



QUALIFICATION FILE

Marketing Manager – Oil & Gas

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

☒ Apprenticeship

☒ Upskilling ☐ Dual /Flexi Qualification ☐ For TOA

☒ General Skill ☐ Multi Skill (MS) ☐ Cross Sectorial (CS) ☐ Future Skills ☐ OEM

NCrF/NSQF Level: 5.5

Submitted By:

Hydrocarbon Sector Skill Council

Chief Executive Officer

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Section 1: Basic Details

1.	Qualification Name	Marketing Manager – Oil & Gas										
2.	Sector/s	Hydrocarbon										
3.	Type of Qualification: ☒ New ☐ Revised ☐ Has Electives/Options ☐ OEM	NQR Code & version of existing/previous qualification:	Qualification Name of existing/previous version:									
4.	a. OEM Name b. Qualification Name (Wherever applicable)											
5.	National Qualification Register (NQR) Code & Version (Will be issued after NSQC approval)	QG-5.5-HY-03627-2025-V1-HSSCI & V-1.0	6. NCrF/NSQF Level: 5.5									
7.	Award (Certificate/Diploma/Advance Diploma/ Any Other) (Wherever applicable specify multiple entry/exits also & provide details in annexure)	Certificate										
8.	Brief Description of the Qualification	The Sales and Marketing Executive in the Oil & Gas sector is responsible for conducting market research and analysis to identify opportunities and trends, developing and implementing effective sales strategies, and managing customer relationships to ensure satisfaction. This role involves gathering and interpreting data related to customer preferences and competitor activities, formulating sales plans to meet organizational goals, and collaborating with marketing teams to align promotional activities. The executive also ensures customer satisfaction through effective communication, problem resolution, and feedback collection, working closely with various departments to optimize sales processes and outcomes.										
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>Completed 3-Year of UG (any steam) after 12th</td> <td>NA</td> </tr> <tr> <td>2</td> <td>12th Pass</td> <td>With 4.5 years of relevant experience</td> </tr> </tbody> </table>		S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)	1.	Completed 3-Year of UG (any steam) after 12th	NA	2	12 th Pass	With 4.5 years of relevant experience
S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)										
1.	Completed 3-Year of UG (any steam) after 12th	NA										
2	12 th Pass	With 4.5 years of relevant experience										
10.	Credits Assigned to this Qualification, Subject to Assessment (as per National Credit Framework (NCrF))	19	11. Common Cost Norm Category – Category (III)									
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					
	Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)
	Classroom (offline)	135	375	60	-	570
	Online					
(Refer Blended Learning Annexure for details)						
14. Aligned to NCO/ISCO Code/s (if no code is available mention the same)	NCO-2015/1219.1221					
15. Progression path after attaining the qualification (Please show Professional and Academic progression)	Senior Manager					
16. Other Indian languages in which the Micro Credential will be implemented	Hindi					
17. Is similar Micro Credentials Qualification(s) available on NQR-if yes, justification for this qualification	☐ Yes ☒ No					
18. Is the Job Role Amenable to Persons with Disability	☐ Yes ☒ No If "Yes", specify applicable type of Disability:					
19. How Participation of Women will be Encouraged	This job is gender neutral and focus during training should be on enrolment of women in each batch. SSC will encourage the TP and other training bodies to enrol women candidates.					
20. Are Greening/ Environment Sustainability Aspects Covered (Specify the NOS/Module which covers it)	☐ Yes ☒ No					
21. Is Qualification Suitable to be Offered in Schools/Colleges	Schools ☒ Yes ☐ No Colleges ☒ Yes ☐ No					
22. Name and Contact Details of Submitting / Awarding Body SPOC (In case of CS or MS, provide details of both Lead AB & Supporting ABs)	Name: Mr. SK Bose Email: ceo@hsscindia.in Contact No.: +91 9871115360 Website: www.hsscindia.in					
23. Final Approval Date by NSQC: 18-02-2025	24. Validity Duration: Three Years from the date of Approval			25. Next Review Date: 17-02-2028		

