



Executive - Telesales (Pharma, Biologics, Medical Device And Other Health Services)

QUALIFICATION FILE

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

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

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

NCrF/NSQF Level: 4

Submitted By:

Life Sciences Sector Skill Development Council

14, Palam Marg, Rear 2nd Floor, Vasant Vihar, New Delhi, PIN 110057

Phone: +91 11 41042407/ 408, E-mail: info@lssdc.in

Table of Contents

Section 1: Basic Details	3
Section 2: Module Summary	6
NOS/s of Qualifications	6
Mandatory NOS/s:	6
Assessment - Minimum Qualifying Percentage	7
Section 3: Training Related	7
Section 4: Assessment Related	8
Section 5: Evidence of the need for the Qualification	9
Section 6: Annexure & Supporting Documents Check List	9
Annexure: Evidence of Level	10
Annexure: Tools and Equipment (Lab Set-Up)	13
Annexure: Industry Validations Summary	13
Annexure: Training & Employment Details	14
Annexure: Blended Learning	15
Annexure: Detailed Assessment Criteria	16
Annexure: Assessment Strategy	25
Annexure: Assessment Strategy	28
Annexure: Acronym and Glossary	28

Section 1: Basic Details

1.	Qualification Name	Executive - Telesales (Pharma, Biologics, Medical Device and other health services)																
2.	Sector/s	Life Sciences																
3.	Type of Qualification: ☐ New ☒ Revised ☐ Has Electives/Options ☐ OEM	NQR Code & version of existing/previous qualification: QG-04-LS-00260-2023-V1.1-LSSSDC	Qualification Name of existing/previous version: Executive - Telesales (Pharma, Biologics, Medical Device and other health services)															
4.	a. OEM Name b. Qualification Name (Wherever applicable)	NA																
5.	National Qualification Register (NQR) Code &Version (Will be issued after NSQC approval)	QG-04-LS-00260-2025-V2-LSSSDC	6. NCrf/NSQF Level: 4															
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	Executive- Telesales (Pharma, Biologics, Medical Device and other health services) is responsible for receiving queries over the company's advertised phone number, obtaining clarification from the business and responding with the requested information appropriately. Also promotes the company's products and services over the phone and manages customer relationships through regular follow-ups. The person is also responsible for managing the computer based ordering system for booking the order request.																
9.	Eligibility Criteria for Entry for Student/Trainee/Learner/Employee	a. Entry Qualification & Relevant Experience: <table border="1"> <thead> <tr> <th>S. No.</th> <th>Academic/Skill Qualification (with Specialization - if applicable)</th> <th>Required Experience (with Specialization - if applicable)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>12th Class Pass (any Subjects)</td> <td></td> </tr> <tr> <td>2.</td> <td>Completed 2nd year of the 3-year diploma after 10</td> <td></td> </tr> <tr> <td>3.</td> <td>Graduation in any field</td> <td></td> </tr> <tr> <td>4.</td> <td>Diploma in Pharmacy</td> <td></td> </tr> </tbody> </table> b. Age: 17 years		S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)	1.	12th Class Pass (any Subjects)		2.	Completed 2nd year of the 3-year diploma after 10		3.	Graduation in any field		4.	Diploma in Pharmacy	
S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)																
1.	12th Class Pass (any Subjects)																	
2.	Completed 2nd year of the 3-year diploma after 10																	
3.	Graduation in any field																	
4.	Diploma in Pharmacy																	

10.	Credits Assigned to this Qualification, Subject to Assessment (as per National Credit Framework (NCrF))	16	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)	☒ Offline ☐ Online ☒ Blended <table border="1"> <thead> <tr> <th>Training Delivery Modes</th><th>Theory (Hours)</th><th>Practical (Hours)</th><th>OJT Mandatory (Hours)</th><th>OJT Recommended (Hours)</th><th>Total (Hours)</th></tr> </thead> <tbody> <tr> <td colspan="6">Offline Mode</td></tr> <tr> <td>Classroom</td><td>145:00</td><td>335 :00</td><td>00:00</td><td>00:00</td><td>480:00</td></tr> <tr> <td colspan="6" style="text-align: center;">OR</td></tr> <tr> <td>Blended Mode</td><td>145:00</td><td>335 :00</td><td>00:00</td><td>00:00</td><td rowspan="3">480:00</td></tr> <tr> <td>Offline (As part of blended mode)</td><td>72:00</td><td>335 :00</td><td>00:00</td><td>00:00</td></tr> <tr> <td>Online (As part of blended mode)</td><td>73:00</td><td>00:00</td><td>00:00</td><td>00:00</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)	Offline Mode						Classroom	145:00	335 :00	00:00	00:00	480:00	OR						Blended Mode	145:00	335 :00	00:00	00:00	480:00	Offline (As part of blended mode)	72:00	335 :00	00:00	00:00	Online (As part of blended mode)	73:00	00:00	00:00	00:00
Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)																																									
Offline Mode																																														
Classroom	145:00	335 :00	00:00	00:00	480:00																																									
OR																																														
Blended Mode	145:00	335 :00	00:00	00:00	480:00																																									
Offline (As part of blended mode)	72:00	335 :00	00:00	00:00																																										
Online (As part of blended mode)	73:00	00:00	00:00	00:00																																										
14.	Aligned to NCO/ISCO Code/s (if no code is available mention the same)	NCO-2015/2433.0201 Sales and Marketing																																												
15.	Progression path after attaining the qualification (Please show Professional and Academic progression)	Vertical progression 1. Medical Sales Representative (Level-4.5) 2. Therapeutic Business Manager (Level-5)																																												
16.	Other Indian languages in which the Qualification & Model Curriculum are being submitted	Hindi and English																																												
17.	Is similar Qualification(s) available on NQR-if yes, justification for this qualification	☐ Yes ☒ No URLs of similar Qualifications:																																												
18.	Is the Job Role Amenable to Persons with Disability	☐ Yes ☒ No If "Yes", specify the applicable type of Disability:																																												
19.	How Participation of Women will be Encouraged	Policy measures are needed to promote the inclusion of educated and working women, especially in science and technology fields, where only 14% of women are hired among micro, small, and medium enterprises despite comprising 43% of Science and technology graduates. The conscious efforts are made by LSSSDC to sensitize																																												

