

Revision made by NSDA\_25 May, 2015

## **QUALIFICATION FILE - CONTACT DETAILS OF SUBMITTING BODY**

### **Name and address of submitting body:**

**Logistics Skills Council**

**CII – IL, IIT-M Research Park, Unit-E, 10<sup>th</sup> Floor, Kanagam Road, Taramani, Chennai – 113.**

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

**Name: Dhanasekar B**

**Position in the organisation: Head – Standards & Quality**

**Address if different from above**

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

1. Qualification Pack
2. RFP for development of Occupational Standards
3. Selection process of the Consultants to develop Occupational Standards
4. LSC Protocol for Accreditation of Assessment Agencies and Assessment Framework.
5. Sample of Assessors Guide
6. Minutes of the meeting of GC meetings
  - a. Composition of the Technical Committee
  - b. Approval of Occupational Standards by Technical Committee and Governing Council
7. NSDC Human Resource & Skills Requirement in Logistics Sector is  
<https://drive.google.com/file/d/0B5rqF9xqytDIUIF4WEtyWXJBbIE/view?usp=sharing>
8. Occupational Map & Progression matrix  
  
List of companies and Industry associations participated in the development of these qualification packs (part of report)
10. List of QP/NOS validating companies.

## QUALIFICATION FILE SECTION 1 SUMMARY

<b>Qualification Title</b>	Courier Institutional Sales Executive		
<b>Body/bodies which will assess candidates</b>	Logistics Skill Council		
<b>Body which will award the certificate for the qualification</b>	Logistics Skill Council		
<b>Body which will accredit providers to offer the qualification</b>	Logistics Skill Council		
<b>Occupation(s) to which the qualification gives access for development of new business, retention of existing clients and realization of payments.</b>			
<b>Proposed level of the qualification in the NSQF</b>	4		
<b>Anticipated volume of training/learning required to complete the qualification</b>	250 hours		
<b>Entry requirements / recommendations</b>	Graduate (Arts/Science/Commerce) (Preferred) with minimum age of 18 years completed.		
<b>Progression from the qualification</b>	Supervisor Role or Senior Executive Level. Refer to Annexure 8.		
<b>Planned arrangements for RPL</b>	Refer to Annexure 11		
<b>International comparability where known</b>	Under Study		
<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>
LSC/N3033: Carry out pre-sales activities	Mandatory	50	4
LSC/N3034: Perform Sales activities	Mandatory	100	4
LSC/N3035: Perform post sales activities	Mandatory	70	4
LSC/N3053 : Maintain Health, Safety and Security measures during institutional sales activities	Mandatory	30	4

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 as Annexure 1

## QUALIFICATION FILE SECTION 2 ASSESSMENT

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

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

I Vintage, Manipal City & Guilds, Aspiring Minds, Mettl, CII Skills, Hemsan Skill LLP, Vcann Solutions, Green Arrows Pvt. Ltd., Eduworld Consultants, IQAG Pvt. Ltd. – LSC have 10 Assessment bodies affiliated and all of them are engaged for all the job roles to do the assessment. Assessment partner will hire the assessor with the relevant experience in the job role with sub-sector specification on retainer basis to conduct the assessment. Credentials of the hired assessors are checked and approved by LSC.

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

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

RPL will be based on the same approved Qualification Pack and Assessment Criteria mentioned in the Qualification Pack.

## ASSESSMENT POLICY

**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:**

LSC has ensured to have a valid, consistent and fair show of assessments by having an assessment policy and process in place and LSC has also set the minimum qualification and experience criteria.

