

CONTACT DETAILS OF THE AWARDING BODY FOR THE QUALIFICATION

1. Name and address of awarding body:

National Academy of RUDSETI
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2. Name and contact details of the Individual dealing with the submission:

Name: Sri. R. R. Singh
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3. List of Documents submitted in support of the Qualifications file (Annexure)

- i. About National Academy of RUDSET
- ii. RUDSETI Model of Entrepreneurship Development
- iii. Curriculum document /Syllabus
- iv. Session Plan
- v. Bank wise list of RSETIs
- vi. Research Studies regarding RUDSETI/RSETI

QUALIFICATION FILE TEMPLATE

Qualification Title: Homemade Agarbathi Maker

Qualification Code: NARQ30004 – PRODUCT

Nature and purpose of the qualification:

Qualification enables the trainee to set up his/her own Incense Sticks (Agarbatti) Manufacturing Unit and supply to Marketers / Larger Manufacturers or directly sell in open market.

According to NSSO Data (2013) among workers in rural areas, 54.2% are self-employed and 38.6% work as casual labor, where as only 7.2% have regular wage employment. Most of the self employed are engaged in agriculture and have very little formal skills both in farm and non-farm occupations. Hence, the need to skill rural youth so that the next generation of workers become skilled, productive and contribute positively for the growth of the economy.

On gaining skills in tailoring and entrepreneurship, the candidates trained in this qualification can start their own Photo Studio and also take up outdoor photo and video recording assignments. There is increasing demand for this service especially for private (domestic) and public events in the rural areas and small towns. On becoming an entrepreneur the candidate trained in this qualification will initially promote a micro-enterprise which can gradually grow to become a small and later medium scale enterprise. The Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs are playing a crucial role in providing large employment opportunities at comparatively lower capital cost than large industries. They are also contributing in a significant manner to the industrialization and development of rural and backward areas. This helps to reduce regional disparities and provides for a more equitable distribution of national income and wealth. MSMEs contribute enormously to the socio-economic development of the country. This sector today consists of 36 million units and provides employment to over 80 million persons. The Sector through more than 6,000 products contributes about 8% to GDP besides 45% to the total manufacturing output and 40% to the exports from the country. The MSME sector has the potential to spread industrial growth across the country and can be a major partner in the process of inclusive growth. The Micro, Small and Medium enterprises contribute to over. Entrepreneurship, and resultant creation of employment and wealth, is a major mean for inclusive development. A programme which is conducted with a motive to promote potential entrepreneurs, understanding of motives, motivational pattern, their impact on behavior and entrepreneurial value is termed as entrepreneurial development programme.

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Body/bodies which will award the qualification: National Academy of RUDSETI, Bengaluru

The National Academy of RUDSETI was established in April 2009 in response to an emerging need for capacity building and mentoring of more than 585 Rural Self Employment Training Institutes (RSETIs) established in each district of the country as joint venture between different Banks and the Ministry of Rural Development, Government of India to work as National Level Resource Organization for RUDSETIs and RSETIs and other similar type of Institutes

- 1.To design and conduct training programmes and undertake project in Enterprise Promotion, Rural Development, Technology Transfer and imparting Human Resource Development (HRD) concepts.
- 2.To conduct research and development work in the field of Entrepreneurship Development
- 3.To act as a advisory to policy makers relating to Enterprise Promotion and Rural Development (for Government /NGOs/ Other Organizations / Financial Institutions /Corporate Entities / Central Secretariat, RUDSETI)
- 4.To take up any other activities connected with Rural Development and Entrepreneurship Development and Rural Development.
- 5.To provide Consultancy and Counseling Services in the field of Entrepreneurship Development and Rural Development.
- 6.Any other activity aimed at Development of Entrepreneurship, Rural Development and serving the society at large.

