |
|---------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|---|-----------|
|                                                                                             | PC5. identify and prioritize essential features for the MVP using the MoSCoW method, focusing on "Must have" and "Should have" features for initial development                               | 2         | 5         | - | 2         |
|                                                                                             | PC6. implement strategies for iterative testing and refinement of the MVP, incorporating feedback loops to improve functionality                                                              | 2         | 4         | - | 2         |
|                                                                                             | <i>MVP development strategy</i>                                                                                                                                                               | 9         | 12        | - | 6         |
|                                                                                             | PC7. develop a detailed project plan with clear milestones, responsibilities, and timelines for delivering the MVP                                                                            | 2         | 5         | - | 2         |
|                                                                                             | PC8. define and allocate the necessary budget and resources for MVP development, ensuring they are in line with project goals                                                                 | 3         | 4         | - | 2         |
|                                                                                             | PC9. collaborate with cross-functional teams, including design, development, and marketing, to ensure seamless MVP development and alignment with customer needs                              | 2         | 2         | - | 1         |
|                                                                                             | PC10. conduct usability testing and A/B testing to validate design and feature choices, ensuring the MVP meets user expectations                                                              | 2         | 1         | - | 1         |
|                                                                                             | <i>MVP feedback and iteration</i>                                                                                                                                                             | 6         | 16        | - | 5         |
|                                                                                             | PC11. release the MVP to early users and gather actionable feedback to evaluate the initial product performance and user satisfaction                                                         | 2         | 5         | - | 2         |
|                                                                                             | PC12. incorporate early feedback into the MVP by refining or adding features, ensuring iterative improvements based on user insights                                                          | 2         | 7         | - | 2         |
|                                                                                             | PC13. apply best practices in usability testing and continuous A/B testing to optimize MVP performance and user experience across multiple iterations                                         | 2         | 4         | - | 1         |
|                                                                                             | <b>Total Marks</b>                                                                                                                                                                            | <b>30</b> | <b>50</b> |   | <b>20</b> |
| SSC/N8403: Define KPIs to monitor software performance, adoption, usability, and conversion | <i>Establish business goals</i>                                                                                                                                                               | 5         | 10        | - | 4         |
|                                                                                             | PC1. establish specific, measurable, achievable, relevant, and time-bound (SMART) business goals for the product or solution, ensuring they align with overall organizational objectives      | 5         | 10        | - | 4         |
|                                                                                             | <i>Define and monitor KPIs</i>                                                                                                                                                                | 11        | 15        | - | 7         |
|                                                                                             | PC2. gather relevant data and define KPIs using advanced techniques such as cohort analysis and funnel analysis to monitor product performance                                                | 5         | 4         | - | 2         |
|                                                                                             | PC3. set SMART KPIs that accurately reflect the goals of the product and measure progress in areas such as user adoption, retention, and conversion                                           | 6         | 11        | - | 5         |
|                                                                                             | <i>Report and communicate data</i>                                                                                                                                                            | 7         | 12        | - | 5         |
|                                                                                             | PC4. create a structured reporting system to track and document product usage and performance, using data visualization tools such as dashboards to present findings clearly                  | 4         | 6         | - | 3         |
|                                                                                             | PC5. share regular, data-driven reports on product performance with relevant stakeholders, ensuring insights are actionable and easy to understand through effective visualization techniques | 3         | 6         | - | 2         |
|                                                                                             | <i>Collect and implement feedback</i>                                                                                                                                                         | 7         | 13        | - | 4         |