		organizations and hiring manager for bring Women employees on board by LSSSDC through Industry Associations and Large MNCs on governing Board and have received positive responses and assurance from most of employers in life sciences sector to bring Min. 30% share of Women employees and apprentices in the given occupation and job role. LSSSDC shall also be driving a Diversity and Inclusivity Program with Indian Pharmaceutical Alliance for catalyzing the efforts.	
20.	Are Greening/ Environment Sustainability Aspects Covered <i>(Specify the NOS/Module which covers it)</i>	☒ Yes ☐ No LFS/N0413	
21.	Is Qualification Suitable to be Offered in Schools/Colleges	Schools ☐ Yes ☐ No Colleges ☒ Yes ☐ No	
22.	Name and Contact Details of Submitting / Awarding Body SPOC <i>(In the case of CS or MS, provide details of both Lead AB & Supporting ABs)</i>	Name: Mrs. Shivi Chaudhary Email: shivi.chaudhary@lsssd.in Contact No.: + 91 11 41042407/ 408, +91 9315747189 Website: https://www.lsssd.in/	
23.	Final Approval Date by NSQC: 8 April 2025	24. Validity Duration: 3 years	25. Next Review Date: 8 April 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 the NOS/ Module level. For further details refer curriculum document.

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

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/ Non-Core	NCrF/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.	Compulsory NOS Discuss about life sciences industry and basics of sales and marketing	LFS/N0438, v1	Core	Level-4.5	1	15	15	-	-	30	30	50	10	10	100	10
2.	Compulsory NOS Promote the company product or service through digital and telecommunication using new age technologies	LFS/N0411, V4.0	Core	Level-4	6	30	150	-	-	180	30	50	10	10	100	20
3.	Compulsory NOS Manage accounts and maintain client relationships	LFS/N0412, V4.0	Core	Level-4	3	30	60	-	-	90	30	40	15	15	100	20
4.	Compulsory NOS Carry out reporting and documentation to keep a track of sales and stock	LFS/N0413, V4.0	Core	Level-4	2	20	40	-	-	60	30	40	15	15	100	10
5.	Compulsory NOS Coordinate with manager and team members	LFS/N0106, V4.0	Core	Level-4	2	20	40	-	-	60	35	40	12	13	100	15
6.	Compulsory NOS Employability Skills (60 Hours)	DGT/VSQ/N0102	Non-Core	Level 4	2	30	30	-	-	60	20	30	-	-	50	10
Duration (in Hours) / Total Marks					16	145	335			480	215	286	71	78	650	100

Assessment - Minimum Qualifying Percentage

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

Minimum Pass Percentage – Aggregate at qualification level: 70 % (Every Trainee should score a specified minimum aggregate passing percentage at qualification level to successfully clear the assessment.)

Minimum Pass Percentage – NOS/Module-wise: 70 % (Every Trainee should score a specified minimum passing percentage in each mandatory and selected elective NOS/Module to successfully clear the assessment.)

Section 3: Training Related

1.	Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	Graduate in Sciences (B.Sc/B.Pharma) with 5 years relevant industry experience with specialization in Pharmaceutical/Biopharmaceutical/AYUSH Sales and Marketing. OR Postgraduate in Sciences (M.Sc/M.Pharma) with 3 years relevant industry experience with specialization in Pharmaceutical/Biopharmaceutical/AYUSH Sales and Marketing. OR At least four (4) years of teaching and/or research experience in a relevant academic or research position (Assistant Professor/ Associate Professor/ Professor) with Recognition of Prior Learning Certification in Executive - Telesales (Pharma, Biologics, Medical Device and other health services) "LFS/Q0404, v4.0" post completion of Faculty Development Program of LSSSDC And Certified for job role: "Executive - Telesales (Pharma, Biologics, Medical Device and other health services)" mapped to Qualification Pack: "LFS/Q0404, V4.0" with minimum accepted score of 80%. Recommended that the Trainer is certified for the Job Role: "Trainer (VET and Skills)", mapped to the Qualification Pack: "MEP/2601, v3.0" with minimum score of 80%.
2.	Master Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	Graduate in Sciences (B.Sc/B.Pharma) with 10 years relevant industry experience with specialization in Pharmaceutical/Biopharmaceutical/AYUSH Sales and Marketing. OR Postgraduate in Sciences (M.Sc/M.Pharma) with 6 years relevant industry experience with specialization in Pharmaceutical/Biopharmaceutical/AYUSH Sales and Marketing. And Certified for job role: "Executive - Telesales (Pharma, Biologics, Medical Device and other health services)" mapped to Qualification Pack: "LFS/Q0404, V4.0" with minimum accepted score of 80%.

