

**QUALIFICATION FILE – CONTACT DETAILS OF SUBMITTING BODY**

**Name and address of submitting body:** **Automotive Skills Development Council**

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New Delhi – 110049**

**Name and contact details of individual dealing with the submission**

**Name:** Sunil K Chaturvedi

**Position in the organisation:** Chief Executive Officer

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**List of documents submitted in support of the Qualifications File**

1. Qualification Pack :- ASC/ Q 1702
2. Documents related to QP Development(**Refer to folder “Common Files”**)
  - (i) RFP for NOS Development
  - (ii) Selection of consultant to Develop NOS
  - (iii) Supporting Document from GC meetings
  - (iv) Skill GAP Study report
  - (v) Occupational Map
  - (vi) Career path ways
  - (vii) MOU with Industry
  - (viii) List of Companies participating in QP Development Process
  - (ix) List of Validating Companies

### 3. QUALIFICATION FILE SUMMARY

<b>Qualification Title:</b>	<b>Area Manager (Auto Components) (ASC/ Q 1702)</b>			
<b>Body/bodies which will assess candidates :</b>	<b>ASDC (AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL)</b>			
<b>Body/bodies which will award the certificate for the qualification:</b>	<b>ASDC (AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL)</b>			
<b>Body which will accredit providers to offer the qualification:</b>	<b>ASDC (AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL)</b>			
<b>Occupation(s) to which the qualification gives access:</b>	<b>Area Manager (Auto Components) (in Sales Sector)</b>			
<b>Proposed level of the qualification in the NSQF :</b>	<b>Level 7</b>			
<b>Anticipated volume of training/learning required to complete the qualification:</b>	<b>: 500 Hrs (These are only notional number of hours. The training must achieve competency outcomes as define by the QP/NOS)</b>			
<b>Entry requirements / recommendations</b>	<b>: B.Tech/ B.E / Graduate in Business Administration</b>			
<b>Minimum Age</b>	<b>: 1 ASDC recommends that candidates should seek full employment not before attaining an age of 18 years.                  2 However, as per Factories Act 1948 and Shops &amp; Establishment Act 1953:                  - No one can be employed before attaining the age of 14                   3 Please note that under the Factories Act 1948, and Shops &amp; Establishment Act 1953 different States may have slightly varying provision which need to be adhered to.</b>			
<b>Progression from the qualification</b>	<b>:</b>	Vertical	Horizontal	Cross Sector
		Sales & Marketing Head	Marketing Manager	
<b>Planned arrangements for RPL.</b>	<b>: Pilots have been planned exclusive of any training input.</b>			
<b>International Comparability</b>	<b>: Not at this stage</b>			
<b>Formal structure of the qualification</b>				
<b>Title of unit or other component</b> (include any identification code used)	<b>Mandatory/ Optional</b>	<b>Estimated size (learning hours)</b>	<b>Level</b>	
<b>ASC/ N 1702: Analyse and drive sales as per business target</b>	Mandatory	<b>500 Hrs (These are only notional number of hours. and can vary based on training delivery partners analysis of the candidate profile in the batch)</b>	7	
<b>ASC/ N 04: Manage customer relationship and quality service</b>	Mandatory		7	
<b>ASC/ N 05: Supervise and Evaluate performance</b>	Mandatory		7	
<b>ASC/ N 0001: Plan and organise work to meet expected outcomes</b>	Mandatory		7	

ASC/ N 0002: <b>Work effectively in a team</b>	Mandatory		7
ASC/ N 0003: <b>Maintain a healthy, safe and secure working environment</b>	Mandatory		7

Please attach any document giving further detail about the structure of the qualification – eg a Curriculum or Qualification Pack.

Give details of the document here:

Qualification Pack is attached

## SECTION 1

### ASSESSMENT

#### **Name of assessment body:**

If there will be more than one assessment body for this qualification, give details.

