

QUALIFICATION FILE – Standalone NOS

Foundation of IT Marketing

☒ Horizontal/Generic ☒ Vertical/Specialization

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

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

NCrF/NSQF Level: 4.5

Submitted By:

IT-ITeS Sector Skills Council NASSCOM (SSC NASSCOM)

Plot No. – 7, 8, 9 & 10

Sector – 126, Noida, Uttar Pradesh - 201303

Table of Contents

Section 1: Basic Details	3
Section 2: Training Related.....	5
Section 3: Assessment Related.....	5
Section 4: Evidence of the Need for the Standalone NOS.....	6
Section 5: Annexure & Supporting Documents Check List.....	7
Annexure: Evidence of Level	8
Annexure: Tools and Equipment (lab set-up).....	10
Annexure: Industry Validations Summary	11
Annexure: Training Details	12
Annexure: Blended Learning	12
Annexure: Standalone NOS- Performance Criteria details.....	13
Annexure: Assessment Criteria	15
Annexure: Assessment Strategy	16
Annexure: Acronym and Glossary	18

Section 1: Basic Details

1.	NOS	Foundation of IT Marketing																
2.	Sector/s	IT/ITeS																
3.	Type of Qualification ☒ New ☐ Revised	NQR Code & version of the existing /previous qualification: <i>(change to previous, once approved)</i>	Qualification Name of the existing/previous version: <i>(previous, once approved)</i>															
4.	National Qualification Register (NQR) Code & Version <i>(Will be issued after NSQC approval.)</i>	NG-4.5-IT-04695-2025-V1-NASSCOM, V1	5. NCrf/NSQF Level: 4.5															
6.	Brief Description of the Standalone NOS	IT Marketing Foundational Course is about upskilling and awareness of and helping the learners to understand the fundamentals of IT Marketing at a foundation level.																
7.	Eligibility Criteria for Entry for a 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>Relevant Experience (with Specialization - if applicable)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>UG Certificate or equivalent in STEM</td> <td>--</td> </tr> <tr> <td>2.</td> <td>Pursuing 1st year of 3Y/4Y UG in STEM</td> <td>--</td> </tr> <tr> <td>3.</td> <td>Passed Class 12th or equivalent</td> <td>1.5 years of relevant experience (including work, internship and apprenticeship) related to IT Marketing</td> </tr> <tr> <td>4.</td> <td>Previous relevant qualification of NSQF Level 4</td> <td>1.5 years of relevant experience (including work, internship and apprenticeship) related to IT Marketing</td> </tr> </tbody> </table> b. Age: NA		S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Relevant Experience (with Specialization - if applicable)	1.	UG Certificate or equivalent in STEM	--	2.	Pursuing 1 st year of 3Y/4Y UG in STEM	--	3.	Passed Class 12th or equivalent	1.5 years of relevant experience (including work, internship and apprenticeship) related to IT Marketing	4.	Previous relevant qualification of NSQF Level 4	1.5 years of relevant experience (including work, internship and apprenticeship) related to IT Marketing
S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Relevant Experience (with Specialization - if applicable)																
1.	UG Certificate or equivalent in STEM	--																
2.	Pursuing 1 st year of 3Y/4Y UG in STEM	--																
3.	Passed Class 12th or equivalent	1.5 years of relevant experience (including work, internship and apprenticeship) related to IT Marketing																
4.	Previous relevant qualification of NSQF Level 4	1.5 years of relevant experience (including work, internship and apprenticeship) related to IT Marketing																