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

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/ Non-Core	NCrF/ NSQF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec	Total	Th.	Pr.	Pr oj.	Viv a	Total	Weightage (%) (if applicable)
1.	Module 1: Introduction to Hydrocarbon sector and the importance of Marketing Manager in Oil & Gas industry	HYC/N 3704 1.0	Bridge	5.5	3.5	03:00	Nil	00:00	00	105:00	00	00	00	00	00	
2.	Module 2: Conduct Market Research and Analysis		Core	5.5		27:00	60:00	15:00	00		20	40	00	00	60	20
3.	Module 3: Maintain Records for Sales and Marketing Activities	HYC/N 3705 1.0	Core	5.5	5	30:00	90:00	30:00	00	150:00	20	40	00	00	60	20
4.	Module 4 Process sales and marketing incentives for optimizing compensation and benefits	HYC/N 3706 1.0	Core	5.5	3.5	30:00	90:00	15:00	00	135:00	20	40	00	00	60	20
5.	Module 5: Working effectively in a team	HYC/N 9301 3.0	Non Core	5.5	2	15:00	45:00	00:00	00	60:00	20	30	00	00	50	10
6.	Module 6 Maintain health, safety and security procedures	HYC/N 9302 3.0	Non Core	5.5	2	15:00	45:00	00:00	00	60:00	20	30	00	00	50	20
7.	Module 7 Employability Skills – NOS (60 hours)	DGT/VSQ/ N0102 V 1.0	Non-Core	5.5	2	15:00	45:00	00:00	00	60:00	20	30	00	00	50	10
Duration (in Hours) / Total Marks					19	135:00	375:00	60:00	00	570:00	120	210	00	00	330	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.	Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	Post Graduate in BBA/MBA in BBA with 3-years of relevant industry experience and 1-year of academic experience Or Graduate in BBA with 5-years of relevant industry experience and 1-year of academic experience
2.	Master Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	Post Graduate in BBA/MBA in BBA with 3-years of relevant industry experience and 2-year of academic experience Or Graduate in BBA with 5-years of relevant industry experience and 2-year of academic experience
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	NA

Section 4: Assessment Related

1	Assessor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	Post Graduate in BBA/MBA in BBA with 3-years of relevant industry experience and 1-year of academic experience Or Graduate in BBA with 5-years of relevant industry experience and 1-year of academic experience
2	Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	Post Graduate in BBA/MBA in BBA with 3-years of relevant industry experience and 1-year of academic experience Or Graduate in BBA with 5-years of relevant industry experience and 1-year of academic experience
3	Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	Post Graduate in BBA/MBA in BBA with 3-years of relevant industry experience and 2-year of academic experience Or Graduate in BBA with 5-years of relevant industry experience and 2-year of academic experience
4	Assessment Mode (Specify the assessment mode)	Both – Online and Offline
5	Tools and Equipment Required for Assessment	☒ Same as for training ☒ Yes ☐ No (details to be provided in Annexure-if it is different for Assessment)

Section 5: Evidence of the need for the Qualification

Provide Annexure/Supporting documents name.

1.	Latest Skill Gap Study (not older than 2 years) (Yes/No): Yes
2.	Latest Market Research Reports or any other source (not older than 2 years) (Yes/No): Yes
3.	Government /Industry initiatives/ requirement (Yes/No): Yes
4.	Number of Industry validation provided: 10 (Due to limited number of Industries available in Oil & Gas Sector; endorsed by MoPNG through Letter)
5.	Estimated nos. of persons to be trained and employed: For the Marketing Manager roles in the oil and gas industry, it is estimated that approximately 200 individuals would need to be trained and employed. This includes positions such as marketing executives, market analysts, branding specialists, digital marketing strategists, client relationship managers, and business development executives. These roles encompass tasks such as developing and implementing marketing strategies, conducting market research, managing advertising campaigns, fostering client relationships, and promoting the company's products and services to enhance market presence and drive growth.
6.	Evidence of Concurrence/Consultation with Line Ministry/State Departments: The Ministry of Petroleum & Natural Gas (MoPNG) which is the Line Ministry for Hydrocarbon Sector has been requested to accord the concurrence If “No”, why:

Section 6: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name

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

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	A Marketing Manager role in the oil and gas industry includes a deep understanding of energy markets, supply chain logistics, and industry-specific marketing strategies. Familiarity with market analysis, pricing mechanisms, and regulatory frameworks is crucial. Additionally, knowledge of geopolitical factors affecting the industry, sustainability practices, and technological advancements in oil and gas is essential. This role also demands proficiency in financial analysis, customer segmentation, and digital marketing techniques tailored to the energy sector.	The activities for this Qualification are the Job that requires well developed skill, with clear choice of procedures in familiar context. • Possesses specialized knowledge of procedures employed in both routine and non-routine contexts • Possesses specialized operational knowledge and understanding of the work • Has complete knowledge of concept of time required for delivery; and Quality for a range of issues • Has complete knowledge of concept of time required for delivery; and Quality for a range of issues. • Has knowledge of collecting and interpreting the available information, drawing conclusions & communicating the same. • Understands the financial and feasibility aspect of various work/ solutions options	5.5
Professional and Technical Skills/ Expertise/ Professional Knowledge	In the oil and gas industry individual at this job role includes strategic planning, market analysis, and project management. Proficiency in data analytics and customer relationship management (CRM) tools is essential. Strong communication and negotiation skills are critical for stakeholder engagement. Familiarity with digital marketing platforms and techniques tailored to the energy sector is also important. Additionally, a solid grasp of regulatory compliance, risk management, and sustainability practices, along with the ability to adapt to market fluctuations and geopolitical changes, is crucial for success in this role.	The individual Can apply the required knowledge for successfully implementing or applying techniques/processes in a specific field/ job role. • The individual should have the ability to understand, and wherever relevant apply a range of knowledge, skills and understanding. • Possesses the required operational skills for the work/ job. Skill to deliver job/work with the required precision and in the estimated timelines. • Capabilities of carrying out a choice of processes and procedures within the range of familiar /unfamiliar contexts. • The user/individual on the job needs to know the types of fire extinguishers and their suitable uses, characteristics and Handling tools under safety aspect	5.5
Generic Employment Readiness & Entrepreneurship Skills and	A Marketing Manager job role in the oil and gas industry include strong leadership and problem-solving abilities, along with an entrepreneurial mindset to drive innovation and business growth. Effective communication and interpersonal skills are essential for team	The individual demonstrates much broader Employability Skills including understanding of career planning, digital skills, financial and legal literacy. • Advanced literacy and Numeracy skills for accurate workshop/	5.5

Mindset (Communication, Digital, Financial and Legal Literacy, Entrepreneurship, inclusion and Diversity, Literacy and Numeracy, other Soft/ Life Skills)	collaboration and stakeholder management. Critical thinking, adaptability, and resilience are crucial for navigating market volatility. Additionally, a proactive approach to continuous learning and professional development, combined with financial acumen and strategic vision, ensures readiness to seize opportunities and overcome challenges in the dynamic oil and gas market.	mathematical calculation and estimations, and understanding of arithmetic and algebraic principles. • Can comfortably use most of the basic digital tools, has clear understanding of Financial and Digital literacy, Aadhaar and Mobile, uses digital payments etc. with proficiency. • Good understanding of Constitutional values & Citizenship, inclusion and Diversity. • Very Good understanding of social political and work environment.	
Broad Learning Outcomes/Core Skill	A Marketing Manager job role in the oil and gas industry include mastering market dynamics and strategic marketing principles specific to the energy sector. The role requires the ability to analyze market trends, understand regulatory impacts, and develop effective marketing campaigns. Additionally, outcomes include enhanced skills in leadership, communication, and negotiation, as well as proficiency in digital marketing tools and data analytics. A comprehensive understanding of sustainability practices, risk management, and innovation strategies is also critical, ensuring the ability to drive business growth and adapt to industry changes.	The individual will be able to carry out a specialized job/ work/ tasks in a familiar/ unfamiliar, predictable/ unpredictable, routine/ nonroutine, situation of multiple options/ choices. • Focus on range of application of standard and non-standard procedures and somewhat complex operations in production/ services • Complex tasks are performed by himself without much instructions and super and professional environment of working in workplace • Apply related occupational safety & general hygiene norms and environmental aspects. • Has information of associated risks with related job roles	5.5
Responsibility	The key responsibilities for a Marketing Manager role in the oil and gas industry include developing and implementing strategic marketing plans to drive business growth and market share. This involves conducting market research, analyzing industry trends, and identifying new business opportunities. The role requires managing marketing budgets, overseeing promotional activities, and ensuring brand consistency. Additionally, responsibilities include collaborating with cross-functional teams, maintaining stakeholder relationships, and ensuring compliance with industry regulations. The executive must also monitor and report on marketing performance, adapting strategies as needed to meet organizational objectives and respond to market dynamics.	The individual is majorly responsible for work delivery and quality of own work and output as also the subordinates. S/he shares responsibility for the group task which justifies the pegging of the QP at level 5.5	5.5