(See Annexure I for a complete profile of NAR and Annexure II for RUDSETI model of Entrepreneurship Development)

Body which will accredit providers to offer courses leading to the qualification:

National Academy of RUDSETI, Bengaluru

Body/bodies which will be responsible for assessment:

National Academy of RUDSETI, Bengaluru

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Occupation(s) to which the qualification gives access:

This qualification will enable the trainee to establish a Incense Sticks (Agarbatti) Manufacturing Unit as his / her own undertaking. The unit will be able to produce a variety of perfumed Incense Sticks and allied products. The manufacturing can be done in parts (for certain operations like only rolling) or in full (entire product with packing). The unit can be expanded by installing machinery and also by employing skilled workers specialized in various operations such as rolling, applying perfumes, packing to attend to the increasing demands for specific type of incense sticks usable for different occasions. Besides skills in the field of Agarbathi making, the qualification will give access to the trainee to:

1. Acquire and internalize the required Entrepreneurial Competencies (skill as well as attitude).
2. Knowledge and techniques for identifying the business opportunities, selection of an entrepreneurial activity, launching of the venture and skills for managing a Micro Enterprise.
3. Build confidence in one's own abilities

Proposed level of the qualification in the NSQF:

Level 3

Anticipated volume of training / learning required to complete the qualification:

80 hours

See Annexure III for curriculum document and Annexure IV for session plan

Entry requirements / recommendations:

Male or Female Candidates in the age group of 18 to 45 years having inclination for taking up manufacturing of variety of perfumed incense sticks as a self employment occupation.

Progression from the qualification:

This qualification will enable the trainees to become entrepreneur by setting up an incense sticks manufacturing unit. In due course they can expand the unit thereby providing employment to other skilled workers with specialization in specific works.

Planned arrangements for the Recognition of Prior learning (RPL):

Not applicable

International comparability where known:

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| Formal structure of the qualification | | | |
|---|------------------------|---------------------------------------|---------|
| Homemade Agarbathi Maker | Mandatory/ Optional | Estimated Size (learning hours) | Level |
| <p>Professional Knowledge</p> <p>A - Entrepreneurship</p> <ol style="list-style-type: none"> 1. Knowledge of self-confidence , attitude 2. Entrepreneurial competencies 3. Banking, insurance , financial accountancy and management 4. Legal aspects ,regulatory aspects of SMEs <p>B – Technical Knowledge</p> <ol style="list-style-type: none"> 5. Introduction to Incense Sticks manufacturing – Raw materials, different processes, machinery etc. 6. Knowledge about different forms of <i>Agarbattis</i> such as <i>Agarbatti</i> sticks, <i>Loban</i>, <i>Dhoops</i>, <i>Agarbatti</i> tubes. | Mandatory | 12 hours | Level 3 |
| | Mandatory | 28 hours | Level 3 |
| <p>Technical Skills</p> <ol style="list-style-type: none"> 7. Preparation of Powder (Mix) for Agarbatti making. 8. Selection of proper sticks and rolling of required thickness. 9. Ability to roll the scented masala dough onto sticks for obtaining required thickness. 10. Drying, Counting and Packing of finished goods. 11. Ability to take safety measures while working. | Mandatory | 48 hours | Level 4 |
| <p>Core Skills</p> <ol style="list-style-type: none"> 12. Business Opportunity Identification 13. Market Survey and Business Plan Development 14. Planning and Risk Assessment 15. Problem solving 16. Time management 17. Communication 18. Business Management skills | Mandatory | 12 hours | Level 4 |
| Admission & Examination | Mandatory | 4 hours | - |
| Total Duration of the Course | | 104 hours | |

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SECTION 1 - ASSESSMENT

Body/Bodies which will carry out assessment:

This qualification will be used by 585 RSETIs (list is furnished in Annexure IV) across the country which has been established in each district. These RSETIs are controlled by commercial banks (both Government owned and Private). NAR is a separate body and there is no linkage in management and control between the RSETIs offering the training and NAR which will conduct the assessment. The assessment of outcome of the qualification will be done by NAR which is an independent organization. It is run by professionals who are expert in rural entrepreneurship development. In NAR there will be a separate vertical similar to 'Controller of Examinations' in Universities, which will conduct the assessment through its empanelled assessors at the RSETI level. The empanelled assessors will be provided training by NAR.

How will RPL assessment be managed and who will carry out?

Not Applicable

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

Assessment tools for the Qualification are decided on the basis of composition of knowledge and skill in that particular Course. All assessments shall have at least two tools viz. 1. Practical test and 2. Written test and/or Viva.