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|                                                                           | PC6. develop a feedback loop that continuously collects insights on product performance, usability, and adoption, using both quantitative and qualitative methods              | 4         | 5         | -        | 2         |
|                                                                           | PC7. implement changes based on feedback, ensuring timely adjustments to product features or strategy, and report on the impact of these changes in subsequent feedback cycles | 3         | 8         | -        | 2         |
|                                                                           | <b>Total Marks</b>                                                                                                                                                             | <b>30</b> | <b>50</b> |          | <b>20</b> |
| <b>SSC/N8404: Define a go-to-market strategy for the product/solution</b> | <i>Competitive analysis</i>                                                                                                                                                    | <i>9</i>  | <i>16</i> | <i>-</i> | <i>6</i>  |
|                                                                           | PC1. identify competitors and similar product/solution providers in the market using tools like SWOT analysis and Porter's Five Forces                                         | 6         | 8         | -        | 3         |
|                                                                           | PC2. assess competitor strengths, weaknesses, and market position to uncover new opportunities and underserved areas in the market                                             | 3         | 8         | -        | 3         |
|                                                                           | <i>Demand analysis</i>                                                                                                                                                         | <i>5</i>  | <i>13</i> | <i>-</i> | <i>4</i>  |
|                                                                           | PC3. determine market demand for similar products/solutions by analyzing trends and customer preferences                                                                       | 3         | 8         | -        | 2         |
|                                                                           | PC4. leverage analytics tools to gather and analyze customer data, identifying buying patterns and demand shifts in the market                                                 | 2         | 5         | -        | 2         |
|                                                                           | <i>Product strategy</i>                                                                                                                                                        | <i>16</i> | <i>21</i> | <i>-</i> | <i>10</i> |
|                                                                           | PC5. define and offer a solution/product tailored to customer needs, ensuring it aligns with market trends                                                                     | 9         | 12        | -        | 6         |
|                                                                           | PC6. establish profit margins based on pricing analysis and cost considerations                                                                                                | 2         | 3         | -        | 1         |
|                                                                           | PC7. create and implement strategic plans to identify and reach potential customers through targeted marketing efforts                                                         | 3         | 4         | -        | 2         |
|                                                                           | PC8. use benchmarks and KPIs to develop forecasts for future market opportunities and growth potential                                                                         | 2         | 2         |          | 1         |
|                                                                           | <b>Total Marks</b>                                                                                                                                                             | <b>30</b> | <b>50</b> |          | <b>20</b> |
| <b>SSC/N8405: Define a customer engagement and retention strategy</b>     | <i>Customer engagement and retention strategy</i>                                                                                                                              | <i>21</i> | <i>36</i> | <i>-</i> | <i>13</i> |
|                                                                           | PC1. define customer engagement goals and objectives, aligning them with business outcomes                                                                                     | 2         | 5         | -        | 1         |
|                                                                           | PC2. segment customers using cohort analysis and experiment with different product/solution versions to determine the most effective approach                                  | 2         | 5         | -        | 2         |
|                                                                           | PC3. develop a customer on-boarding strategy and user training manual to ensure a smooth start and high engagement                                                             | 2         | 3         | -        | 2         |
|                                                                           | PC4. create strategies to evangelize and promote the continued usage of products/solutions among customers using targeted campaigns and CRM tools like HubSpot or Salesforce   | 3         | 5         | -        | 1         |
|                                                                           | PC5. establish a customer maturity model to understand engagement patterns and measure customer lifetime value (CLV)                                                           | 3         | 4         | -        | 2         |
|                                                                           | PC6. implement an account tracking system to monitor growth in key customer accounts and evaluate engagement                                                                   | 2         | 6         | -        | 2         |