Annexure: Tools and Equipment (Lab Set-Up)

List of Tools and Equipment

Batch Size: 30

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size
1	Personal Protective Equipment (PPE): Safety helmet, safety glasses, ear protection, respiratory protection (if required), protective gloves, safety boots.	NA	30
2	Computer/Laptop (high-performance for running marketing software) Smartphone (for communication and social media management) Printer/Scanner Office Supplies (notebooks, pens, sticky notes, etc.) Desk Organizer Email Marketing Software (e.g., MailChimp, Constant Contact) Social Media Management Tools (e.g., Hootsuite, Buffer) Content Management System (CMS) (e.g., WordPress) SEO Tools (e.g., SEMrush, Ahrefs) Analytics Tools (e.g., Google Analytics, HubSpot) Customer Relationship Management (CRM) Software (e.g., Salesforce, HubSpot CRM) Marketing Automation Tools (e.g., Marketo, Pardot) Graphic Design Software (e.g., Adobe Creative Suite, Canva) Video Editing Software (e.g., Adobe Premiere Pro, Final Cut Pro) Webinar and Virtual Meeting Tools (e.g., Zoom, GoToWebinar) Survey Tools (e.g., SurveyMonkey, Typeform) Advertising Platforms (e.g., Google Ads, LinkedIn Ads) Market Research Software (e.g., Statista, Nielsen) Business Intelligence Tools (e.g., Tableau, Power BI) Competitor Analysis Tools (e.g., SpyFu, SimilarWeb) Industry Reports and Publications (e.g., Platts, IHS Markit) Project Management Software (e.g., Trello, Asana) Team Collaboration Tools (e.g., Slack, Microsoft Teams) Email Client (e.g., Outlook, Gmail) Cloud Storage (e.g., Google Drive, Dropbox) Document Collaboration (e.g., Google Docs, Microsoft Office 365) Presentation Software (e.g., Microsoft PowerPoint, Prezi) Portable Projector Presentation Remote Portable Whiteboard Promotional Materials (brochures, flyers, business cards) Trade Show Display Kits Branded Merchandise (pens, notebooks, etc.)	As recommended in the industry	1 each

Event Management Software (e.g., Eventbrite, Cvent) Portable Banner Stands and Signage Social Media Analytics Tools (e.g., Sprout Social, Brandwatch) Website Analytics Tools (e.g., Crazy Egg, Hotjar) Performance Tracking Dashboards (custom-built or software like Domo) Online Learning Platforms (e.g., LinkedIn Learning, Coursera) Industry Webinars and Conferences Marketing Books and Journals		
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Classroom Aids

The aids required to conduct sessions in the classroom are:

- | | |
|--------------------------------------|-----------------------------|
| 1. White / Black board and Projector | 3. Computer/Laptop |
| 2. Digital Presentation | 4. Public Addressing System |

Annexure: Industry Validations Summary

Provide the summary information of all the industry validations in table. This is not required for OEM qualifications.

S. No	Organization Name	Representative Name	Designation	Contact Address	Contact Phone No	E-mail ID	LinkedIn Profile (if available)
1	Oil India Ltd.	Jayant Barua	CEO		9435348638	jayantbarua@oilindia.in	
2	AVI Oil India Pvt ltd	Surender Singh Pal	DGM-HR& IR		9810882599	surender@avi-oil.com	
3	GAIL	Raghunandan Bassi	Deputy General Manager				
4	BPCL	Vishwas Saxena	Deputy General Manager HRS-CO		9669320555	vishwassaxena@bharatpetroleum.in	
5	EIL	Tathagat Sahoo	Senior Manager-HR		9702088305	tatthagat.sahoo@eil.co.in	
6	CHT	Kishore Kumar Bhimwal	Additional Director		9958798282	kishore.bhimwal@cht.gov.in	
7	HPCL	Imtiyaz Arshad	CEO & Secy. SDI		8832864450	iarshad@hpcl.in	
8	Indradhanush Gas Grid Ltd.	Ananya Buragohain	Chief Manager (Planning)		9435130100	ananya.buragohain@iggl.co.in	
9	CPCL	Shri Ayamutthu. A	Asst. Manager-Personal		9732492888	Ayamuthu@cpcl.co.in	
10	Som Project Pvt. Ltd.	Mangoo Ram Sharma	Regional Chief Manager		9968573757	Sppl.usar@gmail.com	

