QUALIFICATION FILE – PM Vishwakarma

Traditional Leather Toy Maker

NCrF/NSQF Level: 2.5

Submitted By:

Handicrafts and Carpet Sector Skill Council-HCSSC

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Section 1: Basic Details

1.	PM Vishwakarma -Qualification Name	**Traditional Leather Toy Maker**	
2.	Sector	Handicrafts and Carpet Sector Skill Council	
3.	Related Qualification Available on NQR *(wherever applicable)*	Name: NA	NQR Code & version: NA & Version 1.0
4.	National Qualification Register (NQR) Code & Version *(Will be issued after NSQC approval.)*	NG-2.5-HC-00987-2023-V1-HCSSC	5. NCrF/NSQF Level: 2.5
6.	Brief Description of the Job Role	Traditional Leather toy maker creates different types of leather toys. The artisan performs various tasks like cutting, stitching to make the end product.	
7.	Eligibility Criteria for Entry for a Student/Trainee/Learner/Employee	a. **Entry Qualification & Relevant Experience:** **Academic/Skill Qualification (with Specialization - if applicable)** Existing Vishwakarmas duly verified as per the Scheme b. **Age: NA**	
8.	Credits Assigned to this Qualification, Subject to Assessment *(as per National Credit Framework (NCrF))*	1.5	9. Common Cost Norm Category (I/II/III): I
10.	Any Licensing Requirements for Undertaking Training on This Qualification *(wherever applicable)*	NA	

11.	**Training Duration by Modes of Training Delivery** *(as per requirement of the qualification)*		
		Modules	**Notional Hours (hh:mm)**
		Upskilling on Modern Toolkit	15:00 hours
		Employability and Entrepreneurial skills	23:30 Hours
		Feedback and Interactive session	01:30 Hours
		Total	**40:00 Hours**
12.	**Is the Qualification Amenable to Persons with Disability**	☒ **Yes** ☐ **No If "Yes", specify applicable type of Disability: SHI, LD**	
13.	**Name and Contact Details Submitting / Awarding Body SPOC** *(In case of CS or MS, provide details of both Lead AB & Supporting ABs)*	Mr. Krishan Kumar **Email:** ceo@hcssc.in **Contact No.:** 011-26139834 **Website:** www.hcssc.in	
14.	**Final Approval Date by NSQC: 14th September 2023**	**15. Validity Duration:** Co-terminus with the PM Vishwakarma Scheme subject to midway changes in the qualification	**16. Next Review Date:**

Section 2: Tools and Equipment Details
List of Tools and Equipment

Batch Size: 30

Leather Toy

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size	Tool Image/ Image URL
1	Die Cutting Machine	Professional Leather Craft Tool with Waxed Thread Groover Awl Stitching Punch for Leathercraft	2 Eqpt Nos	
2	Round Head Cutter	Round head cutter with high strength steel is used for precision cutting and shaving leather	4 Eqpt Nos	
3	Advanced Saddles	Helps in making multiple items of leather	2 Bundles	
4	Vegan/Synthetic Leather	Synthetic leather toys are more user friendly than leather toys	3 bundle	
5	Safety Eyes and Noses	Creative accessories for leather toy (eyes nose)	4 bundle	

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6	Waxed Threads	Quick Leather Sewing	5 bundle	

Classroom Aids

The aids required to conduct sessions in the classroom are:

1. PC/Laptop
2. Screen Projector
3. Screen
4. Marker
5. White Board
6. Duster
7. Smart Phone

Section 3: Performance Criteria & Assessment Criteria

Scope:

The scope covers the following:

1. Overview of PM Vishwakarma Scheme:
   - Introduction to PM Vishwakarma scheme
   - Benefits under PM Vishwakarma Scheme
   - Processes and Procedures

2. Upskilling on working with the listed modern Tool- kit for Traditional Leather Toy Maker to perform operations using modern tools:
   - Skill Upgradation to modern tools

3. Digital Literacy:
   - Basics of using mobile phones (Feature phones and Smart Phones)
   - Using Basic Internet and mobile applications (Apps)
   - Privacy and security related to Internet and mobile phones