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|                                                                                     | PC7. define KPIs and metrics like Customer Satisfaction Score (CSAT) and Net Promoter Score (NPS) to measure customer engagement success                            | 2         | 4         | - | 1         |
|                                                                                     | PC8. communicate regularly with customers through multiple channels to maintain strong engagement and foster loyalty                                                | 4         | 2         | - | 1         |
|                                                                                     | PC9. monitor and oversee the execution of customer engagement strategies, ensuring retention and satisfaction are achieved                                          | 1         | 2         | - | 1         |
|                                                                                     | <i>Customer insights</i>                                                                                                                                            | 9         | 14        | - | 7         |
|                                                                                     | PC10. leverage analytics tools to gather actionable insights from customer data, using techniques like cohort analysis and segmentation                             | 3         | 6         | - | 2         |
|                                                                                     | PC11. conduct surveys and use automated tools such as NPS software to regularly collect feedback on customer satisfaction                                           | 4         | 4         | - | 2         |
|                                                                                     | PC12. provide insights and feedback to product and engineering teams to improve product features and customer experience, driving better engagement                 | 2         | 4         | - | 3         |
|                                                                                     | <b>Total Marks</b>                                                                                                                                                  | <b>30</b> | <b>50</b> |   | <b>20</b> |
| <b>SSC/N8406: Create and execute a project charter and monitor the project KPIs</b> | <i>Project scope and objectives</i>                                                                                                                                 | 4         | 10        | - | 2         |
|                                                                                     | PC1. establish clear, measurable objectives to be achieved by the end of the project                                                                                | 2         | 5         | - | 1         |
|                                                                                     | PC2. detail the scope of the project, including specific goals, deliverables, timelines, and resource allocations, ensuring alignment with stakeholder expectations | 2         | 5         | - | 1         |
|                                                                                     | <i>Stakeholder mapping</i>                                                                                                                                          | 4         | 9         | - | 2         |
|                                                                                     | PC3. identify internal and external stakeholders and their roles in the project, ensuring a comprehensive understanding of interests and impacts                    | 2         | 5         | - | 1         |
|                                                                                     | PC4. map stakeholders' influence, expectations, and communication needs, ensuring timely engagement throughout the project lifecycle                                | 2         | 4         | - | 1         |
|                                                                                     | <i>Roles and responsibilities</i>                                                                                                                                   | 7         | 10        | - | 4         |
|                                                                                     | PC5. assign key roles and responsibilities for each team member, ensuring alignment with project goals                                                              | 1         | 4         | - | 1         |
|                                                                                     | PC6. match project requirements to the skills and capabilities of the team, ensuring appropriate resource allocation                                                | 2         | 2         | - | 1         |
|                                                                                     | PC7. create a detailed project organization chart, establishing a clear reporting structure and lines of accountability                                             | 2         | 2         | - | 1         |
|                                                                                     | PC8. define and implement an overall project governance strategy to guide decision-making, risk management, and communication                                       | 2         | 2         | - | 1         |
|                                                                                     | <i>Project planning</i>                                                                                                                                             | 7         | 8         | - | 4         |
|                                                                                     | PC9. specify measurable milestones to track progress and ensure timely delivery of project phases                                                                   | 1         | 2         | - | 1         |
|                                                                                     | PC10. identify key dependencies and assess their criticality to the project's success                                                                               | 2         | 2         | - | 1         |
|                                                                                     | PC11. develop a comprehensive resource plan, including human resources, technology, and budget, to ensure smooth project execution                                  | 2         | 2         | - | 1         |
|                                                                                     | PC12. utilize project scheduling tools like Gantt charts, Microsoft Project, or Trello to create a structured timeline and manage resource allocation effectively   | 2         | 2         | - | 1         |
|                                                                                     | <i>Risk analysis and mitigation</i>                                                                                                                                 | 3         | 4         | - | 2         |