### **Assessment policy of LSC**

- 1) All the assessments have to be carried out based on the criteria code set by LSC in qualification packs.
- 2) Qualification and experience have to be set for the assessors.
- 3) LSC will insist the assessment body to hire honest and fair assessors with relevant experience prescribed by LSC.
- 4) Assessment bodies will strictly stick to the norms prescribed by LSC when conducting assessments.
- 5) Assessment schedules have to strictly adhere to as agreed in advance by assessment body and LSC.
- 6) Reporting of MIS by the assessment body to LSC has to be with in the agreed time lines.
- 7) Assessment bodies have to ensure that assessments are conducted in a fair and honest manner
- 8) Any negative remark on the assessor or assessment body if proven will be black listed by LSC
- 9) Assessment tools should be designed to test both practical skills and theoretical knowledge.
- 10) Parameters for assessing student's abilities or understanding should be aligned to the relevant competencies that are expected to be acquired at the end of the training.
- 11) Expected standards of performance for each competency should be clearly defined and Student's performance assessed against these standards.
- 12) Questionnaires/ test papers should be as objective as possible (restrict use of open ended questions to the minimum) such as multiple choice questions, yes/no or True / False types.
- 13) Questions framed should be simple and without ambiguity
- 14) All assessments should be scored carefully and a log of all scores for every candidate Maintained.
- 15) Hard copies and soft copies of assessment forms and scores should be maintained and be readily available for any audit by LSC / NSDC or third party

**Assessment strategy:**

**Assessment process to be adhered by assessment bodies and LSC**

- 1) Logistics Skills Council to inform the assessment body on assessment details like name of the training partner, assessment location and job role to be assessed at least 2 weeks in advance
- 2) Assessment body to appoint an assessor for the assessment details shared by Logistics Skills Council and inform the assessor details to Logistics Skills Council at least 1 week in advance from the date of assessment.
- 3) Logistics Skills Council to cross check the assessor details with the relevant documents submitted by the assessment body and approve the assessor on the same day of submission
- 4) Assessment body to submit the details of mode of assessment and a detailed paper has to submit to logistics skills council on assessment pattern, clearly defining the weightage of theory, practical and viva distribution, at least 5 days in advance from the date of assessment.
- 5) Logistics Skills Council to approve the pattern on the same day of submission
- 6) Assessment bodies to design the question paper for theory, practical & viva in 3 sets and submit to logistics skills council at least before 3 days in advance from the date of assessment.
- 7) Logistics Skills Council to approve the Question papers and inform assessment body on the same day of submission.
- 8) Assessment bodies to send the assessor to the assessment location at least before 12 hrs in advance from the time of assessment.
- 9) Assessor to start the assessment exactly on the time agreed by Training partner, Logistics Skills Council and assessment body.
- 10) Assessor to verify the candidates with any valid Govt. id reference and also collect a copy of ID proof produced by the candidate.
- 11) Assessor to record the attendance sheet with the ID number and the name of the candidate and also capture a photograph covering the Training partners sign board.
- 12) Assessor also need to have a photograph clicked with all the candidates in group.
- 13) Assessor to collect the details of biometric attendance details and CCTV footage of the assessment and produce the same to Logistics skills council on demand.
- 14) Assessment bodies to submit the result to logistics skills council with in a weeks' time from the date of assessment.
- 15) Assessment body to maintain hard and soft copies of assessment sheets and produce to logistics Skills Council on demand.

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

Give details of the document(s) here:

- LSC Protocol for Accreditation of Assessment Agencies and Assessment Framework.

## ASSESSMENT EVIDENCE

Complete a 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.

**Job Role: Courier Institutional Sales Executive**

**Qualification Pack: LSC/Q3034**

**Sector Skill Council: Logistics Skill Council**

### Guidelines for Assessment:-

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Individual assessment agencies will create unique question papers for theory and skill practical part for each candidate at each examination/training center.
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria
5. To pass the Qualification Pack, every trainee should score a minimum of 40% in every NOS overall 50% pass percentage.
6. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.