4. Financial Literacy:

   - Importance of being financially literate
   - Process of opening and operating a bank account
   - Applying and managing loans
   - Using Digital Tools for receipts and payments
   - Selecting savings and insurance products
   - Preparing and Maintaining Bahi- Khata (Book-keeping)
   - Awareness and prevention of financial frauds
   - Filing complaints on business related issues with appropriate authority

5. Marketing and Branding
   - Introduction to Marketing and Branding
   - Building Customers Relations.
   - Physical and Digital Marketplaces
   - Success stories of doing collective business

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6. Self-Employment
   - Introduction to Self-Employment
   - Making a plan for small business.
   - Managing and expanding business.
   - Knowing Government schemes and using ecommerce platforms.

Performance Criteria & Assessment Criteria

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
	Overview of PM Vishwakarma Scheme				**20**
	Introduction to PM Vishwakarma scheme				5

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S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 1.	Hon'ble Prime Minister's vision for artisans and craftspeople, who work with their hands and tools, are usually self-employed and are generally considered to be a part of the informal or unorganized sector of the economy				
PC 2.	Understanding of the scheme objective - to improve the quality and reach to ensure that the Vishwakarmas are integrated with the domestic and global value chains				
PC 3.	Explain the scheme components: o Recognition: PM Vishwakarma Certificate and ID Card o Skill Upgradation o Toolkit Incentive o Credit Support o Incentive for Digital Transactions o Marketing Support				
PC 4.	List the 18 trades covered under the scheme				
Benefits under PM Vishwakarma Scheme					10
PC 5.	Importance of the PM Vishwakarma Certificate and ID Card, emphasizing their role in giving artisans a unique identity and validating their skills and legacy				
PC 6.	Highlight the core aim of Basic Training to enable the Vishwakarmas to improve their skill levels through exposure to modern tools and best practices, designs, introduction to the larger value chain of the sector; digital, financial, and soft skills; and imbibed with marketing and entrepreneurial knowledge				
PC 7.	Discuss the importance of digital and financial literacy in today's era and how these open new avenues				

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S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 8.	Offer insights into the various ways the 1 lakh loan can be utilized for buying advanced tools, attending specialized workshops, or setting up a small workspace				
PC 9.	Highlight the core aim of Advanced Training: discuss the transition from an artisan to an entrepreneur, hands-on training on advanced tools				
PC 10.	Discuss the option for availing 2 lakh loan and the potential areas of its investment				
PC 11.	Discuss the importance of self-assessment: to check their achievements against the identified goals and upskill to stay updated in one's craft and business				
PC 12.	Understand the credit and market support provided under the scheme				
Processes and Procedures					5
PC 13.	Discuss the complete application procedure, including where and how to apply				
PC 14.	Explain how the scheme will reach out to them for various skill-enhancing opportunities.				
PC 15.	Elaborate on market support				
PC 16.	The Scheme envisages to incentivize digital transactions undertaken importance of digital transactions and the incentives they would receive for adopting this modern method				
PC 17.	List other Government schemes which may cater to their various requirements				

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S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 18.	Facilitate linking the beneficiaries with the suitable exporters and traders operating under this sector				
Upskilling on working with the listed modern Tool- kit for Traditional Leather Toy Maker to perform operations using modern tools		**30**	**70**		
Carry out the process of making the leather toy products		**30**	**70**		
PC1	identify the tools and equipment to be used for the preparation of the product in accordance to the specifications provided like Die Cutting Machine, Round Head Cutter, Advanced Saddles, Vegan/Synthetic Leather, Safety Eyes and Noses,Waxed Threads	2	4		
PC2	apply the standard operating procedures to make the wire frame structure based on thickness and materials used for making the final product	2	4		
PC3	perform the process of wrapping the grass and strands in the form of bunches with appropriate thickness of threads to build the mass on the skeleton	2	4		
PC4	demonstrate the standard operating procedures to make the cardboard crushed and moistened for further processing	2	4		
PC5	perform the standard mixing procedures for mixing the moistened and crushed cardboard pulp with tamarind flour	2	4		

