

CONTACT DETAILS OF THE AWARDING BODY FOR THE QUALIFICATION

Name and address of awarding body:

CIPET

Name and contact details of individual dealing with the submission

Name :- MK Agarwal

Position :- General Manager (HR)

Address :- A-11, Sector- 24 Noida-201301

List of documents submitted in support of the Qualifications File:

1. Qualification Document – Executive Fertilizer Marketing
2. Curriculum/ Syllabus
3. Training delivery Plan
4. Criteria for Assessment of Trainees.
5. Occupational Map
6. Skill Plan for Fertilizer Sector
7. Presentation of 1st core committee meeting along with Minutes of meeting approved by members.
8. Department of Fertilizer Annual Report 2014-15 & 2015-16
9. Report of the working group on fertilizer industry for the twelfth plan
10. A Report on Human Resource and Skill requirement for the Chemicals and Pharmaceutical sector (2022) by NSDC.
11. Handbook on Indian Chemicals & Petrochemicals Sector, Oct 2014, FICCI.
12. Minutes of Meeting on Formulation and Implementation of Skill Plan for Fertilizer Sector
13. Industry Engagement Certificate

QUALIFICATION FILE

SUMMARY

Qualification Title: Executive Fertilizer Marketing
Nature and Purpose of the qualification: A CIPET trade certificate for Executive Fertilizer Marketing and the main purpose of the qualification is Marketing and Retailing in the fertilizer sector so as to increase the yield of agriculture and efficient use of fertilizer.
Body/bodies which will award the qualification: The Academic Cell – HO, Central Institute of Plastics Engineering and Technology (CIPET), Ministry of Chemicals and Fertilizers, Department of Chemicals and Petrochemicals, Govt. of India, Head Office, Guindy, Chennai.
Body which will accredit providers to offer courses leading to the qualification: The Academic Cell – HO, Central Institute of Plastics Engineering and Technology (CIPET), Ministry of Chemicals and Fertilizers, Department of Chemicals and Petrochemicals, Govt. of India, Head Office, Guindy, Chennai.
Body/bodies which will be responsible for assessment: Training Assessment Wing, Head Office (HO) of Central Institute of Plastics Engineering and Technology (CIPET), Ministry of Chemicals and Fertilizers, Department of Chemicals and Petrochemicals, Govt. of India, Guindy, Chennai is responsible for overall assessment.
Occupation(s) to which the qualification gives access: Dealer/ Retailer/ Marketing / Sales Representative
Proposed level of the qualification in the NSQF: Level 4
Anticipated volume of training/learning required to complete the qualification: 600 Notional Hours
Entry requirements / recommendations: Any Science Graduate (Preferably B.Sc. Agriculture)
Progression from the qualification: The Executive Fertilizer Marketing has a clear pathway to Senior Executive Fertilizer Marketing.
Planned arrangements for the Recognition of Prior learning (RPL): Any Science Graduate (B. Sc. Agriculture preferred)
International comparability where known: It will be carried out in next phase as comparability is being verified.
Date of planned review of Qualification: 25.10.2019

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Format Structure of the Qualification:			
Title and Identification code of component	Mandatory/ Optional	Estimated Size (Notional Hours)	Level
1. FER/N 0401: Understand the concept of Marketing; with special reference to Marketing of Agri Inputs, Fertilizers, Seeds etc. Knowledge of Current Fertilizer Scenario in India and mFMS	Mandatory	96	4
2. . FER/N 0402: Comprehension of types of soils and geographical distribution of soils and crops in India along with Fertilizer recommendations	Mandatory	3	4
3. . FER/N 0403: Knowledge of Distribution Channel in Fertilizer Marketing and its role in promoting Balanced / Efficient use of fertilizer Roles of Dealer Retailer	Mandatory	12	4
4. . FER/N 0404: Handling, Transportation and Storage of Fertilizers.	Mandatory	12	4
5. . FER/N 0405: ECA, FCO and its Legal aspects of Fertilizer Retailing	Mandatory	36	4
6. . FER/N 0406: Role of Information and Communication Technology in Fertilizer Marketing	Mandatory	36	4
7. . FER/N 0407: Market Development, Sales promotion, role of Sales personnel in Fertiliser Marketing , Farmers' Buying Behaviour	Mandatory	48	4
8. . FER/N 0408: Customised, Fortified and Water Soluble fertilizers, Agri Inputs to enhance Fertiliser Use, Understanding Agri Input Marketing, fertilizers as a tool to bring rural Prosperity	Mandatory	57	4
9. Field Training	Mandatory	300	4
Total		600	
Qualification Document – Executive Fertilizer Marketing attached as Annexure.			