		Recommended that the Master Trainer is certified for the Job Role: “Master Trainer (VET and Skills)”, mapped to the Qualification Pack: “MEP/2602, v3.0” with minimum score of 80%.
3.	Tools and Equipment Required for Training	☒ Yes ☐ No (If “Yes”, details to be provided in Annexure)
4.	In Case of Revised Qualification, Details of Any Upskilling Required for Trainer	Upskilling training is required

Section 4: Assessment Related

1.	Assessor’s Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	Graduate in Sciences(B.Sc/B.Pharma) with 6 years relevant industry experience with specialization in Pharmaceutical/Biopharmaceutical/AYUSH sales and marketing and 1 year of Training/Assessment experience on the job assessment/Training experience/Vocational assessment/Academic assessment. OR Postgraduate in Sciences(M.Sc/M.Pharma) with 4 years relevant industry experience with specialization in Pharmaceutical/Biopharmaceutical/AYUSH sales and marketing and 1 year of Training/Assessment experience on the job assessment/Training experience/Vocational assessment/Academic assessment. OR At least four (4) years of teaching and/or research experience in a relevant academic or research position(Assistant Professor/ Associate Professor/ Professor) with Recognition of Prior Learning Certification in Executive - Telesales (Pharma, Biologics, Medical Device and other health services) “LFS/Q0404, v4.0” post completion of Faculty Development Program of LSSSDC and 1 year of Training/Assessment experience on the job assessment/Training experience/Vocational assessment/Academic assessment And Certified for job role: Executive - Telesales (Pharma, Biologics, Medical Device and other health services) mapped to the Qualification Pack: “LFS/Q0404, v4.0” with minimum accepted score of 80%. Recommended that the Assessor is certified for the Job Role: “Assessor (VET and Skills)”, mapped to the Qualification Pack: “MEP/Q2701, v3.0” with minimum score of 80%.
2.	Proctor’s Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	Graduate in Sciences(B.Sc/B.Pharma) with 6 years relevant industry experience with specialization in Pharmaceutical/Biopharmaceutical/AYUSH sales and marketing and 1 year of Training/Assessment experience on the job assessment/Training experience/Vocational assessment/Academic assessment. OR Postgraduate in Sciences(M.Sc/M.Pharma) with 4 years relevant industry experience with specialization in Pharmaceutical/Biopharmaceutical/AYUSH sales and marketing and 1 year of Training/Assessment experience on the job assessment/Training experience/Vocational assessment/Academic assessment. And Certified for job role: Executive - Telesales (Pharma, Biologics, Medical Device and other health services) mapped to the Qualification Pack: “LFS/Q0404, v4.0” with minimum accepted score of 80%.

3.	Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years) <i>(as per NCVET guidelines)</i>	Graduate in Sciences(B.Sc/B.Pharma) with 9 years relevant industry experience with specialization in Pharmaceutical/Biopharmaceutical/AYUSH sales and marketing and 3 year of Training/Assessment experience on the job assessment/Training experience/Vocational assessment/Academic assessment. OR Postgraduate in Sciences(M.Sc/M.Pharma) with 6 years relevant industry experience with specialization in Pharmaceutical/Biopharmaceutical/AYUSH sales and marketing and 3 year of Training/Assessment experience on the job assessment/Training experience/Vocational assessment/Academic assessment. And Executive - Telesales (Pharma, Biologics, Medical Device and other health services) mapped to the Qualification Pack: "LFS/Q0404, v4.0" with minimum accepted score of 80%. Recommended that the Lead Assessor is certified for the Job Role: "Lead Assessor (VET and Skills)", mapped to the Qualification Pack: "MEP/Q2702, v3.0" with minimum score of 80%.
4.	Assessment Mode <i>(Specify the assessment mode)</i>	Offline and Online
5.	Tools and Equipment Required for Assessment	☒ Same as for training ☒ Yes ☐ No <i>(details to be provided in Annexure-if it is different for Assessment)</i>

Section 5: Evidence of the need for the Qualification

Provide Annexure/Supporting documents name.

1.	Latest Skill Gap Study (not older than 2 years) (Yes/No): Yes
2.	Latest Market Research Reports or any other source (not older than 2 years) (Yes/No): Yes
3.	Government /Industry initiatives/ requirement (Yes/No): No
4.	A number of Industry validations provided: 7
5.	Estimated nos. of persons to be trained and employed: 5000
6.	Evidence of Concurrence/Consultation with Line Ministry/State Departments: <i>Under Process</i> If "No", why:

Section 6: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name

1.	Annexure: NCrf/NSQF level justification based on NCrf level/NSQF descriptors <i>(Mandatory)</i>	Yes
2.	Annexure: List of tools and equipment relevant for qualification <i>(Mandatory, except in case of online course)</i>	Yes
3.	Annexure: Detailed Assessment Criteria <i>(Mandatory)</i>	Yes
4.	Annexure: Assessment Strategy <i>(Mandatory)</i>	Yes
5.	Annexure: Blended Learning <i>(Mandatory, in case the selected Mode of delivery is "Blended Learning")</i>	Yes
6.	Annexure: Multiple Entry-Exit Details <i>(Mandatory, in case of qualification has multiple Entry-Exit)</i>	Yes
7.	Annexure: Acronym and Glossary <i>(Optional)</i>	Yes
8.	Supporting Document: Model Curriculum <i>(Mandatory – Public view)</i>	Yes
9.	Supporting Document: Career Progression <i>(Mandatory - Public view)</i>	Yes
10.	Supporting Document: Occupational Map <i>(Mandatory)</i>	Yes
11.	Supporting Document: Assessment SOP <i>(Mandatory)</i>	Yes
12.	Any other document you wish to submit:	