Assessable Outcomes	Assessment Criteria	Total Marks	Out of	Marks Allocation	
				Theory	Skills Practical
1. LSC/N3033 (Carry out pre-sales activities)	PC1. Ensure all sales related documents and files are on the desk and in the computer.	100	5	2	3
	PC2. Assess monthly / quarterly revenue sales targets.		5	1	4
	PC3. Determine sales gap and devise methods to achieve target.		10	3	7
	PC4. Split monthly sales target into weekly and daily sales target		10	3	7
	PC5. Understand standard operating procedures of the company		10	3	7
	PC6. Understand products and services offered by the company thoroughly		10	3	7

Assessable Outcomes	Assessment Criteria	Total Marks	Out of	Marks Allocation	
				Theory	Skills Practical
	PC7. Enter all information pertaining to the calls into the Customer Relationship Management (CRM).		10	3	7
	PC8. Follow-up with potential leads to develop customer leads database		10	3	7
	PC9. Exhaustive knowledge of organizational history, procedures, privacy and legal policies.		10	3	7
	PC10. Follow organization procedures with respect to documentation.		10	3	7
	PC11. Adhere to security and privacy regulations of the company and the customer.		10	3	7
		<b>Total</b>	<b>100</b>	<b>30</b>	<b>70</b>
2. LSC/N3034 (Perform Sales activities)	PC1. Contact customers regularly to ensure that they are satisfied with the levels of service provided	100	5	2	3
	PC2. Act as the customer's main point of contact by handling their queries and appropriately dealing with their issues		5	2	3
	PC3. Understand the latest development in the customer's organization		5	2	3
	PC4. Pitch additional products/services to the customer based on their requirements		5	2	3
	PC5. Source new leads		5	2	3
	PC6. Make initial contacts with the leads to introduce the firm and self		5	2	3
	PC7. Meet the leads and provide information regarding products and services offered		5	2	3
	PC8. Negotiate with the leads on service offerings and price		5	1	4
	PC9. Follow-up with the leads to close the sales		10	2	8
	PC10. Compile a list of customers whose payments are due.		10	2	8
	PC11. Create invoices with correct customer information, date and amount		10	2	8
	PC12. Call customers using the to inform of due		5	2	3

Assessable Outcomes	Assessment Criteria	Total Marks	Out of	Marks Allocation	
				Theory	Skills Practical
	accounts				
	PC13. Follow-up with the customer to remind them of the overdue accounts		5	2	3
	PC14. If the payment is not made despite several follow-ups, escalate the issue to the manager.		5	2	3
	PC15. Exhaustive knowledge of organizational history, procedures, privacy and legal policies.		5	1	4
	PC16. Follow organization procedures with respect to documentation.		5	1	4
	PC17. Adhere to security and privacy regulations of the company and the customer.		5	1	4
		<b>Total</b>	<b>100</b>	<b>30</b>	<b>70</b>
3. LSC/N3035 (Perform Post Sales activities)	PC1. Update sales records and documentation logs of daily sales activities in accordance with company policy.	<b>100</b>	10	4	6
	PC2. Resolve pending issues and answer unattended customer queries.		15	2	13
	PC3. Stay current with sales activities of competitors.		15	2	13
	PC4. Maintain constant familiarization of service offerings and developments in both the organization and the industry.		15	2	13
	PC5. Contribute strategic information to the regional/national sales team including key results from previous calls, updates on current target accounts and a review of the following week's key upcoming calls.		15	2	13
	PC6. Exhaustive knowledge of organizational history, procedures, privacy and legal policies.		10	4	6
	PC7. Follow organization procedures with respect to documentation.		10	2	8
	PC8. Adhere to security and privacy regulations of the company and the customer.		10	2	8
		<b>Total</b>	<b>100</b>	<b>20</b>	<b>80</b>