1. Assessment process:

The assessment will be primarily carried out by collecting evidence of competence gained by the trainees by observing them at work, asking questions and initiating formative discussions to assess understanding and by evaluating their practical work. The question papers for the theory Examinations contain objective/descriptive type questions, drawings etc.

Minimum pass mark: Overall 50% of marks allotted

2. Testing and certifications for the course:

Arrangements will be made by NAR to ensure that the evidence on which assessment / judgments made are comparable for all trainees and that the judgments made does not vary from assessor to assessor. Arrangements relating to the conduct and monitoring process of assessment are as follows:

- Questions papers will be prepared by NAR in consultation with vocation experts in the field.
- Structured tests at the Institute level will be administered in the presence of the assessors.
- The tests will be supervised and monitored at every Centre
- Theory and practical Examinations will be carried out with invigilators/examiners with the

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overall supervision of the certified assessors.

- Examiners called for evaluation of practical will have technical expertise in the field

ASSESSMENT EVIDENCE

Assessment & Evaluation:

The trainees will be assessed through a structured test process. The test will comprise of both written, practical and viva voce. Standard question paper will be devised keeping in view the expected outcome of the training. The test will be administered by certified and empanelled assessors at RSETI level. The technical skill component will be tested through practical examination. Both of these tests will be followed by personal interview wherein the entrepreneurial competencies will be tested. The extent of internalization of the inputs given will be tested. The face-to-face interview will assess the overall ability of the trainee concerned to perform the defined job role including behavioral aspects of entrepreneurial competencies. On getting the results of these tests from the assessors at ground level, a senior expert in entrepreneurship at NAR, Bengaluru will review the marks and on his validation, system generated certificates will be issued to the successful candidates online.

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| Entrepreneurship Development Aspects | | | | |
|--|--|---------------------|-----------|-----------|
| Assessable Outcomes | Performance Criteria | Assessment Criteria | | |
| | | Total | Theory | Practical |
| 1. Candidate is clearly able to differentiate between Wage employment, Self-employment and Entrepreneurship | PC1 – Understanding the Context and Need for Rural Entrepreneurship Development, Role of RSETIs | 1 | 1 | 0 |
| | PC2 – Developing Self Confidence and Positive Attitude (Micro Lab & Tower Building) | 2 | 1 | 1 |
| 2. Understand, appreciate and develop the self-confidence for embarking on self-employment | PC3 – Comparative Advantages of Entrepreneurship and Self Employment over Wage Employment | 1 | 1 | 0 |
| | PC 4 - Understanding and internalizing entrepreneurial competencies | 5 | 2 | 3 |
| 3. Understand and internalize entrepreneurial competencies and know their importance for becoming a successful entrepreneur. | PC5 - Understanding the process of steps in Problem Solving | 2 | 1 | 1 |
| | PC6 – Time Management – Understanding of Basic Concepts and ability to manage time | 3 | 2 | 1 |
| | PC7 – Effective Communication Skills – Understanding of Basic Concepts and ability | 2 | 1 | 1 |
| 4. Trainee is able to appreciate need for continuous growth and expansion of an enterprise | PC8 – Ability to assess market conditions and identify appropriate business opportunities | 2 | 1 | 1 |
| | PC9 – Understanding of Banking & Insurance and how it can help a start up enterprise | 2 | 1 | 1 |
| 5. Trainee is able to analyze major trends in a given economic sector / sub-sector and identify Business Opportunities | PC10 – Ability to Prepare Business Plan based on data obtained from Market Survey | 10 | 6 | 4 |
| | PC 11 – Understanding licensing and regulatory aspects of launching an enterprise. | 2 | 1 | 1 |
| | PC12 – Ability to Maintain Books of Accounts and Develop Financial Statements for a Small Business | 5 | 3 | 2 |
| 6. Develop effective personal management skills like time management and communication skills. | PC13 – Understanding and ability for Inventory and Materials Management | 5 | 3 | 2 |
| | PC14 – Understanding and ability for Sales and Marketing | 5 | 3 | 2 |
| 7. Trainees are able to devise a simple marketing and sales strategies and plan for a small business | PC15 – Human Resource Management – Understanding of Concepts and ability to manage a team | 5 | 3 | 2 |
| | PC16 - Understanding of Basic Laws relating to MSMEs | 5 | 3 | 2 |
| 8. Trainees able to manage small team of workers required for managing a small business | PC17 – Growth and Strategic Planning - Understanding of Concepts | 3 | 3 | 0 |
| | Total EDP | 60 | 36 | 24 |