8.	Credits Assigned to this NOS-Qualification, Subject to Assessment (as per National Credit Framework (NCrF))	3 Credit	9. Common Cost Norm Category (I/II/III) (wherever applicable): II																	
10.	Any Licensing Requirements for Undertaking Training on This Qualification (wherever applicable)	NA																		
11.	Training Duration by Modes of Training Delivery (Specify Total Duration as per selected training delivery modes and as per requirement of the qualification)	☒ Offline Only ☒ Online Only ☐ Blended <table border="1"> <thead> <tr> <th>Training Delivery Mode</th><th>Theory (Hours)</th><th>Practical (Hours)</th><th>OJT (Hours)</th><th>Total (Hours)</th></tr> </thead> <tbody> <tr> <td>Classroom (offline)</td><td>36</td><td>54</td><td>00</td><td rowspan="2">90</td></tr> <tr> <td>Online</td><td>36</td><td>54</td><td>00</td></tr> </tbody> </table> (Refer Blended Learning Annexure for details)					Training Delivery Mode	Theory (Hours)	Practical (Hours)	OJT (Hours)	Total (Hours)	Classroom (offline)	36	54	00	90	Online	36	54	00
Training Delivery Mode	Theory (Hours)	Practical (Hours)	OJT (Hours)	Total (Hours)																
Classroom (offline)	36	54	00	90																
Online	36	54	00																	
12.	Assessment Criteria	<table border="1"> <thead> <tr> <th>Theory (Marks)</th><th>Practical (Marks)</th><th>Project (Marks)</th><th>Viva (Marks)</th><th>Total (Marks)</th><th>Passing %age</th></tr> </thead> <tbody> <tr> <td>30</td><td>70</td><td>-</td><td>00</td><td>100</td><td>50%</td></tr> </tbody> </table>					Theory (Marks)	Practical (Marks)	Project (Marks)	Viva (Marks)	Total (Marks)	Passing %age	30	70	-	00	100	50%		
Theory (Marks)	Practical (Marks)	Project (Marks)	Viva (Marks)	Total (Marks)	Passing %age															
30	70	-	00	100	50%															
13.	Is the NOS Amenable to Persons with Disability	☐ Yes ☒ No If "Yes", specify applicable type of Disability:																		
14.	Progression Path After Attaining the Qualification, wherever applicable (Please show Professional and Academic progression)	NA																		
15.	How will the participation of women be encouraged?	The Program is gender neutral although to increase women's participation, organizations are keeping aside few seats to encourage female candidates.																		
16.	Other Indian languages in which the Qualification & Model Curriculum are being submitted	Once approved the qualification will be made available in Hindi or other Indian Languages.																		
17.	Is similar NOS available on NQR-if yes, justification for this qualification	☐ Yes ☒ No URLs of similar Qualifications:																		

18.	Name and Contact Details Submitting / Awarding Body SPOC (In case of CS or MS, provide details of both Lead AB & Supporting ABs)	Name: Namrata Kapur Email: Standards@nasscom.in Contact No.: 0120-4990111 Website: https://www.sscnasscom.com/
19.	Final Approval Date by NSQC: 07th October 2025	20. Validity Duration: 36 Months 21. Next Review Date: 07th October 2028

Section 2: Training Related

1.	Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	Educational Qualification: Graduate (Engineering/ Technology/ Computer Science) Industry & training experience: 2 years of industry experience in IT Marketing/Digital marketing. The industry experience would include work, internship, and apprenticeships undertaken after regular graduation. Certification: "Trainer" mapped to the Qualification Pack "MEP/Q2601" Minimum accepted score is 80% aggregate
2.	Master Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	Educational Qualification: Graduate (Engineering/ Technology/ Computer Science) Industry & training experience: 4 years of industry experience in IT Marketing/Digital marketing. The full-time experience would include work, internship, and apprenticeship undertaken after regular graduation. Certification: "Master Trainer" mapped to the Qualification Pack "MEP/Q2602" Minimum accepted score is 90% aggregate.
3.	Tools and Equipment Required for the Training	☒ Yes ☐ No (If "Yes", details to be provided in Annexure)
4.	In Case of Revised NOS, details of Any Upskilling Required for Trainer	NA

Section 3: Assessment Related

1.	Assessor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	Educational Qualification: Graduate (Engineering/ Technology/ Computer Science)
----	--	--

		Industry & Training Experience: 2 years of industry experience in IT Marketing/Digital marketing. The full-time experience would include work, internship, and apprenticeship undertaken after regular graduation. Certification: “Assessor” mapped to the Qualification Pack “MEP/Q2701” Minimum accepted score is 80% aggregate.
2.	Proctor’s Qualification and experience in relevant sector (in years) <i>(as per NCVET guidelines), (wherever applicable)</i>	Educational Qualification: Graduate (Engineering/ Technology/ Computer Science) Industry & Training Experience: 2 years of industry experience in IT Marketing/Digital marketing. The full-time experience would include work, internship, and apprenticeship undertaken after regular graduation. Certification: “Assessor” mapped to the Qualification Pack “MEP/Q2701” Minimum accepted score is 80% aggregate.
3.	Lead Assessor’s/Proctor’s Qualification and experience in relevant sector (in years) <i>(as per NCVET guidelines)</i>	Educational Qualification: Graduate (Engineering/ Technology/ Computer Science) Industry & Training Experience: 4 years of industry experience in IT Marketing/Digital marketing. The full-time experience would include work, internship, and apprenticeship undertaken after regular graduation. Certification: “Lead Assessor” mapped to the Qualification Pack “MEP/Q2702” Minimum accepted score is 90% aggregate.
4.	Assessment Mode <i>(Specify the assessment mode)</i>	The assessment will consist of a blend of hands-on practical evaluations 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.	Tools and Equipment Required for Assessment	☒ Same as for training ☐ Yes ☐ No (details to be provided in Annexure-if it is different for Assessment)

Section 4: Evidence of the Need for the Standalone NOS

Provide Annexure/Supporting documents name.