QUALIFICATION FILE

SECTION 1

ASSESSMENT

Body/Bodies which will carry out assessment:

A Separate department/ body -Training Assessment Wing of Central Institute of Plastics Engineering and Technology (CIPET), Ministry of Chemicals and Fertilizers, Department of Chemicals and Petrochemicals, Govt. of India, Head Office, Guindy, Chennai.

Will the assessment body be responsible for RPL assessment?

RPL arrangements are being developed and will be informed in due course of time.

Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, consistent and fair and show that these are in line with the requirements of the NSQF:

With uniformity and setting of learning outcomes for different Jobs Roles the assessment of candidates will be at learning outcome level. Assessment criterion has been defined for each learning outcome and it includes both theoretical and practical skills on which the candidate will be assessed. The question suite which will be used to check the skills of the trainee would include

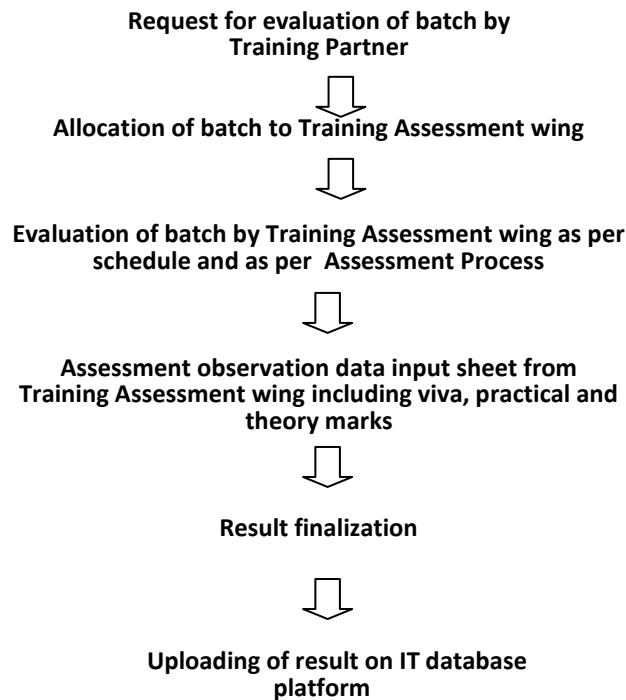
- **Theoretical test suite** – Will include multiple choice questions, audio-video question etc. which will test the trainee on his knowledge of the subject
- **Practical Knowledge suite** – Practical knowledge can be tested through Assessor driven evaluation/test, Situational Judgment Tests etc to test practical core competence. A mix of these would be able to evaluate the trainee on his practical knowledge of the Qualification Document.

Assessment strategy:

- Assessment criteria for Qualification Document have been developed. Each Learning Outcome have separate marks for Theory and Practical Skills.
- The Training Assessment Wing will have assessors who will not be associated with training activities and will be provided training on the said work. Thus it will ensure that the assessment carried out is fair and consistent.
- Set of question bank developed to assess the theoretical and practical knowledge. To ensure the quality, each trainees get the unique set of question
- Student has to score minimum marks separately for theoretical and practical skill and overall percentage should also be 50% for theory and 70% for practical.
- Empanelment of subject matter expert as assessor to assess trainee specifically on practical skills
- Assessments are preferably conducted by written examination papers in English/ regional languages according to the requirement.
- It has been ensure that TP/trainer should not be present during assessment

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Assessment Process Flow:



Summative Assessment:

Based on the Total Marks allotted for the specific subject, formal evaluation shall be conducted. Based on secured marks, candidates shall be declared pass or fail.