## QUALIFICATION FILE SECTION 3 EVIDENCE OF NEED

<p><b>What evidence is there that the qualification is needed?</b></p> <p>While collecting data from the companies for the occupational map, we also took feedback from industry players, which was collected with respect to roles for which qualification packs development, was to be prioritized. This was largely based on volume of people required, quantitative and qualitative shortfall which the Industry feels they face. Governing council of LSC gave final approval and endorsement for the same. Refer to annexure 8 as well as other mail interactions provided.</p>															
<p><b>What is the estimated uptake of this qualification and what is the basis of this estimate?</b></p> <p>Skills Gap analysis Reports for industry demand and secondary research data, though these do not lend to accurate demand projection. The link to NSDC Human Resource &amp; Skills Requirement in Logistics Sector is <a href="https://drive.google.com/file/d/0B5rqF9xqytDIUIF4WEtyWXJBbIE/view?usp=sharing">https://drive.google.com/file/d/0B5rqF9xqytDIUIF4WEtyWXJBbIE/view?usp=sharing</a></p> <ul style="list-style-type: none"> <li>• Feedback from industry players for demand though again sample size may not lend to accurate figures</li> <li>• Training duration, and current and potential training capacity envisaged</li> <li>• An LMIS development initiative is being put in place to be more precise regarding the demand and supply</li> <li>• For 2013 – 17, the estimated manpower employment is as follows,</li> </ul> <table border="1" data-bbox="237 817 1350 985"> <thead> <tr> <th>Estimated Year / Employment Demand in Sub-Sector</th> <th>Warehousing (Storage &amp; Packaging) (In million)</th> <th>Land Transportation (In million)</th> <th>Courier / Express (In million)</th> </tr> </thead> <tbody> <tr> <td>2013 - 17</td> <td>0.18</td> <td>2.20</td> <td>0.07</td> </tr> <tr> <td>2017 - 22</td> <td>0.16</td> <td>1.90</td> <td>0.06</td> </tr> </tbody> </table>				Estimated Year / Employment Demand in Sub-Sector	Warehousing (Storage & Packaging) (In million)	Land Transportation (In million)	Courier / Express (In million)	2013 - 17	0.18	2.20	0.07	2017 - 22	0.16	1.90	0.06
Estimated Year / Employment Demand in Sub-Sector	Warehousing (Storage & Packaging) (In million)	Land Transportation (In million)	Courier / Express (In million)												
2013 - 17	0.18	2.20	0.07												
2017 - 22	0.16	1.90	0.06												
<p><b>What steps were taken to ensure that the qualification(s) does/do not duplicate already existing or planned qualifications in the NSQF?</b></p> <ul style="list-style-type: none"> <li>• NSDC list of Approved and Under-Development QPs was checked prior to commissioning the work</li> <li>• NSDC QRC team also confirmed the same</li> </ul>															
<p><b>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?</b></p> <ul style="list-style-type: none"> <li>• Regular interaction with the training partners to gather feedback in implementation.</li> <li>• Monitoring of results in assessments.</li> <li>• Employer feedback will be sought post-placement.</li> <li>• A formal review is scheduled in a year's time.</li> </ul>															

Please attach any documents giving further information about any of the topics above.

Give details of the document(s) here:

1. Report to the Governing Council
2. Minutes of the meeting of GC meetings
3. NSDC Human Resource & Skills Requirement in Logistics Sector is

<https://drive.google.com/file/d/0B5rqF9xqytDIUIF4WEtyWXJBbIE/view?usp=sharing>

## QUALIFICATION FILE SECTION 4 SUMMARY EVIDENCE OF LEVEL

Level of qualification: 4





**OTHER EVIDENCE OF LEVEL**[This need only be filled in where evidence other than primary outcomes was used to allocate a level] **(Optional)**

<b>Nature of Evidence</b>	<b>Comments</b>	<b>EL-1</b>	<b>EL1</b>	<b>EL+1</b>

Summary of other evidence (if used):

## **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?**

Horizontal and vertical mobility options have been articulated. Refer to Annexure 8.

Please attach any documents giving further information about any of the topics above.

Give details of the document(s) here:

- Occupational Map and progression matrix - Annexure 8.
- List of companies and Industry associations participated in developed of these qualifications (part of report)– Annexure 9.