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| Assessable Outcomes | Performance Criteria | Assessment Criteria | | |
|---|--|---------------------|-----------|------------|
| | | Total | Theory | Practical |
| Professional Knowledge B. Technical Knowledge 1. Interest generated in learning the techniques of <i>Agarbatti</i> making for taking it up as self employment venture. 2. Knowledge of preparing <i>Agarbattis</i> manually as well as by using machines. 3. Knowledge of various techniques and requirements for manufacture of different type and quality <i>Agarbattis</i> . 4. Knowledge of various equipments connected to manufacture of different forms of <i>Agarbatti</i> | PC 1 – Interest to learn <i>Agarbatti</i> making process and the demand and scope for taking it up as Self Employment profession. | 5 | 5 | Nil |
| | PC 2 – Knows how to prepare <i>Agarbattis</i> by hand rolling | 10 | 10 | Nil |
| | PC 3 – Knows the various techniques such as hand rolling for producing the Incense sticks. | 10 | 10 | Nil |
| | PC 4 – Knows the various equipments and raw materials required for <i>Agarbatti</i> making (Quality and proportion). | 15 | 15 | Nil |
| | Total | 40 | 40 | Nil |
| Professional Skills 5. Preparation of Powder (Mix) for <i>Agarbatti</i> making. 6. Selection of proper sticks and rolling of required thickness. 7. Ability to roll the scented masala dough onto sticks for obtaining required thickness. 8. Drying, Counting and Packing of finished goods. 9. Ability to take safety measures while working. | PC 1 Take out the bamboo stick bundle of required length from the stock | 2 | Nil | 2 |
| | PC 2 Segregate the unusable bamboo stick from the bundle of sticks to reduce wastage of materials and improve productivity | 2 | Nil | 2 |
| | PC 3 Mark the required tip length for coloring as per instruction (if required) | 6 | Nil | 6 |
| | PC 4 Prepare the color solution | 10 | Nil | 10 |
| | PC 5 Dip the sorted stick bundle in color solution covering the required tip length | 6 | NIL | 6 |
| | PC 6 Dry the sorted and colored bamboo sticks and store appropriately | 4 | NIL | 4 |
| | PC 7 Identify different ingredients for <i>Agarbatti masala</i> | 6 | NIL | 6 |
| | PC 8 Check the ingredients and remove any unwanted materials | 4 | NIL | 4 |
| | PC 9 Calculate the approximate ratio in which the ingredients are to be mixed | 10 | NIL | 10 |
| | PC 10 Take out and mix different ingredients uniformly | 10 | NIL | 10 |

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|-----------------------------------|---|------------|------------|------------|
| | PC 11 Add appropriate amount of liquid (water or oil) to justify the optimum level of viscosity of the <i>masala</i> dough | 10 | NIL | 10 |
| | PC 12 Mix the liquid with ingredients thoroughly by hand to prepare the dough | 10 | NIL | 10 |
| | PC 13 Check and justify that the <i>masala</i> dough is uniformly mixed with right level of viscosity | 10 | NIL | 10 |
| | PC 14 Proper storage/ covering of the <i>masala</i> dough to avoid drying | 2 | NIL | 2 |
| | PC 15 Minimize and dispose the waste materials in the approved manner | 2 | NIL | 2 |
| | PC 16 Take safety precautions while mixing the masala ingredients | 4 | NIL | 4 |
| | PC 17 Leave work area safe and secure when work is complete | 2 | NIL | 2 |
| | TOTAL | 100 | NIL | 100 |
| Grand total | | 200 | 76 | 124 |
| Pass: Overall 50% of marks | | | | |