Steps undertaken for summative assessment:

1. Based on Completion of Batch, Evaluation Schedule shall be prepared
2. Identified Assessor is nominated for Evaluation
3. Setting up of separate Question Paper for Theory & Practical Examination
4. Conduct of examination as per the schedule
5. Evaluation & Certification

Evidence Collected during Assessment: Theoretical Answer Sheets, Practical Exam Sheets, Evaluation Sheets, Jobs produced during practical Exams.

Protocol for Selection of Assessors:

- The Assessors should have the minimum qualification: Degree in Science.
- The Assessors should have minimum 5 years of Experience in the relevant field.

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ASSESSMENT EVIDENCE

Assessment Guidelines:

1. Criteria for assessment for each Qualification Document will be created by NFL.
2. Each Assessable outcome (AO) will be assigned marks proportional to its importance in Learning Outcome and few performance criteria may be allotted marks in combine.
3. Each Learning Outcome will be assessed both for theoretical knowledge and practical which is being proportionately demonstrated in the table below.
4. The assessment for the theory part will be based on knowledge bank of questions created by NFL which will contain multiple choice theory questions and Practical question database with mark allotment criteria.
5. To pass the Qualification Pack, every trainee should score a minimum of 50 % in Functional and all Generic Learning Outcome's.
6. In case of successfully passing only certain number of Learning Outcome's, the trainee is eligible to take Subsequent assessment on the balance Learning Outcome's to pass the Qualification Document.

Title of the Component:

LO	Assessable outcome Description	Marks		
		Theory	Practical	Total
FER/N04401.Understand the concept of Marketing; with special reference to Marketing of Agri Inputs, Fertilizers, Seeds etc. Knowledge of Current Fertilizer Scenario in India and mFMS	AO.1.Knowledge of Marketing Concepts	2		2
	AO.2.Knowledge of AGRI Inputs Markets in India	2		2
	AO.3.Knowledge of Marketing in Fertilizer Bussiness	2		2
	AO.4.Knowledge of Marketing research System	2		2
	AO.5.Knowledge of component of Marketing Cost	2		2
	AO.6.knowhow about the of new avenues for Fertilizer Marketing	2		2
	AO.7.Knowledge of Types of fertilizers	2	10	12
	AO.8.Knowledge of Price Scenario of Fertilizers	2		2
	AO.9.Know how of Demand supply situation of Fertilizers	2		2
	AO.10.Knowledge of World Demand and Supply and Balance of Fertilizers	1		1
	AO.11.Knowledge of working of mFMS and uploading of data, Importance of timely provision of data/ documents for mFMS	2		2
	AO.12.Knowledge of Fertilizers Consumption In India	2		2
	AO.13.Refer Fertilizers Policy, recent Policy decisions	2		2