Annexure: Evidence of Level

NCrf/NSQF Level Descriptors	Key requirements of the job role/ outcome of the qualification	How the job role/ outcomes relate to the NCrf/NSQF level descriptor	NCrf/NSQF Level
Process	Few of the job elements, expected to be performed by Executive -Telesales (Pharma, Biologics and Medical devices) are: ● Product/service promotion and sales ● Closing ● Lead generation ● After sales services ● Query resolution ● Customer satisfaction	Executive - Telesales (Pharma, Biologics and Medical devices) works in field performing the sales and promotion activities followed in the Life Sciences Sector. The job holder is responsible to work in a familiar environment to carryout process that are repetitive on regular basis throughout the job functions. All the mentioned performance outcomes are routine and situation based requires little application of understanding of basics and fundamentals.	Level 4

	• Client record management • Negotiate commercial terms for institutional sales • Reporting, recording and documentation		
Professional Knowledge	Few of the job elements, expected to be performed by Executive-Telesales (Pharma, Biologics and Medical devices) are: • Information security • Environment sustainability • Coordinate with managers • Coordinate with team members • Sensitivity towards all gender and people with disability	Executive-Telesales (Pharma, Biologics and Medical devices) needs to have factual knowledge of field of study essential to perform tele sales to achieve the day to day key job function. To be efficient in performing the Tele sales the job holder should also understand the importance of networking and public relations.	Level 4
Professional Skills	Few of the job elements, expected to be performed by Executive-Telesales (Pharma, Biologics and Medical devices) are: • Information security • Environment sustainability • Coordinate with managers • Coordinate with team members • Sensitivity towards all gender and people with disability	To perform the tasks of a Executive-Telesales (Pharma, Biologics and Medical devices) the job holder utilizes professional skills like Critical Skills, Problem Solving, and Decision Making. For timely performing the work related activities the individual needs to demonstrate practical skill, routine and repetitive in narrow range of concepts using the professional skills. The scope of utilization of all above professional skills remains limited with no variables, repetitive and for a narrow range of applications differentiating the good and bad quality of work. Communication skills are essential skills for this job role as the job holder is working to represent the employer organization.	Level 4
Core Skills	Few of the job elements, expected to be performed by Executive-Telesales (Pharma, Biologics and Medical devices) are: • Product/service promotion and sales • Closing • Lead generation	Executive-Telesales (Pharma, Biologics and Medical devices) uses basic English language/regional language for communication in written or oral mode. While promoting the product the job holder is expected to have a basic understanding of the social-political and natural environment at the place of work/ organization he/she is working for. The person	Level 4

	• After sales services • Query resolution • Customer satisfaction • Client record management • Negotiate commercial terms for institutional sales • Reporting, recording and documentation • Information security • Environment sustainability • Coordinate with managers • Coordinate with team members • Sensitivity towards all gender and people with disability	is also expected to maintain the religious diversity, hygiene, environment.	
Responsibility	Few of the job elements, expected to be performed by Executive-Telesales (Pharma, Biologics and Medical devices) are: • Product/service promotion and sales • Closing • Lead generation • After sales services • Query resolution • Customer satisfaction • Client record management • Negotiate commercial terms for institutional sales • Reporting, recording and documentation • Information security • Environment sustainability • Coordinate with managers • Coordinate with team members • Sensitivity towards all gender and people with disability	Executive-Telesales (Pharma, Biologics and Medical devices) is responsibility for his/her work and works under the supervision of Therapeutics Business Manager or Area sales manager.	Level 4

Annexure: Tools and Equipment (Lab Set-Up)

List of Tools and Equipment

Batch Size: 30

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size
1.	Brand Reminder Input	As per standard Requirement	1
2.	Tour Bag	As per standard Requirement	1
3.	Tablet/ Smart Phone	As per standard Requirement	1
4.	Charts Depicting Human Physiology	As per standard Requirement	1
5.	Product Portfolio File/ Catalogue	As per standard Requirement	1
6.	Medicine Samples with sample stamp	As per standard Requirement	1
7.	Anatomical Model Of Different Organ- Systems Of Human Body	As per standard Requirement	1
8.	Neck Tie	As per standard Requirement	1
9.	White Or Black Board with Duster		1

classroom Aids

The aids required to conduct sessions in the classroom are:

1. Whiteboard
2. Marker Pen
3. Computer or Laptop attached to LCD projector.
4. Computer speaker
5. Pencil

Annexure: Industry Validations Summary

Provide the summary information of all the industry validations in the 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.	Innovare Labs Private Limited	Ravi	Assistant manger	Plot No. 23A-23B, Lalam Koduru(V), APSEZ, Denotified Area, Atchutapuram, Rambili Mandal, Anakapalli.	7569279497	hr@innovarelabs.com	
2.	CMS Laboratories India Private Limited	Guntuku Jagadeeswara Rao	Managing Director	47-10-50, Dwaraka Nagar, 4th Lane, 3rd Floor, Above Union Bank,Visakhapatnam	8919168131	jdguntuku@gmail.com	
3.	Vasista Life Sciences Private Limited	PRASAD	HR	Plot No 27B1,B2, B13, B14, Atchutapuram, Gurjapalem, Andhra Pradesh 531011	7337345638	hr@vasista.co.in	
4.	Synaptics Labs Pvt Ltd	KISHORE REDDY	Senior Manager		9440002968	hr@synapticslabs.com	
5.	Gramin Shiksha Private Limited	Rinku Manchanda	Director	Gali No. 1, Near Janki Children Hospital, Rishi Nagar Hisar - 125001 Haryana	9996311114	graminshiksha.rk@gmail.com	
6.	Maharashtra vocational education training center	Dhanet v Chawan	Ownee		8380823149	Infoskillindia2018@gmail.com	
7.	Pushpanchal Foundation	Mr. CHARLOTTN G. NOHA	OPERATIONS HEAD	Plot No:- 16, Maharana Nagar 1, Zingabai Takli, Godhani Road, Nagpur-440030.	8956161906	pushpanchalfoundation@gmail.com	