**ASDC will conduct assessment through ASDC-accredited assessment agency and ASDC-approved assessors.**

- 1 Manipal – City & Guilds Pvt Ltd
- 2 Honda Motor India Pvt. Ltd.
- 3 TATA Motors
- 4 KAMT
- 5 Mettl-Assessment Science Expert
- 6 India Skills Pvt. Ltd.
- 7 Green Arrows Safety Management (P) Ltd.
- 8 The Indian Institute of Welding
- 9 Multi Skills Assessors Guild
- 10 Prima Competencies Pvt. Ltd.
- 11 TRENDSETTERS SKILL ASSESSORS PRIVATE LIMITED
- 12 VR Skill & HR Solutions
- 13 Ace Assessments Pvt. Ltd.
- 14 Cognix Knowledge Services (P) Ltd
- 15 Confederation of Indian Industry
- 16 Skills Mantra Edutech Consulting India Pvt. Ltd.

#### **Will the assessment body be responsible for RPL assessment?**

Give details of how RPL assessment for the qualification will be carried out and quality assured.

**Yes. Standard assessment process will be followed for the given qualifications.**

**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:**

#### **Assessment documents:**

#### **Quality Assurance - Assessment & Certification**

ASDC Certificate is Auto industry's own certificate and the certificate is expected to carry an assurance of quality. Therefore, the certified candidate should be able to demonstrate all round skills as expected by industry standard ie ASDC NOS/QP.

In order to achieve this objective ASDC needed to have an approach that is process driven whereby the outcomes meet the quality objectives and also display consistency.

Certification is the outcome of Assessment Process. The Process in turn is derived from an overall strategy.

#### **ASDC Assessment Strategy**

ASDC Assessment Strategy has two components:

- 1 Broad Guidelines provided by NSDC QRC (*Qualifications Registration Committee*)
- 2 ASDC's own *sector specific* overarching strategy, covering all job roles.
  - Any specific assessment approach relating to a particular job role.

- 1 Broad Guidelines provided by NSDC QRC (Qualifications Registration Committee):
  - a. Assessment to be conducted by SSC as per competency output defined in the NOS/QP and the assessment criteria provided in the NOS/QP
  - b. Assessment to be carried out by a third party Assessment Body duly affiliated to the SSC.
  - c. Practical and face to face Viva evaluations, where applicable, to be carried out only by the SSC approved assessor deployed by the Assessing Body deputed by SSC for the given assessment.
  - d. Cut off marks for certification could be in the vicinity of 70% level but individual SSC to refine & modify this criteria to suit the sectorial needs.
  - e. Assessing Body to declare results with due concurrence of the SSC.
  
- 2 ASDC's own sector specific strategy covering all job roles :
  - 2.1 ASDC assessments will be comprehensive and cover all aspects of acquired knowledge, practical skills and also basic ability to communicate. Accordingly, evaluation process would include:
    - i. Theory/Knowledge test
    - ii. Practical demonstration test
    - iii. Face to Face Viva
  
  - 2.2 Theory/Knowledge assessment will be carried out on line through a link provided for each assessment that generates a random paper from a bank of questions available at the back end.
    - Exception to an online test in favour of Paper Test would be subject to non-availability of requisite broad band and/or hardware.
    - On line test would be conducted in the presence of an ASDC assessor till web enabled proctoring is deployed.
  
  - 2.3 ASDC assessor would be conducting Practical and Viva as per the criteria provided in the NOS/QP.
  
  - 2.4 ASDC assessor would be carrying out Practical assessment for job roles such as in sales by way of role playing method.
  
  - 2.5 ASDC cut offs for accepting a candidate for certification:

Automotive industry has already attained a level of globalization and is on the way to becoming even more integrated into the global supply chains with a big focus by OEMs on sourcing from India. This translates to expectation of high quality skills. In fact, the global integration process would start putting demands on skill quality standards to be in line with transnational standards.
  
  - 2.6 Also there is an ever increasing quality demands placed by domestic customers.
  