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	AO.14.Policy Developments in Potassic and Phospatic fertilizers	2		2
	AO.15.knowhow about the of Investment Policy of Urea	2		2
FER/N0402. Comprehension of types of soils and geographical distribution of soils and crops in India along with Fertilizer recommendations	AO.1.Knowledge of Types of Soils,, Knowledge of Geographical Distribution of Soils	2		2
	AO.2.Knowledge of Types of Crops, Knowledge of State wise distribution of crops	2		2
	AO.3.Knowledge of Fertilizer recommendations for various crops	2		2
FER/N0403. Knowledge of Distribution Channel in Fertilizer Marketing and its role in promoting Balanced / Efficient use of fertilizer Roles of Dealer Retailer	AO.1.Role of dealers , retailers In Fertilizer Marketing , Role of dealers , retailers In promoting balanced and efficient use of Fertilizers	2	10	12
	AO.2.Know the Distribution Channel of Fertilizers	2		2
	AO.3.Knowledge of process of DBT in Fertilizer Sector	1	10	11
FER/N0404. Handling, Transportation and Storage of Fertilizers.	AO.1.Knowledge of Process and Guidelines for Warehousing of Fertilizers	2	10	12
	AO.2.Knowledge of Process of Handling, Transportation of Fertilizers, transportation planning	2	10	12
	AO.3. knowhow about the Demand Forecasting	2		2
	AO.4.Knowledge of Ports and Ports Operation, discharge Operations, Indian and world ports,	2		2
FER/N0405.ECA, FCO and its Legal aspects of Fertilizer Retailing	AO.1.Knowledge of Salient Features of Essential Commodities Act	2		2
	AO.2.Knowledge of Salient Features of FCO	3		3
	AO.3.Knowledge of Rights and Responsibilities of Dealers under FCO	2	20	22
	AO.4.knowhow about the Legal Aspects of Fertilizer Retailing and FCO Implications	3		3
	AO.5.Knowledge of Penalties for Non Compliance of FCO	2		2
	AO.6.Knowledge of Fertilizer Movement Control Order	2		2
	AO.7.Knowledge of Package Commodities Rules, 2011	2		2
	AO.8.Knowledge of General Laws concerning	2		2

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	Sales tax, excise, customs, GST etc.			
FER/N0406.Role of Information and Communication Technology in Fertilizer Marketing	AO.1.Knowledge of ICT as a tool in fertilizer Marketing Operations, E Marketing and Portals, Sales and Distribution planning	2		2
	AO.2. knowhow about the FMS, mFMS and IFMS	2		2
FER/N0407.Market Development, Sales promotion, role of Sales personnel in Fertiliser Marketing , Farmers' Buying Behaviour	AO.1. knowhow about the Brand Positioning, Market Segmentation,	2		2
	AO.2. knowhow about the concept of Marketing Mix and role of marketing communication mix as tools for sales promotion and to promote balanced fertilizer use and promote crop diversification, knowledge of special programmes by Fertilizer units	2		2
	AO.3. knowhow about the role of Sales personnel in meeting challenges for the changing environment, importance of understanding product, customer and market and upgradation of skills and knowledge	2	20	22
	AO.4.Knowledge of Model for understanding farmers' buying behaviour for agri-inputs	3		3
	AO.5.Knowledge of Role of communication in influencing farmers' buying behaviour	2		2
FER/N0408.Custom ised, Fortified and Water Soluble fertilizers, Agri Inputs to enhance Fertiliser Use, Understanding Agri Input Marketing, fertilizers as a tool to bring rural Prosperity	AO.1.Knowledge of Customized, Fortified and Water Soluble fertilizers	3		3
	AO.2.Knowledge of agri inputs such as seeds, water management, agro chemicals, farm Implements, farm Credit, Agri insurance to enhance fertilizer use.	2	10	12
	AO.3.Knowledge of Indian Agriculture Scenario	2		2
	AO.4.Knowledge of Role of Fertilizers in improving Agricultural Production	2		2
	AO.5.Knowledge of Role of Fertilizer Industry in improving Living condition of Rural people	2		2
	AO.6. knowhow about the 4 Ps of marketing (Product, price, place and Promotion) in the context of Agri-inputs(Fertilizers, Seeds, Agrochemicals etc)	2		2
	AO.7. knowhow about the Marketing model for Agri-inputs (cross functional relationship for providing farm solutions with agribusiness cycle (transaction cost, credit, output marketing, agriculture extension, market information, irrigation etc).	2		2
	AO.8.Understanding of Solution based marketing of agri-inputs	2		2

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	AO.9.Knowledge of Collaboration and partnership with other companies	2		2
	Total	100	100	200
Means of assessment 1: The assessment comprise of - <ul style="list-style-type: none">• Theory Assessment• Viva voce• Practical assessment				
Means of assessment 2: Pass/Fail- The Pass mark of theory written assessment is 50% and for viva and practical assessment is 70%. The candidate has to pass separately in Theory and Practical.				