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S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC6	perform the process the tanning process on leather material for preserving through putrefaction to avoid any loss to the properties of leather	2	6		
PC7	apply standard operating procedures for wrapping the leather material on the skeleton based on thickness and skin type based on the job specification	2	5		
PC8	arrange the materials eyes, teeth, soles and nails along with appropriate colors and sizes from 1/4th of an inch to 2 inch depending upon the size of the toy	2	6		
PC9	perform the standard operating procedures to place the finishing objects on the final prepared product ensuring the correct dimensions and sizes are there	2	5		
PC10	select the suitable color combinations and the appropriate quantity of wax polish based on the job specification	2	6		
PC11	apply standard organizational safety procedures while using sulphate oxides, synthetic colors, wax polish and sharp tools and equipment	2	4		
PC12	select the appropriate quantity of glue for sticking leather over the model body by boiling tamarind powder	2	6		
PC13	perform the standard organizational procedures for making the surface smooth and finished by using a rubbing stone over the wet leather	2	4		

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S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC14	demonstrate the visual inspection on the product made to check the joints, edges, surface finishing and smoothness	2	4		
PC15	place the product in the sunlight for drying the wet leather for minimum 10 to 15 days	2	4		
Digital Literacy		**30**	**70**		
Basics of using mobile phones (Feature phones and Smart Phones)		10	20		
PC 1.	Identify and name basic parts of a smart phone and feature phone				
PC 2.	Switch on and off the phone along with inserting sim card, charging the phone				
PC 3.	Configure phone settings such as setting passwords, saving and transferring contacts, adjusting display, volume, mobile data, hotspot, back up etc.				
PC 4.	Transfer data from one mobile to another, recharge phones				
PC 5.	Use camera features like photos and video recording and other features like dictation and voice recording				
PC 6.	Use of one phone number especially for government schemes, banking, Aadhar etc				
Using Basic Internet and mobile applications		10	30		
PC 7.	Installing and configure applications such as whatsapp, gmail, google maps, paytm and other social media applications such as facebook and you tube				
PC 8.	Using WhatsApp effectively				
PC 9.	Creating a gmail account				
PC 10.	Geo-tag your location your workshop/office location, shop				
PC 11.	Setting up of account, and Upload and share content on social media like Facebook, You tube, Instagram, etc				
PC 12.	Use platforms for skilling and learning, including government portals				
PC 13.	Basics of Online Shopping and using digital payment modes such as Paytm, credit card etc				

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S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
Privacy and security related to Internet and Mobile Phone		10	20		
PC 21.	Identify and save oneself from cyber frauds				
PC 22.	Use social media appropriately and ethically				
PC 23.	Safeguard mobile phones and data by using passwords, not clicking on suspicious links and sharing data securely				
Financial Literacy		**0**	**0**	**0**	**50**
Importance of being financially literate					5
PC 1.	Understand simple financial terms such as payments, receipts, income, expenses, etc.				
PC 2.	Know about business related financial transactions for taking decisions				
PC 3.	Setting short term, medium term, and long-term financial goals				
PC 4.	Understand the importance of savings and expenses				
Process of opening and operating a bank account					10
PC 5.	Difference between savings and current account				
PC 6.	Process of opening a bank account				
PC 7.	Know-about required KYC documents like Aadhaar, PAN, GST, MSME certificate etc.				
PC 8.	Operate and manage bank accounts				
Applying and managing loans					10
PC 9.	Understanding of secured and unsecured loans				
PC 10.	Process of applying for loans.				
PC 11.	Understanding the repayment schedule of the loan based on the interest rate and duration				
PC 12.	Impact of delayed payment of loan instalment				
Using Digital Tools for Receipts and Payments					10