  - 2.7 Further, the structuring of our industry is such that the different organizations spread across the OEM, Tier1, 2 manufacturing spectrum are expected to follow common quality standards. Similarly, OEMs and their Dealerships and Service Workshops also require to follow common quality standards. This implies that employees need to follow technical discipline, team work and quality processes.
  
  - 2.8 ASDC aims to build a quality brand for its certification that clearly meets our industry's expectations.
  
  - 2.9 The other important consideration is the Level notification by NSQF (National Skills Qualifications

Framework) which provides a structure of skills ladder to be followed in the country. This ladder describes the entire skills space to be covered in 10 levels from Level 1 (for mostly menial jobs) and upto Level 10(for mostly strategy level jobs)

2.10 Keeping above points in mind ASDC evolved an acceptance criteria as follows:

- Broadly, overall cut offs to be :

Level 1	60%
Level 2	65%
Level 3	70%
Level 4-10	75%

- Specific Theory/Practical/Viva cut offs to be as per detailed matrix for each QP.

2.11 In line with international practice there is a provision for moderation of marks to account for borderline cases. This process also covers differential moderation possibility across Theory/ Practical/ Viva.

2.12 Moderation could also be necessitated owing to variation between assessors and strictness in marking. This moderation to be carried out by concerned Assessing Body in consultation with ASDC.

2.13 In addition to recording markings of the candidate evaluation, the Assessor will also be recording general observations for every batch as per ASDC format. This record will be useful in carrying out (2.11-2.12) above.

- Any specific assessment approach relating to a particular job role:
  - o ASDC could consider *only* online test for some job roles such as in Design Engineering /Quality
- ASDC assessment process would also provision a suitable re-evaluation mechanism which would offer a fair chance to the TP/candidates for Obtaining an accurate outcome.
- ASDC assessment process would also provision re assessment of a batch in case the TP has enough reason to opt for this on payment of the due assessment fee.

#### **Assessment Process**

- ASDC Training Partner will intimate ASDC for readiness of a batch for assessment preferably 15 days before the intended assessment.
- Within 3 working days ASDC will finalize an Assessing Partner for carrying out the assessment
- Assessing Partner will deploy one or more ASDC approved assessor For carrying out the assessment.
- Theory/Knowledge test of the approximate duration of 30-60 minutes will be conducted online for which the online link will be generated by the ASDC Technology Partner and shared with Assessment Partner.
- Online test will be conducted in the presence of ASDC assessor.(ASDC is encouraging development of technology enabled proctoring and when this is ready, the online test could be conducted without requiring human proctoring)
- Exception to an online test in favour of Paper Test would be subject to non-availability of requisite broad band and/or hardware device. Moreover, this could be allowed only after ascertain genuinity of request.
- ASDC assessor would be conducting Practical and Viva as per the criteria provided in the NOS/QP.
- ASDC Assessment Partner will ensure that the assessor to be deployed has complete understanding of the ASDC Assessment Process and the QP/NOS relevant to the assessment.

- Assessor would be reaching the venue well in time and review and on the ground verify the batch information already provided by TP.
- Assessor will then proceed to conduct the assessment as per ASDC Format starting with the attendance.
- Assessor would be capturing Viva and Practical marks on a device that has ASDC assessment link. Technology systems deployed in ASDC assessment process have provision for instantly capturing assessor evaluations in only the standard NOS/QP aligned format.
- In addition to recording markings of the evaluation, the Assessor will also be recording general observations for every batch as per ASDC format as appended below. This record will be useful in carrying out result review process.

#### **Result Processing**

- ASDC Assessment Partner responsible for Technology Platform will convert the assessment data captured by Assessor on the device into result matrix and share the same with ASDC
- ASDC Assessment cell will view the results for compliance to process and / or need for moderation in consultation with the Assessing Partner to arrive at final result for the batch as per ASDC acceptance Criteria.
- Assessing Partner will publish finalized results on data base for viewing of the Training Partner
- ASDC would issue a certificate after due verifications of candidate authenticity by way of a unique identification number such as Aadhaar.
- Certificates will be shared preferably in digital form with Training Partners
- Training Partners would be authorized to distribute certificate to candidates after printing them on a standard sheet as per ASDC template.