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SECTION 2

EVIDENCE OF LEVEL

Title/ Name of the Qualification/Component: Marketing for Fertilizer Sector			
Level:			
NSQF Domain	Outcome of the Qualification/Component	How the job role relates to the NSQF Level descriptors	NSQF Level
Process	Individuals at this job support ongoing market research work such as data gathering, analysis and preparation of documents to gain relevant insights on customer behavior as well as the competitive landscape. They are responsible for working alongside managers and accepting delegated responsibilities and duties with the goal of eventually becoming a manager.	<p>Executive Fertilizer Marketing job requires limited range of activities which are routine and predictable like collecting the data & preparing the documents relevant to customers.</p> <p>Executive Fertilizer Marketing is responsible for the work in familiar, predictable, routine which justifies the pegging of Level 4.</p>	4
Professional Knowledge	<p>He/she needs to have comprehensive, cognitive, theoretical knowledge and practical skills to for marketing and selling of Fertilizers, crop and soil knowledge, market research work , finance, business development, tasks such as data gathering, analysis and preparation of documents to gain insights on customer behavior as well as the competitive landscape;. This job requires the individual to be flexible, work independently and be able to take decisions within his/her own area of work.</p> <p>The individual should be able to develop a good understanding of basic principles, organize time efficiently, identify project goals and plan to achieve Them & therefore undertake self - study, demonstrate intellectual independence & analytical rigor.</p>	<p>Executive Fertilizer Marketing should understand and know the basic fact of marketing, type of crops & required agri inputs.</p> <p>Executive Fertilizer Marketing is having the Factual knowledge of agriculture field & type of fertilizers is used in different places which justifies the pegging of Level 4. .</p>	4
Professional Skill	He/she should have the knowledge of the company/organization and its processes. He should be able to	Executive Fertilizer Marketing should recall and demonstrate practical	4

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	<p>comprehend and handle the following:-</p> <ul style="list-style-type: none"> •the purpose and scope of the work to be carried out and the importance of keeping within these boundaries •handle the Documentation required for submission to various agencies for DBT etc. •should be able to ensure accuracy of data, timely updation and submission of records, timely uploading of data for FMS and mFMS •should be able to structure documents for the agreed content •should be able to check and make corrections to documents for common editorial problems and errors, including deviations, factual accuracies, linguistic mistakes, discrepancies, errors, ambiguities in content & formatting •Should be able to obtain approval for documents from appropriate authorities. •Should be able to prepare documents in Word, PowerPoint, Excel etc. <p>He/she should be able to :</p> <ul style="list-style-type: none"> • create documents for knowledge sharing as per organization's policies, procedures and guidelines •define the purpose and scope of the work to be carried out and the importance of keeping within these boundaries •identify individuals to involve when developing documents and define their roles and responsibilities • identify intended audiences for documents • access organization's knowledge base and update himself •verify information obtained for documents and how to do this • recognize the importance of reviewing documents with others •to use feedback to improve documents • apply organization's processes and 	<p>skill such as brand positioning, providing fertilizer inputs to the farmers, timely sales to the farmers which are routine and repetitive process which justifies the pegging of Level 4.</p>	
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	<p>procedures for approving and publishing documents</p> <ul style="list-style-type: none"> •handle methods and techniques used when working with others 		
Core Skill	<p>He/she needs to exercise management skills and supervision in the context of work/study having unpredictable changes. Individuals at this job support work such as marketing and sales, data gathering, analysis and preparation of documents to gain relevant insights on customer behaviour as well as the competitive landscape and timely updation of accurate data to FMS/ iFMS. This job requires the individual to be flexible, work independently and be able to take decisions within his/her own area of work. The individual should be able to develop a good understanding of basic principles, organize time efficiently, identify project goals and plan to achieve them.</p>	<p>Executive Fertilizer Marketing is able to communicate with the farmers understanding languages will be written or oral, basic understanding of environment which justifies the pegging of Level 4.</p>	4
Responsibility	<p>Executive Fertilizer Marketing is responsible for working alongside managers and accepting delegated responsibilities and duties with the goal of eventually becoming a manager. These tasks will require the individual to take responsibility of his/her own work, learning & development</p>	<p>Executive Fertilizer Marketing is majorly responsible for his own job and self-learning for Marketing and Retailing in the fertilizer sector so as to increase the yield of agriculture and efficient use of fertilizer which justifies the pegging of Level 4.</p>	4