Annexure: Training & Employment Details

Training and Employment Projections: 900

Year	Total Candidates		Women		People with Disability	
	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities
2024	300	300	200	200	100	100
2025	300	300	200	200	100	100
2026	300	300	200	200	100	100

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

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
Conduct Market Research and Analysis	PC1. Identify market trends and opportunities for sales and marketing initiatives.	1	2		
	PC2. Gather data from various sources to analyze market dynamics and customer preferences.	1	2		
	PC3. Analyse competitor activities and their impact on the market.	1	2		
	PC4. Develop insights and recommendations based on market analysis findings.	1	2		
	PC5. Present findings and recommendations to relevant stakeholders.	1	2		
	PC6. Collaborate with cross-functional teams to align market research with sales and marketing strategies.	1	2		
	PC7. Utilize qualitative and quantitative research methods to gather comprehensive data on consumer behaviour and market trends.	1	2		
	PC8. Interpret statistical data and trends to identify key insights and opportunities for strategic decision-making.	1	2		
	PC9. Conduct SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to assess market positioning and competitive advantage.	1	2		
	PC10. Utilize market segmentation techniques to identify target customer segments and tailor marketing strategies accordingly.	1	2		
	PC11. Stay updated on industry developments, emerging technologies, and regulatory changes affecting the market landscape.	1	2		
	PC12. Develop and maintain databases or CRM systems to organize and analyse market data effectively.	1	2		
	PC13. Evaluate the effectiveness of marketing campaigns and initiatives through data analysis and performance metrics.	1	2		
	PC14. Identify potential risks and challenges in the market and propose mitigation strategies.	1	2		
	PC15. Collaborate with product development teams to incorporate market insights into product innovation and development processes.	1	2		
	PC16. Monitor and assess customer feedback, reviews, and sentiment to gauge brand perception and identify areas for improvement.	1	2		
	PC17. Conduct pricing analysis and competitive benchmarking to optimize pricing strategies and maximize profitability.	1	2		

	PC18. Identify and leverage emerging channels and platforms for marketing and sales outreach, such as social media, e-commerce platforms, or influencer partnerships.	1	2		
	PC19. Develop contingency plans and scenario analyses to anticipate and respond to market disruptions or unforeseen events.	1	2		
	PC20. Continuously refine market research methodologies and analytical frameworks to improve accuracy and efficiency over time.	1	2		
	Total Marks	20	40		
Maintain Records for Sales and Marketing Activities	PC1. Prepare records of new clients or customers, including relevant details such as contact information, preferences, and interaction history.	1	2		
	PC2. Update records of existing clients or customers to reflect any changes, such as updated contact information or purchasing preferences.	1	2		
	PC3. Maintain records of sales transactions, including details of products or services sold, quantities, prices, and payment terms.	1	2		
	PC4. Update records of marketing campaigns and initiatives, including details of target audience, channels used, and outcomes achieved.	1	2		
	PC5. Calculate and maintain records of sales performance metrics, such as conversion rates, revenue generated, and return on investment.	1	2		
	PC6. Maintain records of customer feedback and complaints, including actions taken to address them and outcomes.	1	2		
	PC7. Record and update the status of ongoing sales and marketing projects, including timelines, milestones, and key deliverables.	1	2		
	PC8. Submit reports on sales and marketing activities to relevant stakeholders, including management and other departments as required.	1	2		
	PC9. Ensure compliance with data protection regulations and organizational policies regarding the handling and storage of customer information.	1	2		
	PC10. Monitor inventory levels and update records of product availability, backorders, and replenishment schedules to support sales efforts.	1	2		
	PC11. Track and record customer interactions across various communication channels, such as phone calls, emails, and social media messages.	1	2		
	PC12. Document competitive analysis findings, including pricing strategies, product features, and market positioning, to inform sales and marketing strategies.	1	2		
	PC13. Maintain records of lead generation efforts, including sources of leads, lead qualification criteria, and follow-up activities.	1	2		
	PC14. Capture and analyze demographic data and market segmentation information to tailor marketing messages and campaigns effectively.	1	2		
	PC15. Document customer lifecycle stages, from lead acquisition to post-sale support and retention efforts, to ensure a seamless customer experience.	1	2		
	PC16. Record sales forecasts and projections based on historical data, market trends, and input	1	2		