#### **Re-evaluation of batch result**

- Results once published will be treated as final. However, as per ASDC Assessment Strategy, there is need for provisioning a re-evaluation of results if desired by a TP essentially to cover a case where the TPs internal assessments are at large variance with the results.
- Re-evaluation will be done batch wise.
- ASDC Assessment cell will carry out re-evaluation in two steps:
  - o Check for totalling error, if any
  - o Use statistical tools where required to establish a pattern and extent of borderline cases.
  - o Refer to the Assessor feed back form for the given batch
  - o Use a weightage reference table to establish priority of type of assessment eg Theory or Practical or Viva
  - o Where required, share the findings with Assessment Partner for review and concurrence.
  - o Establish a modified range of acceptance based on above
  - o In case of need for moderation based on assessor level variation, to consult the Assessing Partner/Assessor and facilitate moderated values.
  - o Re do the results based on above process

- Share the revised results with TP

### **Quality Assurance & Audit**

While the Assessment Process based on a well-defined strategy as above, does have an in built quality assurance, ASDC also has a plan that augments assurance.

This entails a Quality Audit process as defined below :

There will be a 2 tier Audit of the assessment process:

#### **Tier 1 Audit**

- 1 ASDC Assessor will be required to submit a report for each assessment carried out. This report will be as per ASDC format as described in the Assessment Process. The format of the report aims to capture details of the Training Delivery process, soft & hard infrastructure, Training of Trainer, industry connect and overall approach to training delivery vis a vis expectations of ASDC QP/NOS.
- 2 Each Assessment Partner is required to carry out and submit Tier 1 audit reports as per a plan and frequency agreed with ASDC.
- 3 ASDC will continuously review the Tier 1 audit reports for any alarming observation or trend.
- 4 ASDC will develop and execute a suitable action plan to redress the situation as deemed necessary for a given case.

#### **Tier 2 Audit**

- 1 ASDC to carry out a Tier 2 level Audit as per a plan being developed.
  - a. Tier 2 audit will be carried out by a third party contracted by ASDC for the purpose.
  - b. Tier 2 audit will provide adequate coverage for variables such as Assessing Partner, Assessor, TP and geographical variations.
- 2 ASDC Assessment cell to review audit findings at least once every month or on sos basis.
- 3 Based on review findings as in 2 above, ASDC to decide on a suitable corrective action plan and execute the same.
- 4 ASDC to record directional needs for refinement of Assessment process specially for incorporation of Technology that could enhance reliability and speed of assessments.

Please attach any documents giving further information about assessment and/or RPL.

Give details of the document(s) here:

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**ASSESSMENT EVIDENCE**

Complete the following grid for each grouping of NOS, assessment unit or other component as listed in the entry on the structure of the qualification on page 1.

**CRITERIA FOR ASSESSMENT OF TRAINEES**

**Area Manager (Auto Components)**

**ASC/ Q 1702**

**Guidelines for Assessment**

- 1 ASDC Assessments will be carried out as per overall assessment strategy and process given in Section 1.
- 2 Accordingly, ASDC Assessment has three elements: 1. Theory/Knowledge 2. Viva and 3. Practical.
- 3 Theory/Knowledge test will be conducted online (*ref:- point no. 2.2* in section 1 above).
- 4 Viva, Practical (test will carried out by ASDC approved assessor deployed through ASDC Affiliated Assessment Partner. (*Ref :- point no. 2.3 to 2.4* in section 1)
5. The Qualification cutoffs will be as per point 2.10 in Section 1 above.