Annexure: Training & Employment Details

Training and Employment Projections:

Year	Total Candidates		Women		People with Disability	
	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities
2025	500	-		-	-	-

2026	1000	-	-	-	-
2027	1000	-	-	-	-

Data to be provided year-wise for the 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
Ver 2.0-ver3.0	2022	94											
Ver 2.0-ver3.0	2023	141											
Ver 2.0-ver3.0	2024	105											
Ver 2.0-ver3.0	2025	10											

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

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

Content availability for previous versions of qualifications:

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

Languages in which Content is available: English

Annexure: Blended Learning

Blended Learning Estimated Ratio & Recommended Tools:

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

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

S. No.	Select the Components of the Qualification	List Recommended Tools – for all Selected Components	Offline: Online Ratio
1	☐ Theory/ Lectures - Imparting theoretical and conceptual knowledge	LMS Portal- LSSSDC Daksh Portal will be utilized with online content/virtual lectures	50:50
2	☐ Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners	LMS Portal- LSSSDC Daksh Portal will be utilized with online content/virtual lectures	50:50

3	☐ Showing Practical Demonstrations to the learners	LMS Portal- LSSSDC Daksh Portal will be utilized with online content/virtual lectures / Skill labs	100:00
4	☐ Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	Skill Labs	100:00
5	☐ Tutorials/ Assignments/ Drill/ Practice	LMS Portal- LSSSDC Daksh Portal will be utilized with online content/virtual lectures / Field Visits	50:50
6	☐ Proctored Monitoring/ Assessment/ Evaluation/ Examinations	Parakh	00:100
7	☐ On the Job Training (OJT)/ Project Work Internship/ Apprenticeship Training	Offline	00:100

Annexure: Detailed Assessment Criteria

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

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
1. LFS/N0438 V1.0: Discuss the life sciences industry and basics of sales and marketing	<i>Discuss about Life Sciences industry</i>	15	25	5	5
	PC1. discuss key insights in the life sciences sector through various market research reports				
	PC2. explain about the regulatory bodies, legislations, and good practices applicable to sales and marketing occupation				
	PC3. elaborate importance of a skilled individual in sales and marketing occupation				
	<i>Basics of sales & marketing</i>	15	25	5	5
	PC4. discuss about pharmacology and various drug distribution system of products				
	PC5. explain about various therapeutic drug classes				
	PC6. list down various marketing techniques and strategies for a various Life Sciences product.				
	PC7. explain the role of various stakeholders involved like Clearing and Forwarding Agent (CFA), distributor, stockist, and liasioning agents				
	Total Marks	30	50	10	10
	<i>Product/service promotion and sales</i>	10	15	5	4

2. LFS/N0411 v4.0: Promote the company product or service through digital and telecommunication using new age technologies	PC 1. answer and make calls professionally to provide information about products and services, take/ cancel orders, or obtain details of complaints using digital CRM softwares				
	PC 2. analyse the call pitch as per calling script of the organisation				
	PC 3. enquire the customer about the reason for calling				
	PC 4. interact with client based on record information on CRM software using AI				
	PC 5. use big data analysis to send push notifications or promotions to the leads for pitching the product				
	PC 6. identify needs of the client & provide relevant information				
	PC 7. offer logical explanations to client queries in context to the product				
	PC 8. handle inbound calls from the prospective customers and convert them into confirmed client				
	PC 9. plan and execute customer engagement initiatives to facilitate customer satisfaction				
	<i>Closing sales process</i>	5	10	3	2
	PC 10.use schemes or promotional offers on the call to seal the deal	-	-	-	-
	PC 11.acquainting client with the terms of trade	-	-	-	-
	PC 12.follow call opening and call closing & comply with quality parameters	-	-	-	-
	PC 13.plan and execute customer engagement initiatives to facilitate brand recall and customer satisfaction	-	-	-	-
	<i>Lead generation</i>	5	15	2	2
	PC 14.identify opportunities, produce leads and book appointments with potential customers for the sales force for high quality leads	-	-	-	-
	PC 15.use AI enabled system to generate leads	-	-	-	-
	PC 16.use software which supports big data to look at the trend and consumer behavior for lead generation	-	-	-	-
	PC 17.proactively follow up on leads generated	-	-	-	-
	PC 18.use the existing database for communicating effectively to turn a lead from maybe to yes	-	-	-	-