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|                                                                    | PC13. identify potential risks and constraints affecting the project, assess their likelihood and impact                                                   | 1         | 2         | - | 1         |
|                                                                    | PC14. develop actionable risk mitigation strategies                                                                                                        | 2         | 2         | - | 1         |
|                                                                    | <i>Project monitoring</i>                                                                                                                                  | 4         | 8         | - | 5         |
|                                                                    | PC15. define specific, measurable KPIs and metrics to monitor the project's implementation and performance throughout its lifecycle                        | 2         | 4         | - | 2         |
|                                                                    | PC16. track project progress using project management tools like JIRA, Kanban boards, or Microsoft Project, ensuring adherence to timelines and objectives | 2         | 4         | - | 3         |
|                                                                    | <i>Validation</i>                                                                                                                                          | 1         | 1         | - | 1         |
|                                                                    | PC17. validate the project plan with key stakeholders before implementation, ensuring alignment with goals, expectations, and resources                    | 1         | 1         | - | 1         |
| <b>Total Marks</b>                                                 |                                                                                                                                                            | <b>30</b> | <b>50</b> |   | <b>20</b> |
| <b>SSC/N9011: Manage team performance to achieve project goals</b> | <i>Project Planning</i>                                                                                                                                    | 20        | 32        | - | 13        |
|                                                                    | PC1. create realistic schedules for projects and direct your efforts in implementing it as per the plan                                                    | 3         | 4         | - | 3         |
|                                                                    | PC2. identify the sequence of tasks and the resources needed to achieve a goal, and prioritize key action steps                                            | 1         | 2         | - | 2         |
|                                                                    | PC3. ensure evaluation processes are in place to measure project benefits                                                                                  | 1         | 3         | - | 1         |
|                                                                    | PC4. constantly monitor the progress and delivery of the project                                                                                           | 2         | 2         | - | 1         |
|                                                                    | PC5. plan your own work to meet the deadlines                                                                                                              | 2         | 2         | - | 1         |
|                                                                    | PC6. prioritise work in line with key team or project deliverables                                                                                         | 1         | 3         | - | 1         |
|                                                                    | PC7. identify and consult the stakeholders in planning work                                                                                                | 3         | 6         | - | 1         |
|                                                                    | PC8. inform relevant stakeholders in case of inability to meet the deadlines                                                                               | 3         | 6         | - | 1         |
|                                                                    | PC9. use appropriate project management tools and give access to relevant stakeholders                                                                     | 2         | 2         | - | 1         |
|                                                                    | PC10. regularly update/communicate the team and stakeholder about the project progress                                                                     | 2         | 2         | - | 1         |
|                                                                    | <i>Resource Allocation</i>                                                                                                                                 | 6         | 10        | - | 4         |
|                                                                    | PC11. efficiently allocate resources to meet needs of the project or the organisation                                                                      | 2         | 2         | - | 1         |
|                                                                    | PC12. optimize the use of resources to provide for unforeseen changes in priorities, schedules and client expectations                                     | 1         | 3         | - | 1         |
|                                                                    | PC13. check for errors in work in order and ensure delivery of high quality of work                                                                        | 1         | 3         | - | 1         |
|                                                                    | PC14. use quality assurance processes across the team as a feedback mechanism to improve performance                                                       | 2         | 2         | - | 1         |
|                                                                    | <i>Training</i>                                                                                                                                            | 4         | 8         | - | 3         |
|                                                                    | PC15. ensure that all the team members/new employees in the project are trained on relevant modules of the project                                         | 2         | 2         | - | 1         |
|                                                                    | PC16. create training or reference documents so that the team can refer when in need                                                                       | 1         | 3         | - | 1         |
|                                                                    | PC17. organise training sessions regularly and when necessary on-board a subject matter expert to help train the team as per the requirement               | 1         | 3         | - | 1         |