1.	Government /Industry initiatives/ requirement (Yes/No): Industry initiative
2.	Number of Industry validation provided: 11 Validations

3.	Estimated number of people to be trained: 7000
4.	Evidence of Concurrence/Consultation with Line/State Departments (In case of regulated sectors): (Yes/No): Applied (under process) If “No”, why:

Section 5: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name

1.	Annexure: NCrf/NSQF level justification based on NCrf/NSQF descriptors <i>(Mandatory)</i>	Evidence of Level
2.	Annexure: List of tools and equipment relevant for NOS <i>(Mandatory, except in case of online course)</i>	Tools and Equipment (lab set-up)
3.	Annexure: Performance and Assessment Criteria <i>(Mandatory)</i>	Performance Criteria Details
4.	Annexure: Assessment Strategy <i>(Mandatory)</i>	Assessment Strategy
5.	Annexure: Blended Learning <i>(Mandatory, in case selected Mode of delivery is Blended Learning)</i>	NA
6.	Annexure: Acronym and Glossary <i>(Optional)</i>	Acronym and Glossary
7.	Annexure/Supporting Document: Standalone NOS- Performance Criteria Details Annexure/Document with PC-wise detailing as per NOS format (Mandatory- Public view)	Foundation of IT Marketing
8.	Supporting Document: Model Curriculum <i>(Mandatory – Public view)</i>	MC_Foundation of IT Marketing_V1

Annexure: Evidence of Level

NCrF/NSQF Level Descriptors	Key requirements of the job role/ outcome of the qualification	How the job role/ outcomes relate to the NCrF/NSQF level descriptor	NCrF/NSQF Level
Professional Theoretical Knowledge/Process	Develop an understanding of IT Marketing fundamentals. Perform basic SEO activities. Develop basic e-mail marketing campaigns. Design small-scale social media marketing campaigns. Publish content on digital platforms and gauge the engagement generated by the content. Create search engine marketing campaigns such as google ads, shopping campaigns, etc. Design small-scale mobile marketing campaigns. Develop digital marketing strategy and curate the campaign content effectively for business problems.	Through the IT Marketing Foundational Course learners acquire the basic knowledge and skills that an individual must possess before they gain hands-on experience in designing marketing campaigns for digital platforms.	4.5
Professional and Technical Skills/ Expertise/ Professional Knowledge	Scope of IT Marketing Understanding of Search Engine Optimization Knowledge of various modes of digital marketing such as social media marketing,	The qualification equips the learners with the conceptual knowledge of IT Marketing methods, tools and strategies.	4.5

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
	email marketing, search engine marketing and mobile marketing Concepts of content publishing on digital platforms		
Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	Types of digital marketing campaigns Strategies, tools and platforms for digital marketing campaigns Choosing the mode of digital campaign based on business goals	The qualification focuses on skillset that allows the individual to design marketing campaigns for various digital platforms.	4.5
Broad Learning Outcomes/Core Skill	Communicate (in writing, orally and visually) effectively in at least one local language Be creative in design campaigns and communicate ideas Work effectively in a team environment both independently and collaboratively Seek clarification on problems and advice from others	The individual must apply creativity, communication skills and collaboration skills along with a sound understanding of business to design IT Marketing campaigns.	4.5
Responsibility	Development of knowledge, skills, and competences w.r.t. IT Marketing Manage and collaborate with stakeholders for campaign success, whenever required	The qualification enables the learner to perform basic IT Marketing related activities in an individual capacity. He may work under supervision of senior members and work on	4.5

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
		broad range of projects to hone his skills further in IT Marketing.	