	PC 19.validate authenticity of the leads generated	-	-	-	-
	PC 20.inform field sales representatives to track leads & convert them to clients to achieve sales targets	-	-	-	-
	PC 21.responsible for making outbound calls and regular follow up on leads assigned	-	-	-	-
	PC 22.build a strong relationship / trust with customers by understanding the customer requirements and suggesting the right product to the customers	-	-	-	-
	PC 23.should be able to call and discuss company products	-	-	-	-
	PC 24.calling the prospective borrowers for Appointments, from the given database	-	-	-	-
	<i>After sales services</i>	10	10	-	2
	PC 25.follow up with the customer after the transaction using digital tools like CRM software	-	-	-	-
	PC 26.use emails, mails, calls for correspondence after the transaction	-	-	-	-
	PC 27.cater to clients need on the after sales interaction and customize script and behaviour appropriately	-	-	-	-
	PC 28.solicit opinions on provide information about new products and services on regularly basis to customers	-	-	-	-
	PC 29.ensure that feedback is taken from the customer and communicated timely and effectively to the company	-	-	-	-
	PC 30. respond to customer queries post the transaction	-	-	-	-
	Total Marks	30	50	10	10
3. LFS/N0412 v4.0: Manage accounts and maintain client relationships	<i>Query resolution</i>	10	15	3	3
	PC 1. correspond with existing and potential customers as well as other related stakeholders via telephone to respond to queries and complaints	-	-	-	-
	PC 2. coordinate with various businesses/teams to obtain necessary details for responding to customer query/complaint, if details not already available	-	-	-	-
	PC 3. direct non-customer stakeholders reaching out, to respective teams within the organization	-	-	-	-

	PC 4. share feedback with various businesses/teams on typical customer queries and complaints	-	-	-	-
	<i>Customer satisfaction</i>	10	15	3	3
	PC 5. personalize the approach towards responding to client request	-	-	-	-
	PC 6. make the client feel important & induce rapport building	-	-	-	-
	PC 7. manage and overcome customer objections	-	-	-	-
	PC 8. create and manage a customer value plan for existing customers	-	-	-	-
	<i>Client record management</i>	3	5	2	2
	PC 9. keep detailed records of all previous transactions & prescriptions	-	-	-	-
	PC 10. take references of other prospective clients and expand links	-	-	-	-
	<i>Negotiate commercial terms</i>	7	15	2	2
	PC 11. provide competitive information such as bid situations and pricing data	-	-	-	-
	PC 12. to give complete information on terms of trade, mode of payment and after sales services	-	-	-	-
	PC 13. establish negotiated pricing contracts for assigned products	-	-	-	-
	PC 14. suggest alternatives in case of payment limitations	-	-	-	-
	PC 15. implementation of product promotion strategy	-	-	-	-
Total Marks		30	50	10	10
4. LFS/N0413 v4.0: Carry out reporting and documentation to keep a track of sales and stock using CRM software	<i>Reporting, recording and documentation</i>	15	25	5	4
	PC 1. document call details & client information accurately according to the format in the digital software	-	-	-	-
	PC 2. update daily and monthly reports through company portals as per reporting norms	-	-	-	-
	PC 3. keep a track on pop up messages on the software for customer interaction with the product				
	PC 4. monitor stock in trade and offer products accordingly	-	-	-	-
	PC 5. arrange orders in reservation of ordered products using the pop up messages displayed on the CRM software	-	-	-	-
	PC 6. monitor sales returns (saleable and non- saleable) to within prescribed limits	-	-	-	-

	PC 7. understand the customer's need and discuss future targets with the area manager – telesales	-	-	-	-
	PC 8. anticipate potential negative and positive impacts on the business and adapt strategy accordingly	-	-	-	-
	PC 9. provide information to senior management about competitive activities, and potential for new products and services	-	-	-	-
	PC 10. obtain the latest clinical data supplied by the company based on AI and big data analysis	-	-	-	-
	PC 11. understand advertising and promotional & selling techniques to improve the process	-	-	-	-
	PC 12. consult with marketing and technical service areas	-	-	-	-
	PC 13. provide historical records by maintaining records on area and customer sales	-	-	-	-
	PC 14. regular follow-up on leads and make entry on CRM software	-	-	-	-
	PC 15. categorize nature of customer's interaction as a query, request or a complaint	-	-	-	-
	PC 16. seek customer's feedback in feedback register/diary/booklet	-	-	-	-
	<i>Information security</i>	10	22	5	4
	PC 17. respond to requests for information following protocol	-	-	-	-
	PC 18. inform the appropriate authority of requests for information received	-	-	-	-
	<i>Environment Sustainability Guidelines</i>	5	3	-	2
	PC 19. ensure energy conservation by switching off the computer/ tablet post usage	-	-	-	-
	PC 20. ensure to check for any loose electric sockets before use for charging the equipment	-	-	-	-
	PC 21. choose and apply environment-friendly methods for waste disposal like packaging waste of samples, PPE kits etc	-	-	-	-
	Total Marks	30	50	10	10
5. LFS/N0106 v4.0: Coordinate with manager and team members	<i>Coordination with manager</i>	10	15	-	5
	PC 1. receive work instructions from reporting manager and understand work output requirements	-	-	-	-
	PC 2. seek advice and opinion from supervisor on approach taken for carrying out work as well as output	-	-	-	-