|                                                                                     | Total Marks                                                                                                                                                                                                                                                                                                | 30 | 50 | - | 20 |
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| SSC/N8452: Optimize Revenue, Security, and Accessibility in Web and Mobile Products | <i>Revenue Strategy</i>                                                                                                                                                                                                                                                                                    | 5  | 10 | - | 4  |
|                                                                                     | PC1. develop and implement monetization models (e.g., subscriptions, ads, freemium models) based on market analysis and revenue opportunities                                                                                                                                                              | 3  | 5  | - | 2  |
|                                                                                     | PC2. conduct A/B testing and use analytics tools to evaluate product performance and optimize revenue potential                                                                                                                                                                                            | 2  | 5  | - | 2  |
|                                                                                     | <i>Product Solution Strategy</i>                                                                                                                                                                                                                                                                           | 5  | 10 | - | 4  |
|                                                                                     | PC3. design and prioritize product features aligned with business goals, ROI, and customer needs                                                                                                                                                                                                           | 3  | 5  | - | 2  |
|                                                                                     | PC4. coordinate with cross-functional teams to ensure timely and efficient delivery of product solutions                                                                                                                                                                                                   | 2  | 5  | - | 2  |
|                                                                                     | <i>Customer Requirement Analysis</i>                                                                                                                                                                                                                                                                       | 5  | 10 | - | 3  |
|                                                                                     | PC5. conduct surveys, interviews, and usability testing to gather customer insights and establish continuous feedback loops for iterative improvements                                                                                                                                                     | 3  | 5  | - | 2  |
|                                                                                     | PC6. translate customer requirements into actionable product specifications                                                                                                                                                                                                                                | 2  | 5  | - | 1  |
|                                                                                     | <i>Product Security</i>                                                                                                                                                                                                                                                                                    | 5  | 5  | - | 3  |
|                                                                                     | PC7. identify and address potential security threats and vulnerabilities through regular audits, penetration testing, and security protocols (e.g., encryption, secure authentication, API security)                                                                                                       | 5  | 5  | - | 3  |
|                                                                                     | <i>Data Privacy and Security</i>                                                                                                                                                                                                                                                                           | 5  | 10 | - | 3  |
|                                                                                     | PC8. adhere to global data privacy regulations (e.g., GDPR, CCPA) by establishing clear policies for data collection, storage, and usage                                                                                                                                                                   | 3  | 5  | - | 2  |
|                                                                                     | PC9. ensure compliance with data anonymization and encryption standards                                                                                                                                                                                                                                    | 2  | 5  | - | 1  |
|                                                                                     | <i>Accessibility in Web and Mobile Products</i>                                                                                                                                                                                                                                                            | 5  | 5  | - | 3  |
|                                                                                     | PC10. implement and audit accessibility guidelines (e.g., WCAG, ADA) to ensure compliance across web and mobile platforms                                                                                                                                                                                  | 3  | 3  | - | 2  |
|                                                                                     | PC11. develop inclusive solutions, such as screen reader compatibility, voice commands, and alternative input methods                                                                                                                                                                                      | 2  | 2  | - | 1  |
|                                                                                     | Total Marks                                                                                                                                                                                                                                                                                                | 30 | 50 |   | 20 |
| DGT/VSQ/N0102: Employability Skills                                                 | <i>Introduction to Employability Skills</i>                                                                                                                                                                                                                                                                | 1  | 1  | - | -  |
|                                                                                     | PC1. identify employability skills required for jobs in various industries                                                                                                                                                                                                                                 | -  | -  | - | -  |
|                                                                                     | PC2. identify and explore learning and employability portals                                                                                                                                                                                                                                               | -  | -  | - | -  |
|                                                                                     | <i>Constitutional values – Citizenship</i>                                                                                                                                                                                                                                                                 | 1  | 1  | - | -  |
|                                                                                     | PC3. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.                                                                | -  | -  | - | -  |
|                                                                                     | PC4. follow environmentally sustainable practices                                                                                                                                                                                                                                                          | -  | -  | - | -  |
|                                                                                     | <i>Becoming a Professional in the 21st Century</i>                                                                                                                                                                                                                                                         | 2  | 4  | - | -  |
|                                                                                     | PC5. recognize the significance of 21st Century Skills for employment                                                                                                                                                                                                                                      | -  | -  | - | -  |
|                                                                                     | PC6. practice the 21st Century Skills such as Self- Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life | -  | -  | - | -  |