Annexure: Tools and Equipment (lab set-up)

List of Tools and Equipment

Batch Size:

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size
1	PC/Laptop with internet		
2	SEO Tools		
3	SEM Tools		
4	Email Marketing tools		
5	Content Management Tools		
6	Lead Acquisition tools		
7	Project Management tools		
8	Webmaster tools		
9	Content Creation tools		
10	Gen-AI Tools		

*Tools are open source

Classroom Aids

The aids required to conduct sessions in the classroom are:

1. White Board
2. White Board Marker
3. Projector

Annexure: Industry Validations Summary

S. No	Organization Name	Representative Name	Designation	Contact address	Contact Phone no.	E-mail ID	LinkedIn Profile
1	iamneo	Raj Suriya	Digital Marketer	-	9600953249	rajsurya13@gmail.com	https://in.linkedin.com/in/raj-suriya-896221180
2	Spectrum Digital Infocom	Kavi Sree	Digital Marketer	-	6369752466	kavisreemanoharan@gmail.com	-
3	Kornferry	Ragul	Data analyst	-	9659964881	ragulblooper143@gmail.com	https://www.linkedin.com/in/ragul-kumar-b2297a171/
4	IndiaFilings Private Limited	Vairavan k	Web Developer	-	9944127279	vairavanaravind92@gmail.com	
5	Askans Assocites	Agalyah RD	Junior Architect	-	9524416141	ar.agalyahrdurai@gmail.com	https://www.linkedin.com/in/ar-agalyah-rd-18a210214
6	Desicrew Solutions Pvt Ltd	Deepa Rasu	Senior Crewmate	-	9360794643	deepadesicrew@gmail.com	https://www.linkedin.com/in/deepa-87b6ba216
7	Synergy Software Systems	Aravind Raj	Functional Consultant	-	+971 555782899	aravindrajjayachandran@gmail.com	https://www.linkedin.com/in/aravind-raj-17554071
8	Forbes Advisor	Naveenkumar Janakiraman	Data Research Analyst	-	9976773109	naveenkumarj4997@gmail.com	https://www.linkedin.com/in/naveenkumar-janakiraman/
9	Delta Electronics India	Kabilan R D	Project Management	-	7010811080	kabilanrdurai@outlook.com	https://www.linkedin.com/in/kabilan-r-d-b09856122
10	Grootan technologies	Anuraga	Customer Success Executive	-	9500662718	anuragaprabakaran@gmail.com	https://www.linkedin.com/in/anuraga-prabakaran

11	Intellibren	Kailash PD	Director	-	6374700 185	kailash@intellibren.com	-
----	-------------	------------	----------	---	----------------	--	---

Annexure: Training Details

Training Projections:

Year	Estimated Training # of Total Candidates	Estimated training # of Women	Estimated training # of People with Disability
2023-2024	1500	300	150
2024-2025	2500	500	250
20205-2026	3000	600	300

Data to be provided year-wise for next 3 years.

Annexure: 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 NOS	List Recommended Tools – for all Selected Components	Offline: Online Ratio
2	☐ Imparting Soft Skills, Life Skills and Employability Skills /Mentorship to Learners	NA	NA
3	☐ Showing Practical Demonstrations to the learners	NA	NA
4	☐ Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	NA	NA
5	☐ Tutorials/ Assignments/ Drill/ Practice	NA	NA
6	☐ Proctored Monitoring/ Assessment/ Evaluation/ Examinations	NA	NA
7	☐ On the Job Training (OJT)/ Project Work Internship/ Candidate Training	NA	NA

Annexure: Standalone NOS- Performance Criteria details

1. Description: This NOS describes the foundational concepts of IT Marketing

2. Scope:

The scope covers the following:

- Understanding IT Marketing
- Digital Marketing Channels
- Market Segmentation
- Digital Marketing Strategy Development
- Keyword Research and SEO Implementation
- Google Ads Campaign Setup
- Email Marketing Essentials
- Social Media Content Creation
- Webmaster Responsibilities
- Website Setup and Management
- Content Creation and Publishing
- Lead Acquisition Techniques
- Lead Nurturing Strategies
- Data Analysis and Performance Measurement
- Ethical and Legal Considerations

3. Elements and Performance Criteria

PC1. Describe the evolution, fundamentals, and differences between IT Marketing and Digital Marketing, including key terminology (e.g., PPC, Conversion Optimization).

PC2. Explain various digital marketing channels such as SEO, SEM, Email Marketing, and Social Media Marketing, and identify their unique roles and techniques.

PC3. Identify different customer types and outline market segmentation strategies to tailor marketing efforts effectively.