	PC 3. report any challenges, obstacles to completing the work as per specifications and timelines	-	-	-	-
	<i>Coordination with team members</i>	10	15	5	2
	PC 4. work as a team with colleagues and share work as per their or own work load and skills	-	-	-	-
	PC 5. put team over individual goals	-	-	-	-
	PC 6. work to resolve conflicts within the team	-	-	-	-
	PC 7. communicate with team members in an open, respectful manner	-	-	-	-
	<i>Sensitivity towards all genders and people with disability</i>	10	20	5	3
	PC 8. respect all genders, religions, caste and cultures	-	-	-	-
	PC 9. empathize with people with disability	-	-	-	-
	PC 10. offer support or help to a person with disability only when asked	-	-	-	
	PC 11. ensure to adhere with the guidelines laid in Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act	-	-	-	
	PC 12. report any violation of prevention of sexual harassment (POSH) rules immediately to the POSH committee	-	-	-	
	Total Marks	30	50	10	10
6.DGT/VSQ/N0102 V1.0: Employability Skills (60 Hours)	<i>Introduction to Employability Skills</i>	1	1	-	-
	PC 1. Identify employability skills required for jobs in various industries				
	PC 2. identify and explore learning and employability portals				
	<i>Constitutional values – Citizenship</i>	1	1	-	-
	PC 3. 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.				
	PC 4. follow environmentally sustainable practices				
	<i>Becoming a Professional in the 21st Century</i>	2	4	-	-
	PC 5. recognize the significance of 21st Century Skills for employment				
	PC 6. practice the 21st Century Skills such as Self-Awareness, Behavior 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				
	<i>Basic English Skills</i>	2	3	-	-
	PC 7. use basic English for everyday conversation in different contexts, in person and over the telephone				
	PC 8. read and understand routine information, notes, instructions, mails, letters etc. written in English				
	PC 9. write short messages, notes, letters, e-mails etc. in English				
	<i>Career Development & Goal Setting</i>	1	2	-	-
	PC 10. understand the difference between job and career				
	PC 11. prepare a career development plan with short- and long-term goals, based on aptitude				
	<i>Communication Skills</i>	2	2	-	-
	PC 12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings				
	PC 13. work collaboratively with others in a team				
	<i>Diversity & Inclusion</i>	1	2	-	-
	PC 14. communicate and behave appropriately with all genders and PwD				
	PC 15. escalate any issues related to sexual harassment at workplace according to POSH Act				
	<i>Financial and Legal Literacy</i>	2	3	-	-
	PC 16. select financial institutions, products and services as per requirement				
	PC 17. carry out offline and online financial transactions, safely and securely				
	PC 18. identify common components of salary and compute income, expenses, taxes, investments etc				
	PC 19. identify relevant rights and laws and use legal aids to fight against legal exploitation				
	<i>Essential Digital Skills</i>	3	4	-	-

PC 20. operate digital devices and carry out basic internet operations securely and safely				
PC 21. use e- mail and social media platforms and virtual collaboration tools to work effectively				
PC 22. use basic features of word processor, spreadsheets, and presentations				
<i>Entrepreneurship</i>	2	3	-	-
PC 23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research				
PC 24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion				
PC 25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity				
<i>Customer Service</i>	1	2	-	-
PC 26. identify different types of customers				
PC 27. identify and respond to customer requests and needs in a professional manner.				
PC 28. follow appropriate hygiene and grooming standards				
<i>Getting ready for apprenticeship & Jobs</i>	2	3	-	-
PC 29. create a professional Curriculum vitae (Résumé)				
PC 30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively				
PC 31. apply to identified job openings using offline /online methods as per requirement				
PC 32. answer questions politely, with clarity and confidence, during recruitment and selection				
PC 33. identify apprenticeship opportunities and register for it as per guidelines and requirements				

	Total Marks	20	30	-	-
Grand Total		170	280	50	50

NSQC Approved

Annexure: Assessment Strategy

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

Mention the detailed assessment strategy in the provided template.

1. Assessment System Overview:

The assessment for the Training will be conducted toward the end of the training duration. The assessment of the qualification shall be carried out by NCVET approved assessment agencies empaneled by LSSSDC after a defined evaluation process. For Execution of the assessment for training for the qualification, LSSSDC will be engaging more than one NCVET approved assessment agency/ body.

1.1 Criteria of selection of assessment body/agency:

The assessment body/agency is selected based on:

- Prior experience and understanding of Life Sciences or similar sector.
- Experience in conducting assessments for similar job roles.
- Manpower and Technical capabilities.
- Geographical reach
- Existing Network in the Life Sciences Sector
- Agencies internal policies to maintain standards, quality & professional Integrity
- Agencies policy and practices in assessor management
- NCVET approval

1.2 Assessment tool development for assessment of Training:

For the Training assessment, the assessment instrument development is done by the selected assessment body with close monitoring and support of LSSSDC at every stage.

1.2.1 Digital Written test for knowledge assessment:

Scope – Is used to test the knowledge component of the Qualification/ Micro Credential/ NOS.

Tools –computer or tab based online or offline.

Method – objective type questions, match the columns, fill in the blanks, tick the odd man out, choose the correct option, choose the best answer, True or false, Identify the object, tool or machinery, arrange in proper sequence, case study, scenario-based responses.

Analysis – Question paper is divided into sections. Each Section intends to assess a particular knowledge field of the trainee. Thus, section-wise calculation of marks gives a clear idea of the areas of improvement or expertise of the trainee. While a consolidated mark gives the overall rating of the trainee.

1.2.2 Digital Written test for skill assessment:

Scope – Is used to test primarily the Skill component of the Qualification/ Micro Credential/ NOS. Trainee's expertise in handling and managing the situation is tested.

Tools – computer or tab based online or offline questions

Method – A situation is narrated or created in the question posed to the trainee and he is asked objective type questions to select the correct reaction to the situation. The selected situations are based on real situations.

Analysis – Question paper is divided into sections. Each Section intends to assess a particular skill field of the trainee. Thus, section-wise calculation of marks gives a clear idea of the areas of improvement or expertise of the trainee. While a consolidated mark gives the overall rating of the trainee.

1.3 Steps for assessment tool development:

- The selection of assessment tool(s) is done as per the assessment criteria prescribed in Qualification/ Micro Credential/ NOS.
- For Executive - Telesales (Pharma, Biologics, Medical Device and other health services) assessment, a blueprint of the question paper is part of the assessment tool for training in manufacturing operation.
- Development of layout of Question paper is such that the entire PCs (Performance Criteria) of that Qualification/ Micro Credential/ NOS are covered.
- Score per question maps with the weightage given to that PC, in the assessment criteria, and the level of difficulty of the question.
- SME is screened and approved by LSSSDC. He/she is oriented by both LSSSDC and Assessment agency on – creating question Bank, level of questions, end the desired outcome of the assessment.