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S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 13.	Using UPI for digitally receiving and making payments				
PC 14.	Using QR Codes for digitally receiving and making payments				
PC 15.	Use internet and mobile banking for fund transfer and payment				
PC 16.	Perform transactions using ATM cum debit cards and credit cards, Rupay Card, etc.				
Selecting savings and insurance products					5
PC 17.	Explain different saving products				
PC 18.	Select appropriate saving products				
PC 19.	Explain different types of insurance plans and products				
Preparing and Maintaining Bahi- Khata (Book-keeping)					5
PC 20.	Creating accounts for Bahi- Khata (Book-keeping)				
PC 21.	Maintain Bahi-Khata				
PC 22.	Prepare income statement				
Awareness and prevention of financial frauds					3
PC 23.	Identify potential fraudulent transactions.				
PC 24.	Apply preventive measures to avoid financial frauds.				
Filing complaints on business related issues with appropriate authority					2
PC 25.	Reporting of fraud to the appropriate authority				
Marketing and Branding		**0**	**30**	**0**	**20**
Know the benefits of Marketing and Branding for Products and Services			15		5
PC 1.	Give accurate meaning for branding, marketing, and sales				
PC 2.	Provide the reason for obtaining quality certifications like ISI mark, Agmark, and Hallmark				
PC 3.	Create photographs and videos that effectively represent the overall brand identity				
PC 4.	Use social media platforms effectively for marketing of products and services				

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S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 5.	Select preferred social media, online or traditional marketing platforms/ channel as per the needs of the customer				
PC 6	Include geotagged videos and pictures appropriately to enhance the advertisement's effectiveness				
PC 7	Design and develop printed marketing materials (pamphlets, brochures, banners) that are visually appealing and informative				
PC 8	Plan and implement promotional offers and campaigns customized to local festive seasons and special occasions				
Engaging with customers to establish long-term relationships			5		5
PC 9.	Maintain a well-groomed and presentable appearance and behavior				
PC 10.	Engage effectively with customers to gather information about their specific needs				
PC 11.	Identify and confirm customers' expectations				
PC 12.	Recognize the value of customer feedback in improving products and services				
PC 13.	Gather feedback from customers that will help in improving customer service				
PC 14.	Develop long term relationship with customers to increase business profitability				
PC 15.	Evaluate the effectiveness of incentive plans, deals, offers etc. in retaining and engaging customers				
Physical and Digital Marketplaces			10		5
PC 16.	Conduct market research to identify marketplaces relevant to the products and services				
PC 17.	Define the terms Physical and Digital marketplace				
PC 18.	Give the benefits of setting up shops, and stalls in events like melas, exhibitions, trade shows, etc.				
PC 19.	Demonstrate the process of registering and listing the products or services on the digital marketplaces				
PC 20.	Use of social media platforms effectively for the sale of goods and services				

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S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
Benefits of doing business collectively					5
PC 21	Identify the benefits of collectively doing Business				
PC 22.	Apply the best practices of the organizations like "Amul", "Lijjat", "Javed Habib" etc. for coming together to produce a product or service and help people get out of poverty				
PC 23.	Give an overview on these success stories that has helped these companies succeed, grow, and remain in business				
Self-Employment		**30**	**70**	**0**	**0**
Introduction to Self-Employment		5	5		
PC 1.	Explain the meaning of self-employment and its benefits				
PC 2.	Identify and categorize various types of self-employments				
Making a plan for small business		10	20		
PC 3.	Create a plan for a small business with defined goals, customers, costs, competitors, resource utilization etc.				
PC 4.	Develop a cost sheet planning the utilization of INR 1 Lakh loan amount to start their business and the roadmap ahead.				
PC 5.	Summarize the legal pre-requisites set by the local authority for starting and operating a small business.				
Managing and expanding business		10	30		
PC 6.	Manage effectively and efficiently various resources such as money, labour, raw materials, tools and machinery, etc. using the loan fund and mitigate risks.				
PC 7.	Develop ways to increase sales, maintain quality of products and services and healthy customer relations.				
Knowing Government schemes and using ecommerce platforms		5	15		
PC 8	Identify various relevant Government schemes for small businesses and self-employed individuals and explain their terms and conditions.				
PC 9.	List various e-commerce platforms such as on ONDC, Amazon, Flipkart, India Mart, Urban Clap, Yes Madam, etc. and register as vendor on the same.				