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|-------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|
| <i>Basic English Skills</i>                                                                                                         | 2 | 3 | - | - |
| PC7. use basic English for everyday conversation in different contexts, in person and over the telephone                            | - | - | - | - |
| PC8. read and understand routine information, notes, instructions, mails, letters etc. written in English                           | - | - | - | - |
| PC9. write short messages, notes, letters, e-mails etc. in English                                                                  | - | - | - | - |
| <i>Career Development &amp; Goal Setting</i>                                                                                        | 1 | 2 | - | - |
| PC10. understand the difference between job and career                                                                              | - | - | - | - |
| PC11. prepare a career development plan with short- and long-term goals, based on aptitude                                          | - | - | - | - |
| <i>Communication Skills</i>                                                                                                         | 2 | 2 | - | - |
| PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings                      | - | - | - | - |
| PC13. work collaboratively with others in a team                                                                                    | - | - | - | - |
| <i>Diversity &amp; Inclusion</i>                                                                                                    | 1 | 2 | - | - |
| PC14. communicate and behave appropriately with all genders and PwD                                                                 | - | - | - | - |
| PC15. escalate any issues related to sexual harassment at workplace according to POSH Act                                           | - | - | - | - |
| <i>Financial and Legal Literacy</i>                                                                                                 | 2 | 3 | - | - |
| PC16. select financial institutions, products, and services as per requirement                                                      | - | - | - | - |
| PC17. carry out offline and online financial transactions, safely and securely                                                      | - | - | - | - |
| PC18. identify common components of salary and compute income, expenses, taxes, investments etc.                                    | - | - | - | - |
| PC19. identify relevant rights and laws and use legal aids to fight against legal exploitation                                      |   |   |   |   |
| <i>Essential Digital Skills</i>                                                                                                     | 3 | 4 | - | - |
| PC20. operate digital devices and carry out basic internet operations securely and safely                                           | - | - | - | - |
| PC21. use e- mail and social media platforms and virtual collaboration tools to work effectively                                    | - | - | - | - |
| PC22. use basic features of word processor, spreadsheets, and presentations                                                         | - | - | - | - |
| <i>Entrepreneurship</i>                                                                                                             | 2 | 3 | - | - |
| PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research | - | - | - | - |
| PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion                | - | - | - | - |
| PC25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity     | - | - | - | - |
| <i>Customer Service</i>                                                                                                             | 1 | 2 | - | - |
| PC26. identify different types of customers                                                                                         | - | - | - | - |
| PC27. identify and respond to customer requests and needs in a professional manner                                                  | - | - | - | - |
| PC28. follow appropriate hygiene and grooming standards                                                                             | - | - | - | - |
| <i>Getting ready for apprenticeship &amp; Jobs</i>                                                                                  | 2 | 3 | - | - |
| PC29. create a professional Curriculum vitae (Résumé)                                                                               | - | - | - | - |

|  |                                                                                                                                                                          |            |            |          |            |
|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|------------|----------|------------|
|  | PC30.search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively | -          | -          | -        | -          |
|  | PC31. apply to identified job openings using offline/online methods as per requirement                                                                                   | -          | -          | -        | -          |
|  | PC32.answer questions politely, with clarity and confidence, during recruitment and selection                                                                            | -          | -          | -        | -          |
|  | PC33.identify apprenticeship opportunities and register for it as per guidelines and requirements                                                                        | -          | -          | -        | -          |
|  | <b>Total Marks</b>                                                                                                                                                       | <b>20</b>  | <b>30</b>  |          |            |
|  | <b>Grand Total</b>                                                                                                                                                       | <b>290</b> | <b>480</b> | <b>-</b> | <b>180</b> |

### 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.

#### Batch Creation & Assessment Request:

Training Providers (TP) or Training Centers (TC), including any other authorized partner of Ministry/ Department create batches / push batches on the SIDH portal. Assessment requests are submitted through the SIDH portal or via email or other media as authorized from time to time. For NON-SIDH schemes, assessment requests are received electronically or through respective State Skill Mission portals. TP/TC initiates the assessment request through the InSDMS portal and processes the payment (where applicable).