**Title of NOS/Unit/Component:**

Assessable Outcomes	Assessment criteria	Total Mark	Marks Allocation		
			Theory	Viva	Practical
<b>ASC/ N 1702:</b>	<b>Analyse and drive sales as per business target.</b>				
<b>Drive sales of Auto components including generating new accounts</b>	To be competent, the user/individual on the job must be able to:  PC1. monitor the sales function in designing and implementing business plan in the assigned region/ zone  PC2. identify annual sales objectives including sales revenue, sales units and market share			65	125

	percentages for the auto components/ aggregates				
	PC3. ensure proper execution of sales operations to meet planned sales target				
	PC4. assist and provide proper resources to sales function to maintain and control inventory of auto components/ aggregate products				
	PC5. ensure compliance with all laws and regulatory obligations as per the contacts signed with the OEMs related to supply of auto components/ aggregates in the field.				
	PC6. ensure proper implementation of all policies and procedures of the organisation related to the sales process as per the guidelines			60	125
	PC7. maintain quality and efficient sales force for execution of sales process effectively				
	PC8. monitor sales strategies of competitors to gain competitive advantage in sales process				
	PC9. regular communication of various schemes announced by both auto component manufactures/ OEMs at the zonal / area level to the field sales force and auto component distributors				
	PC10. timely communication of incentive schemes for sales force of both auto components and distributor and ensure proper distribution of the rewards / incentives to maintain higher levels of motivation				
	PC11. plan branding and local promotional activities in close coordination with the various OEMs or other agencies to achieve annual sales targets				
	<b>Sub Total</b>	<b>500</b>	<b>125</b>	<b>125</b>	<b>250</b>
<b>ASC/ N 0004:</b>	<b>Manage customer relationship and quality service</b>				
<b>Manage the total customer satisfaction with enriching &amp; pleasant customer</b>	To be competent, the user/individual on the job must be able to:  PC1. analyse and comprehend all customer requirements and needs  PC2. document complete customer requisites and assess them			25	50

<b>experience</b>	<p>PC3. deliver and assist in delivering as per the noted requirements</p> <p>PC4. understand complete customer queries and complaints</p> <p>PC5. document all customer queries in the prescribed format of the organisation</p> <p>PC6. ensure least turnaround time for any customer query handling/ redressal especially issues related to warranty claims and other performance related issues</p> <p>PC7. maximise customer satisfaction through pleasant and excellent customer experience within the organisations framework</p> <p>PC8. document feedbacks and reviews from the customers &amp; implement within the framework of the organization</p> <p>PC9. maintain a healthy &amp; professional relationship with the customers especially key accounts and influencers in the market</p>				
	<b>Sub Total</b>	<b>100</b>	<b>25</b>	<b>25</b>	<b>50</b>
<b>ASC/ N 0005:</b>	<b>Supervise and evaluate performance</b>				
<b>Supervise &amp; evaluate performance of all subordinates and reporting executives</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. set goals and targets as per organisational directives for all reporting executives</p> <p>PC2. create quantified measures and metrics to analyse the performance delivered by subordinates</p> <p>PC3. set tangible and achievable incentives for subordinates as per the goals and targets assigned</p> <p>PC4. ensure and implement strict adherence of all activities performed by subordinates to organisational guidelines</p> <p>PC5. monitor and supervise all the activities performed by subordinates and ensure optimisation to achieve the set goals</p> <p>PC6. evaluate performance of subordinates and reporting executives on the designed measures and metrics as per the guidelines</p>			25	50

	<p>of the Organization</p> <p>PC7. assist and support reporting executives whenever necessary or applicable</p> <p>PC8. document all performance indicators and metrics of subordinates in the prescribed format of organisation</p> <p>PC9. perform all appraisal related process flow for subordinates, as per respective performance documents</p> <p>PC10. handover all the documents and appropriate support measures to human resources department for official records</p> <p>PC11. ensure and implement proper process flow for feedbacks and queries received from subordinates</p>				
	<b>Sub Total</b>	<b>100</b>	<b>25</b>	<b>25</b>	<b>50</b>
<b>ASC/ N 0001:</b>	<b>Plan and organise work to meet expected outcomes</b>				
<b>Work requirements including various activities within the given time and set quality standards</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. keep immediate work area clean and tidy</p> <p>PC2. treat confidential information as per the organisation's guidelines</p> <p>PC3. work in line with organisation's policies and procedures</p> <p>PC4. work within the limits of job role</p> <p>PC5. obtain guidance from appropriate people, where necessary</p> <p>PC6. ensure work meets the agreed requirements</p>			25	50
<b>Appropriate use of resources</b>	<p>PC7. establish and agree on work requirements with appropriate people</p> <p>PC8. manage time, materials and cost effectively</p> <p>PC9. use resources in a responsible manner</p>			25	50
	<b>Sub Total</b>	<b>200</b>	<b>50</b>	<b>50</b>	<b>100</b>
<b>ASC/ N 0002:</b>	<b>Work effectively in a team</b>				
<b>Interact &amp; communicate effectively with colleagues including</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written)</p>			50	100