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S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
	Grand Total Marks	**90**	**240**	**0**	**90**

(*Assessment Criteria may be specified at Element/PC level as per the requirement.*)

Section 4: Trainers & Assessors

1.	**Trainer's Qualification and experience in the relevant sector (in years)**	**Domain Trainer:** a) *ITI Instructors from Directorate General of Training (DGT) ecosystem who have preferably worked in the industry and have technical know-how about the operations of the modern listed tools in relevant trades* b) *Certified trainers from the NCVET recognized Awarding Bodies* c) *Working professionals from the industry or clusters who have good knowledge and experience about the working/ operations of the listed modern tools in the relevant trades* **Life Skills Trainer:** a) *ITI Instructors from Directorate General of Training (DGT) ecosystem** b) *Certified trainers from the recognized Awarding Bodies** ***Mandatory Training of Trainers (ToT) of existing certified trainers on employability and entrepreneurship skills modules** **District-wise list of trainers/ Assessors is to be identified and made available**

| 2. | **Assessor's Qualification and experience in relevant sector (in years)**

(Preference – Vishwakarma Trainer in relevant trades will be onboarded on assessments for becoming Certified Assessors / Certified Assessors in relevant trade. Certified assessor will also take the Life Skills Module assessment.) | **Assessor:**

a) *Certified Assessors of the recognized Assessment Agencies*
b) *Certified trainers may also get certified as an Assessor to conduct assessments in relevant trades (A Trainer can also act as an Assessor for a different location)* |

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.

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Annexure: Marketing and Branding

Exercises for the Participants

Objective: To make participants assimilate the concepts taught and demonstrate the learning.

Time and Task: About 2 hours can be spent on first explaining the concept of value along with its elements and then perform the exercise. If the participants are literate trainer can ask them to write down points on papers. If the participants are dominantly illiterate then trainer can help them by writing down the points shared on board.

4.1 Creating Value Table

Table-1: Value: {(benefits + Returns) – (Costs + Risks)}

All the elements given of value are to be defined from consumer's perspective. Benefits that the customers will receive because of the craftsperson's work. Returns, i.e., long term benefits that customers will receive. Costs are the payments (monetary and non-monetary) incurred by customers in availing the service or purchasing the product made by craftsperson. Risks to be avoided by customers by purchasing the product or service given by the concerned craftsperson. Overall customer's perspective is to be talked about in this exercise.

Benefits	Returns	-	Costs	Risks
- Functional	- Rent		- Monetary	- Financial

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		(Acquisition; Possession; Usage)	- Time
- Emotional (bonding)	- Income		
- Social (Recognition)			- Psychological
		- Time & Energy	
- Experiential (Design; Service; Brand)		- Psychological	

Each craftsperson should be able to learn the importance of communicating the value that his / her profession offers to the customers. Generally, it is observed that craftsmen have some idea about the value they contribute, but is not clearly articulated. The aim of this exercise is to make the knowledge of craftsperson explicit in terms of their value contributions. Table-1 is a generic descriptive table which explains the sub-components of the elements of value. This is for trainer's understanding. It is expected that the trainer would use the given tables customized for the concerned crafts. This is to make the craftsperson come up with the value they are creating for the customers.

4.2 Doll and Toys Making

The following points are only indicators for the trainer. S/he is expected to make the participants speak and bring out as many points as possible.

Benefits	Returns	Costs	Risks
- Eco-friendly toys which are beneficial to customers and producers.	- Long-term satisfaction that we are using good products.	- Affordable products to all segments of the society.	- Assurance that we are not taking too much from earth.
- Satisfaction of helping the	- Satisfaction that children are familiarising	- Easy to use and maintain.	- Assurance that children will not

child and producer. - Recognition in society for environmental friendliness. - Traditional designs giving children Indian culture's backdrop.	themselves with Indian traditions.	- Psychological satisfaction	be negatively affected