- PC4. Create a basic digital marketing campaign plan with measurable goals, considering various digital marketing media and channels.
- PC5. Conduct keyword research using tools like Google Keyword Planner and optimize a web page using on-page SEO techniques.
- PC6. Set up a Google Ads campaign and demonstrate experimentation with different ad copies, analyzing related performance metrics.
- PC7. Discuss the importance of email marketing, create an email signup form, and design an automated email campaign to engage potential leads.
- PC8. Develop a content calendar for social media, create engaging graphics using tools like Canva, and schedule posts on various platforms.
- PC9. Discuss the role of a webmaster, including website management basics, hosting, CMS usage, and performance metrics for monitoring.
- PC10. Set up a website using a CMS, create and update content, and manage domain settings and server files.
- PC11. Identify audience needs, outline content strategies, and practice the steps involved in content creation, reviewing, and publishing workflows.
- PC12. Understand the lead acquisition cycle, create effective landing pages and lead capture forms, and implement dynamic content and lead flows.
- PC13. Explain lead nurturing principles and design automated workflows for various lead nurturing campaigns, including drip campaigns and remarketing.
- PC14. Analyze marketing data using web analytics tools, apply tracking codes, evaluate audience metrics, and derive actionable insights.
- PC15. Discuss data protection laws (e.g., GDPR, CCPA) and ethical practices in IT marketing, emphasizing transparency and informed consent in customer communications.

4. Knowledge and Understanding (KU):

- KA1. Explain the purpose of the various IT Marketing campaigns
- KB1. Popular IT marketing tools/software/platforms
- KB2. Familiarity with marketing campaigns
- KB3. Basic understanding of information technology

5. Generic Skills (GS):

- GS1. work independently and collaboratively
- GS2. communicate with others in writing
- GS3. ability to understand business impact and disseminate relevant information to others
- GS4. check the work is complete and free from errors
- GS5. apply balanced judgments to different situations
- GS6. plan and organize the work to achieve targets and deadlines

Annexure: Assessment Criteria

Detailed PC-wise assessment criteria and assessment marks for the NOS are as follows:

S. No.	Assessment Criteria for Performance Criteria	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC1.	Describe the evolution, fundamentals, and differences between IT Marketing and Digital Marketing, including key terminology (e.g., PPC, Conversion Optimization).	2	4	-	-
PC2.	Explain various digital marketing channels such as SEO, SEM, Email Marketing, and Social Media Marketing, and identify their unique roles and techniques.	2	6	-	-
PC3.	Identify different customer types and outline market segmentation strategies to tailor marketing efforts effectively.	2	5	-	-
PC4.	Create a basic digital marketing campaign plan with measurable goals, considering various digital marketing media and channels.	2	6	-	-
PC5.	Conduct keyword research using tools like Google Keyword Planner and optimize a web page using on-page SEO techniques.	2	4	-	-
PC6.	Set up a Google Ads campaign and demonstrate experimentation with different ad copies, analyzing related performance metrics.	2	4	-	-
PC7.	Discuss the importance of email marketing, create an email signup form, and design an automated email campaign to engage potential leads.	2	6	-	-
PC8.	Develop a content calendar for social media, create engaging graphics using tools like Canva, and schedule posts on various platforms.	2	4	-	-
PC9.	Discuss the role of a webmaster, including website management basics, hosting, CMS usage, and performance metrics for monitoring.	2	5	-	-

PC10.	Set up a website using a CMS, create and update content, and manage domain settings and server files.	2	6	-	-
PC11.	Identify audience needs, outline content strategies, and practice the steps involved in content creation, reviewing, and publishing workflows.	2	4	-	-
PC12.	Understand the lead acquisition cycle, create effective landing pages and lead capture forms, and implement dynamic content and lead flows.	2	6	-	-
PC13.	Explain lead nurturing principles and design automated workflows for various lead nurturing campaigns, including drip campaigns and remarketing.	2	4	-	-
PC14.	Analyze marketing data using web analytics tools, apply tracking codes, evaluate audience metrics, and derive actionable insights.	2	5	-	-
PC15.	Discuss data protection laws (e.g., GDPR, CCPA) and ethical practices in IT marketing, emphasizing transparency and informed consent in customer communications.	2	1	-	-
Total Marks		30	70	-	-

Annexure: Assessment Strategy

Assessment System Overview

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: Acronym and Glossary

Acronym

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

Glossary

Term	Description
National Occupational Standards (NOS)	NOS define the measurable performance outcomes required from an individual engaged in a particular task. They list down what an individual performing that task should know and also do.
Qualification	A formal outcome of an assessment and validation process which is obtained when a competent body determines that an individual has achieved learning outcomes to given standards
Qualification File	A Qualification File is a template designed to capture necessary information of a Qualification from the perspective of NSQF compliance. The Qualification File will be normally submitted by the awarding body for the qualification.

Sector	A grouping of professional activities on the basis of their main economic function, product, service or technology.
---------------	---

NSQC Approved