	from sales representatives and other stakeholders.				
	PC17. Track and document customer satisfaction scores, Net Promoter Scores (NPS), and other key performance indicators to measure and improve customer loyalty.	1	2		
	PC18. Document sales and marketing budget allocations and expenditures, including advertising costs, promotional expenses, and ROI analysis.	1	2		
	PC19. Maintain records of partnerships and collaborations with external vendors, agencies, or affiliates involved in sales and marketing activities.	1	2		
	PC20. Conduct regular audits of sales and marketing records to ensure accuracy, completeness, and compliance with internal policies and external regulations.	1	2		
	Total Marks	20	40		
Process sales and marketing incentives for optimizing compensation and benefits	PC1. Collect and organize relevant market data, including customer demographics, purchasing behavior, and industry trends.	1	2		
	PC2. Analyze market data to determine potential opportunities and threats.	1	2		
	PC3. Develop sales and marketing strategies based on the analyzed data, aligning with organizational goals.	1	2		
	PC4. Prepare detailed reports on market analysis findings and proposed strategies.	1	2		
	PC5. Present market analysis and strategy recommendations to key stakeholders.	1	2		
	PC6. Implement approved sales and marketing strategies, ensuring alignment with organizational objectives.	1	2		
	PC7. Monitor and evaluate the effectiveness of implemented strategies, making adjustments as necessary.	1	2		
	PC8. Maintain a database of market research, sales data, and customer feedback for ongoing analysis.	1	2		
	PC9. Ensure compliance with relevant legal and regulatory requirements in all sales and marketing activities.	1	2		
	PC10. Utilize computer software to manage and analyze market data, track performance, and generate reports.	1	2		
	PC11. Conduct competitor analysis to identify strengths, weaknesses, opportunities, and threats (SWOT) in the market landscape.	1	2		
	PC12. Develop pricing strategies based on market demand, competitive positioning, and product value proposition.	1	2		
	PC13. Create targeted marketing campaigns tailored to specific customer segments identified through market analysis.	1	2		
	PC14. Collaborate with product development teams to align product offerings with market needs and preferences.	1	2		
	PC15. Implement feedback mechanisms to gather insights from sales representatives, customers, and other stakeholders for continuous improvement.	1	2		
	PC16. Establish key performance indicators (KPIs) and benchmarks to measure the success of sales and marketing strategies over time.	1	2		

	PC17. Adapt strategies in response to changes in market conditions, consumer behavior, or competitive dynamics.	1	2		
	PC18. Foster cross-functional teamwork and communication to ensure synergy between sales, marketing, and other departments.	1	2		
	PC19. Provide training and support to sales and marketing teams on the implementation of new strategies and tools.	1	2		
	PC20. Review and refine sales and marketing strategies regularly based on performance metrics, market feedback, and organizational goals.	1	2		
	Total Marks	20	40		
HYC/N 9301 Working effectively in a team	PC1. maintain clear communication with colleagues	2	3		
	PC2. pass on information to colleagues in line with organizational requirements	2	3		
	PC3. work in a team and support the team members	2	4		
	PC4. work in ways that show respect to colleagues	3	4		
	PC5. fulfil commitments made to colleagues	2	3		
	PC6. inform team members timely, if timelines can't be met	2	4		
	PC7. take the necessary initiatives to resolve the issues while working in team	3	4		
	PC8. adopt gender neutral behaviour while interacting with colleagues	2	2		
	PC9. offer assistance to a person with disability (PWD), only if required	2	3		
	Total Marks	20	30		
HYC/N 9302 Maintain health, safety and security procedures	PC1. use protective clothing/equipment such as face mask, hand gloves, goggle etc for specific tasks and work conditions	1	2		
	PC2. identify the people responsible for maintaining health and safety in the workplace	1	-		
	PC3. identify possible causes of risk or accident in the workplace	1	2		
	PC4. follow safe working practices while dealing with hazards to ensure the safety of self and others	1	2		
	PC5. lift heavy objects safely using correct procedures	1	2		
	PC6. follow safety signages	1	2		
	PC7. maintain hands hygiene by washing hand frequently and thoroughly with soap and water or alcohol-based hand rub	1	2		
	PC8. inform the concerned person of any illness related to self and others	1	2		
	PC9. maintain workplace hygiene by disinfecting the equipment and tools regularly	1	1		
	PC10. respond promptly and appropriately to an accident or in an emergency situation	1	2		
	PC11. use appropriate fire extinguishers for different types of fires correctly	2	2		
	PC12. follow appropriate rescue techniques during fire hazard	1	2		
	PC13. follow good housekeeping practice in order to prevent fire hazards	1	1		
	PC14. inform fire safety department about any near-miss incidents in the work place	2	2		
	PC15. provide appropriate first aid to victims in an emergency situation	1	2		