1.4 Execution of Training Assessment/ RPL Assessment:

- Once the assessment date for training is decided with common agreement of Industry/ Vocational Training Centre and LSSSDC, LSSSDC allocates the batch to an NCVET approved and LSSSDC empaneled assessment body/agency.
- Assessment agency ensures
 - the availability of required infrastructure
 - the availability of validated assessment tools for the assessment of training for the assigned qualification
 - the availability of assessor as per assessor eligibility criteria of the qualification
- Assessment agencies send the assessment confirmation to VTP/TC looping SSC
- Assessment agency deploys LSSSDC certified assessor for executing the assessment
- LSSSDC monitors the assessment process & records
- The assessment is executed in two possible ways depending on the choice of the industry:

1.4.1 Tab based assessment using physical proctoring

1.4.2 Smartphone-based assessment using e-proctoring

1.4.1 Tab-based assessment using physical proctoring

- A representative from the Assessment agency is present on the day of assessment to executing the assessment at the venue in case of physical proctoring.
- The assessment agency representative carries an identity card and letter from the council authorizing to conduct the assessment.
- Assessment agency representative ensures the authenticity of Trainee's identity by verifying the documents (any document issued by GOI, such as Ration card, Aadhaar Card, Driving License, Passport, Election card, etc)
- The assessment agency representative maintains the records of attendance, verified documents, and tablet instruments used in the assessment.

- Assessment agency representative collects evidence of the assessment in the best possible way (videos, pictures, voice recordings, etc)
- Assessment agency representative transfers the assessment scores from tab to assessment agency server, using a secure, encrypted web-based program.
- The assessment agency after processing the results and putting them in standard format hands over to LSSSDC within 7 days of assessment.

1.4.2 Smartphone-based assessment using e-proctoring

- All trainees enrolled in the batch due for assessment, are registered on an assessment tool application using their unique mobile number and e-mail ID along with a Govt. ID issued proof.
- An assessment link is sent to the mail ID of each trainee with a defined expiry date of the link.
- Trainee at any location can click on the link using his/her smartphone or a web camera-enabled computer system
- Using the unique credentials and Govt ID number, the trainee logs in for the start of assessment and completes the assessment.
- The authenticity of Trainee's identity is done by assessment application by verifying the documents (any document issued by GOI, such as Ration card, Aadhaar Card, Driving License, Passport, election card, etc.) and a live photo capture
- A live video of the candidate during the assessment is captured to collect the evidence of the assessment
- Once the assessment is complete, the assessment application automatically assessment scores to the assessment agency server, using a secure, encrypted web-based program.
- The assessment agency after processing the results and putting them in standard format hands over to LSSSDC within 7 days of assessment.

2. Testing Environment:

- The Centre/ location of the assessment is pre decided and geo tagged in case of physical assessment
- The assessment of LSSSDC qualifications is 99% done in digital environment while 1% pen and paper is used ONLY in business exigencies
- Based on the size of batch the assessment duration/ no. of required assessors is decided to ensure detailed assessment without any negative impact on quality of assessment
- The system driven automated assessment management system ensures uniform time allocation to each student, unique logins for each student and automated randomization of questions for developing multiple sets of question paper for single batch.
- Identity check of the student is mandated

3. Assessment Quality Assurance levels/Framework:

- Question bank is created by the Subject Matter Experts (SME) of Assessment Agency are verified by the other SME of LSSSDC
- All Questions are mapped to the specified assessment criteria
- Assessor eligibility criteria are structured to ensure quality and knowledge credentials of an assessor like-wise the trainer's quality and knowledge credentials.
- Eligible Assessor must be certified by LSSSDC for the respective and relevant qualification
- The tools used for assessment are validated for relevance and feasibility for skill assessment of the qualification in consideration

4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- ID Proof of the students
- Educational qualification of students
- Certificate of Trainer
- In case of Physical assessment, geotagged photographs of the students undergoing assessment
- While students are undergoing assessment on the digital assessment platform the system captures random photos of the student which is audited by LSSSDC

5. Method of verification or validation:

- Surprise visit to the assessment location
- ID Proof of the students for identity verification
- Educational qualification verification of students for validation of entry level criteria
- Certificate of Trainer to verify the credential of vocational educator
- Random photos taken by the digital system are verified during audit by the assessment team

6. Method for assessment documentation, archiving, and access

- Hard copies and digital copies (whichever is applicable) of the assessment evidences are stored with assessment agency team for 5 years
- Assessment transcripts are stored in the server space of assessment agency for 5 years
- Assessment question banks and validation records are stored with assessment agency and LSSSDC digitally
- Assessment records are archived with assessment agency archive server after 5 years for another 5 years
- Access of assessment records are controlled with restricted access to concerned department and stakeholders and is shared on demand after due approval of Head of Assessment and Certification-LSSSDC

Annexure: Assessment Strategy

Annexure: Acronym and Glossary

Acronym

Acronym	Description
AA	Assessment Agency
AB	Awarding Body
ISCO	International Standard Classification of Occupations
NCO	National Classification of Occupations
NCrF	National Credit Framework
NOS	National Occupational Standard(s)
NQR	National Qualification Register
NSQF	National Skills Qualifications Framework

OJT	On the Job Training
------------	---------------------

Glossary

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