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SECTION 3

EVIDENCE OF NEED

What evidence is there that the qualification is needed?

Qualification document has been developed by suggestion and approval of Core Committee constituted by Department of Fertilizers, Ministry of Chemicals and Fertilizers, Govt. Of India vide order No. 18055/52/2015-FCA, Dt. 08.11.2016 which consist of senior leaders and experts from Fertilizer Industry, Associations etc and has been further substantiated by various study reports, Annual reports etc. A report on the Skill Plan for Fertilizer Sector addresses the issue of Assessment & Implementation of Skill Plan in the Fertilizer Sector **(Attached as Annexure 6)**.

What is the estimated uptake of this qualification and what is the basis of this estimate?

The Skill gap report states that, there will be 1 Lakhs additional manpower is required by 2024-25 is based on the report of PSUs & manpower requirement for policy initiatives in urea sector. Refer: Name of the Report **“A report of the Skill Plan for Fertilizer Sector addresses the issue of Assessment & Implementation of Skill Plan in the Fertilizer Sector”** **(Attached as Annexure 6)**.

What steps were taken to ensure that the qualification(s) does/do not duplicate already existing or planned qualifications in the NSQF?

Executive Fertilizer Marketing qualification does not duplicate, the qualification packs have being checked with qualification pack of other sectors like Rubber, Electronics etc and there is no duplicity observed in terms of contents, module/syllabus covered etc.

The NSDC list of approved and under developed Qualification Packs was checked prior to stating the work to ensure no duplicity.

What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated?

Qualification documents shall be revised once in a year and shall collect the feedback from Industries/ Associations, Alumni and necessary revisions/updating in Qualification document will be carried out. Based on the Industry feedback in term of employability, course coverage, placement factors etc will be checked and growth indicators will be identified and reviewed.

ANNEXURE:

1. Presentation of 1st core committee meeting along with Minutes of meeting approved by members.
2. Department of Fertilizer Annual Report 2014-15 & 2015-16
3. Report of the working group on fertilizer industry for the twelfth plan
4. A Report on Human Resource and Skill requirement for the Chemicals and Pharmaceutical sector (2022) by NSDC.
5. Handbook on Indian Chemicals & Petrochemicals Sector, Oct 2014, FICCI

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SECTION 4

EVIDENCE OF RECOGNITION AND PROGRESSION

What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?

This qualification has been designed through workshops and consultations from Industries and associations in the Fertilizer sector. The fertilizers industries are recruiting people based on the qualification acquired. Maximum of the industries accept this as qualification for selection/short listing of the individual (*Minutes of Meeting on Formulation and Implementation of Skill Plan for Fertilizer Sector is attached*).

The skills acquired at level 4 for a particular duration makes it easy for the Individual to progress to the next level.

Vertical Pathway:

The Executive Fertilizer Marketing has a clear pathway to Senior Executive Fertilizer Marketing.

Horizontal Pathway:

The individual can migrate within the Fertilizer industries.