<b>member in the own group as well as other groups</b>	PC2. work with colleagues to integrate work PC3. pass on information to colleagues in line with organisational requirements both through verbal as well as non-verbal means PC4. work in ways that show respect for colleagues PC5. carry out commitments made to colleagues PC6. let colleagues know in good time if cannot carry out commitments, explaining the reasons PC7. identify problems in working with colleagues and take the initiative to solve these problems PC8. follow the organisation's policies and procedures for working with colleagues				
	<b>Sub Total</b>	<b>200</b>	<b>50</b>	<b>50</b>	<b>100</b>
<b>ASC/ N 0003:</b>	<b>Maintain a healthy, safe and secure working environment</b>				
<b>Resources needed to maintain a safe, secure working environment</b>	To be competent, the user/individual on the job must be able to: PC1. comply with organisation's current health, safety and security policies and procedures PC2. report any identified breaches in health, safety, and security policies and procedures to the designated person PC3. Coordinate with other resources at the workplace to achieve the healthy, safe and secure environment for all incorporating all government norms esp. for emergency situations like fires, earthquakes etc. PC4. identify and correct any hazards like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority PC5. report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected PC6. follow organisation's emergency procedures for accidents, fires or any other natural calamity PC7. identify and recommend opportunities for improving health, safety, and security to the designated person PC8. complete all health and safety records are updates and procedures well defined				
	<b>Sub Total</b>	<b>200</b>	<b>50</b>	<b>50</b>	<b>100</b>

	<b>Total Marks</b>	<b>1300</b>	<b>325</b>	<b>325</b>	<b>650</b>
<p>Means of assessment 1: Theory/Knowledge test to be carried out online for which question paper is generated by the computer from the question bank repository. Only in an exceptional case where connectivity and hardware availability is a challenge, the same would be carried out in pen and paper mode after due approval ( Please refer section 1)</p>					
<p>Means of assessment 2:- Viva / face to face interview and practical test to be carried out by ASDC assessor as per the QP Assessment Criteria. ( Please refer section 1)</p>					
<p>cut off criteria for certification (<i>Marks obtained in %</i>):</p> <div style="border: 1px solid black; display: inline-block; padding: 2px 10px;">75</div> <p>*based on weighted %</p>					

## SECTION 2

### EVIDENCE OF NEED

**What evidence is there that the qualification is needed?**

This job role was identified during industry engagement for development of Occupational Map. The total number of industry validations for this QP are:

Large =38

Medium=12

Small=66

(Details of the Industry validation are attached in Common Files)

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

Skill GAP analysis carried out by a reputed research agency provided a broad estimate of demand. The report can be referred in the Common Files. ASDC is taking initiative to develop a labour market information database that would peg the demand more accurately- job role wise as well as based on geographical spread. Key enabler segments for the core segments of the Automotive Industry include Auto Insurance, Financiers, Mechanics, and Auto Dealers etc.

Based on the current growth profile in the Indian auto Industry, it is expected that an additional 2~2.5 million employment opportunities per annum will be created in the Indian auto industry over the next decade. The details below provide the manpower requirement at various levels:

- Skill Level 1 – 4 , people, Demand for such manpower is expected to be around 15 – 18 lakh per annum.
- Skill Level 5 -6 people working as supervisors on the shop floor. Demand for such manpower if expected to be around 4 lakh per annum.
- Skill Level 5- 7 people includes primarily engineers (B.E., M. Tech., MS), working in managerial grade, and demand for such manpower is expected to be around 1 lakh per annum.
- Skill Level 6-10 people are executives, including engineers and doctorates, and demand for such manpower is expected to be around 0.5 lakh per annum.