#### Batch Alignment & Confirmation:

Upon payment confirmation, batches are assigned to the Assessment Agency based on factors like:

- Assessment readiness
- Availability of certified assessors for the specific job role
- Assessment capping to an assessment agency as prescribed from time to time for an AB An email communication / prescribed mode communication is sent to TP/TC for confirmation of the assessment date, with IT-ITeS SSC in the loop. Once confirmation is received, the Assessment Agency designates a TOA-certified assessor to conduct or facilitate the assessment.
- Batches are only formed when the Qualification is active.

#### Candidate Verification & Assessment Execution:

Candidate details are verified and documented at the beginning of the assessment by a certified assessor. A Quality Assurance (QA) mechanism is enforced, requiring an undertaking from the TC. Regular feedback is collected from TP/TC to ensure continuous improvement.

#### Evidence Collection & Validation:

Proctors or assessors capture date/time-stamped and geo-tagged photographs of the assessment location during the process. Attendance is also ensured offline. A PC-wise result analysis is conducted to refine assessment standards.

### Monitoring & Compliance:

Batch monitoring follows established protocols, ensuring adherence to assessment guidelines. Sample based surprise visits are conducted at TC locations during both training and assessments to verify compliance. This structured approach ensures transparency, quality control, and validation throughout the assessment process.

### Testing Environment:

- Check the Assessment location, date and time
- 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.

### Assessment Quality Assurance levels/Framework:

IT-ITeS SSC nasscom is responsible for the development and periodic review of the question bank developed for a specific job role. We publish an openly accessible sample /model question paper on our website for all stakeholders. The quality of the Question Bank created by the assessment designer is validated by a Subject matter experts on the following parameters:

- Appropriateness of the Question Bank in terms of facts, data and information.
- Checks for grammar, spellings, scripting and formatting.
- The information provided should be specific enough to remove any ambiguity in answers/solutions to the question.
- Relevance – Assessing the topic well w.r.t. the job role.
- Check if the difficulty level of each question is as per the matrix.
- Check if the images used in the question are clear and relevant.
- All variables, symbols and abbreviations used must be declared.
- The correct answer option should be unique, and the options should not be overlapping

## 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               |

|                |                                                                    |
|----------------|--------------------------------------------------------------------|
| <b>NCrF</b>    | National Credit Framework                                          |
| <b>NOS</b>     | National Occupational Standard(s)                                  |
| <b>NQR</b>     | National Qualification Register                                    |
| <b>NSQF</b>    | National Skills Qualifications Framework                           |
| <b>OJT</b>     | On the Job Training                                                |
| <b>NASSCOM</b> | National Association of Software and Service Companies             |
| <b>IT-ITeS</b> | Information Technology and Information Technology Enabled Services |
| <b>Gen AI</b>  | Generative Artificial Intelligence                                 |
| <b>POMA</b>    | Product Operations Management and Analytics                        |
| <b>OGSM</b>    | Objectives, Goals, Strategies, and Measures                        |
| <b>MVP</b>     | Minimum Viable Product                                             |
| <b>KPIs</b>    | Key Performance Indicators                                         |
| <b>CRM</b>     | Customer Relationship Management                                   |
| <b>CLV</b>     | Customer Lifetime Value                                            |
| <b>CSAT</b>    | Customer Satisfaction Score                                        |
| <b>NPS</b>     | Net Promoter Score                                                 |
| <b>Gen AI</b>  | Generative Artificial Intelligence                                 |

## Glossary

| <b>Term</b>                                  | <b>Description</b>                                                                                                                                                                                                                     |
|----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>National Occupational Standards (NOS)</b> | 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.                                               |
| <b>Qualification</b>                         | 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                                                       |
| <b>Qualification File</b>                    | 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. |
| <b>Sector</b>                                | A grouping of professional activities on the basis of their main economic function, product, service or technology.                                                                                                                    |
| <b>Long Term Training</b>                    | Long-term skilling means any vocational training program undertaken for a year and above. <a href="https://ncvet.gov.in/sites/default/files/NCVET.pdf">https://ncvet.gov.in/sites/default/files/NCVET.pdf</a>                          |