	PC16. follow the applicable regulations and codes as per safety standard	1	2		
	PC17. prepare written accident/incident report and share with the concerned officer/department	2	2		
	Total Marks	20	30		
DGT/VSQ/ N0102 Employability Skills – NOS (60 hours)	PC1. Introduction to Employability Skills	2	0		
	PC2. Constitutional Values – Citizenship	1	1		
	PC3. Becoming a Professional in the 21st Century	1	3		
	PC4. Basic English Skills	2	3		
	PC5. Communication Skills	1	1		
	PC6. Financial and Legal Literacy	2	5		
	PC7. Essential Digital Skills	3	7		
	PC8. Diversity & Inclusion	1	1		
	PC9. Entrepreneurship	3	5		
	PC10. Customer Service	2	2		
	PC11. Getting Ready for Apprenticeship & Jobs	2	2		
Total Marks		20	30		
Grand Total		120	210		

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.

1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SIP or email
- Assessment agencies send the assessment confirmation to VTP/TC looping SSC
- Assessment agency deploys the ToA certified Assessor for executing the assessment
- HSSC monitors the assessment process & records

2. Testing Environment:

- Confirm that the centre is available at the same address as mentioned on SDMS or SIP
- Check the duration of the training.
- Check the Assessment Start and End time to be as 10 a.m. and 5 p.m.
- Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.
- Check the mode of assessment—Online (TAB/Computer) or Offline (OMR/PP).
- Confirm the number of TABs on the ground are correct to execute the Assessment smoothly.
- Check the availability of the Lab Equipment for the particular Job Role.

3. Assessment Quality Assurance levels/Framework:

- Question bank is created by the Subject Matter Experts (SME) of Hydrocarbon Sector are verified by the Industry Experts, each performance criteria have its marks for theory based on the level of question i.e., easy, medium and difficult.

- Questions are mapped to the specified assessment criteria
- Assessor must be ToA certified & trainer must be ToT Certified

4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Centre photographs with signboards and scheme specific branding
- Biometric or manual attendance sheet (stamped by TP) of the trainees during the training period
- Time-stamped & geotagged assessment (Theory + Viva + Practical) photographs & videos

5. Method of verification or validation:

- Surprise visit to the assessment location
- Random crosschecking with candidate over audio/video call or physical visit
- Random audit of the batch

6. Method for assessment documentation, archiving, and access

- Hard copies of the documents are stored
- Soft copies of the documents & photographs of the assessment are uploaded / accessed from Cloud Storage
- Soft copies of the documents & photographs of the assessment are stored in the Hard Drives

7. **On the Job:**

1. The evidence record of OHT will be done through organized Monitoring Reports
2. During the OJT, every trainee is required to fill the OJT monitoring report which is required to be signed by his/her supervisor and the HR of that company.
3. During assessment, each module will be assessed separately.
4. The candidate must score 60% in each module to successfully complete the OJT.
5. Tools of Assessment that will be used for assessing whether the candidate is having desired skills and etiquette of dealing with customers, understanding needs & requirements, assessing the customer and perform Soft Skills effectively
6. Assessment of each Module will ensure that the candidate is able to:
 - Effective engagement with the customers
 - Understand the working of various tools and equipment

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
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Glossary

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