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

Qualifications Registration Committee's (QRC) diligence process ensures no duplication.

**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?**

**ASDC actively seeks feedback from all stakeholders. The feedback is to be collated and rationalized for updating QP by the designated review schedule.**

**Review date: 23/07/15**

### **SECTION 3**

Summary of Direct Evidence (from learning outcomes): Responsible for budget preparation and cost management of the distributors along with ensuring the development, tracking and reporting of sales and action plans in collaboration with the sales teams. The responsibility also includes generating additional sales through new accounts/ customers in the allocated territory/ area.

Justify the NSQF level allocated to the QP by building upon the five descriptors of NSQF. Explain the reasons for allocating the level to the QP.

Generic NOS is/are linked to the overall authority attached to the job role.

<b>Area Manager (Auto Components) (ASC/ Q 1702)</b>					
<b>Process required</b>	<b>Professional Knowledge</b>	<b>Professional Skills</b>	<b>Core Skills</b>	<b>Responsibility</b>	<b>Level</b>
<p>The individual must have specialized theoretical and practical skills to be able to analyse and drive annual sales target of the auto components/ aggregates as per the business target to ensure higher market share.</p> <p>He has to develop new accounts/ customers to generate additional sales and ensure proper delivery of the auto components/</p>	<p>The individual on the job needs theoretical and factual knowledge of field such as</p> <p>the technical specifications of various OEM vehicles and the different variant/ model of auto components/ aggregates used along with those of the competitor auto component manufacturer.</p> <p>He needs to know how to control inventory of auto components/ aggregates to minimize the dead stock at the distributor/ auto component manufacturer</p> <p>He needs to know</p>	<p>The individual on the job requires cognitive and practical skills to be able to</p> <p>read &amp; understand common technical terminologies used in the automotive industry, financial reports, and basic legal documents related to contracts</p> <p>analyse the market potential for various components basis the sales of OEM vehicles and failure-rate of the components/ aggregates and distribute the</p>	<p>The individual should have the skills to read &amp; be able to understand common technical terminologies used in the automotive industry, financial reports, and basic legal documents related to contracts.</p> <p>He should maintain knowledge on the evolving trends and cutting-edge developments in the automotive industry</p>	<p>The Individual is fully responsible for output of the group achieving the sales objectives of their area, and is responsible for budget preparation and cost management of the distributors along with ensuring the development, tracking and reporting of sales and action plans in</p>	<b>7</b>

aggregates as per customer preferences.	the documentation requirements for appraisals and other performance evaluations of various subordinate positions.	<p>overall sales targets across distributors and sales Officers in the assigned region/ zone</p> <p>He must have the skills to be able to plan work on a daily basis to ensure higher levels of motivation within the team.</p> <p>Ensure that the regional/ zonal sales plan is coherent with the overall sales function in close coordination with the various auto components distributors/ OEM dealers</p>		<p>collaboration with the sales teams.</p> <p>The responsibility also includes generating additional sales through new accounts/ customers in the allocated territory/ area.</p>	
<b>Level 7</b>	<b>Level 7</b>	<b>Level 7</b>	<b>Level 7</b>	<b>Level 7</b>	<b>Level 7</b>

Please attach any documents giving further information about any of the topics above.  
Give details of the document(s) here:

#### **SECTION 4**

#### **EVIDENCE OF RECOGNITION OR 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?**

**Occupational and career maps indicating horizontal and vertical mobility have been created and are being used.**

Please attach any documents giving further information about any of the topics above.  
Give details of the document(s) here:

List of Annexure(s)



Annexure A = Cut offs

Annexure B = Accredited Assessment Agencies Guidelines.