QUALIFICATION FILE TEMPLATE

SECTION 2 - EVIDENCE OF LEVEL

Option B: Key Requirements of the Job Role

| Title of the Qualification: NARQ30004 – PRODUCT – Homemade Agarbathi Maker | | | | |
|--|--|--|--|--|
| NSQF LEVEL - 3 | | | | |
| Process Required | Professional Knowledge | Professional Skills | Core Skills | Responsibility |
| Persons may carry out a job which may require limited range of activities routine and predictable | Basic facts, process and principle applied in trade of employment | Recall and demonstrate practical skill, routine and repetitive in narrow range of application. | Communication written and oral, with minimum required clarity, skill of basic arithmetic and algebraic principles, personal banking, basic understanding of social and natural environment | Under close supervision, some responsibility for own work within defined limit. |
| <i>Agarbatti</i> Making involves low level of technology limited range of activities like mixing, rolling, drying and packing which can be duly predicted. | Knowledge level required is of basic nature as mixing of raw materials in required proportion is to be done. | The skill required here is mainly acquired by practice and once perfection is achieved, it will be repetitive in nature. | Enterprise launching and business management skills to a limited scale. This can be imparted through training as it involves simple machinery and moderate capital investment. | Since this training leads to entrepreneurial outcome responsibility for own work and learning is to be present and demonstrated. |

What evidence is there that the qualification is needed?

Entrepreneurship has been embedded in the Indian genius and is a part of its tradition. India traditionally has been an entrepreneurial society. Traditionally, the entrepreneurship of many communities has been facilitated principally by the successful use of informal 'entrepreneurial ecosystems' and interdependent business networks. Further, there is also a rich tradition within the Indian Diaspora, spanning the past several hundred years, whose spirit of enterprise is legion.

Entrepreneurship in India occurs in 'far more encompassing and far reaching ways than in developed countries', and could therefore be far more complex, for there is so much more that needs to be done. Commentators today celebrate the ubiquitous Indian attitude of '*Jugaad*' (a Hindi word roughly translated as 'creative improvisation) tool to somehow find a solution based on a refusal to accept defeat, and calling on initiative, quick thinking, cunning and resolve to quickly fulfill market demands at the lowest possible prices) as an entrepreneurial trait that has been as much a part of everyday Indian living as its rich tradition of philosophy and speculation.

The development and impact of entrepreneurship in India has intensified in recent times, particularly with the rise in knowledge-intensive services. New entrepreneurs who do not belong to traditional business communities have begun to emerge in large numbers. Entrepreneurship has grown rapidly, visibly so, creating wealth and generating employment, especially in the past twenty years. Crucial efforts initiated after economic liberalization – including systematic attempts to reduce the 'license raj', greater efforts to make finance more easily accessible to entrepreneurs and other institutional support to 'techno-preneurs' – have helped improve the climate for Entrepreneurship.

Thus, the opportunities created by today's global knowledge economy coupled with the 'unshackling of indigenous enterprise', have continued to making India a 'fertile ground' for Entrepreneurship. Recent surveys, such as those undertaken by Goldman Sachs and Pricewaterhouse Coopers, have estimated that India has the potential to be among the world's leading economies by 2050. Further India's economy can potentially gain significantly from the country's characteristic features – a democratic open society, a strong technology base (with capacity for leapfrogging), unparalleled diversity, vibrant capital markets (including growing private equity and venture capital markets), an increasingly youthful population (50% of India is 25 years and younger), a sizeable market of a large number of customer with vast unmet needs as well as an environment of full and free competition in the private sector.

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In order to give impetus to this growing demand of first generation entrepreneurs to gain formal training in entrepreneurship knowledge and skills RSETIs have been established by various Banks. Ministry of Rural Development gives part funding of the training. The RSETIs have been established on the RUDSETI models which have been proved very effective in eradicating the problems of unemployed youth. The trainings by these Institutes are unique in the sense they are demand based. The Institutes have got the experience of conducting these Programmes over the years.

Agarbatti making business can be started on small scale or large scale basis. Agarbatti is considered as household goods having a great market potential. The burning of Agarbatti or incense in religious and social functions has been practiced in India since early times. Agarbatti an aromatic powder or paste is burnt in Indian homes as a fragrant fumigant and is reputed to possess insecticidal and antiseptic properties. The burning time of an Agarbatti varies from 15 minutes to 3 hours according to quality and size.

Agarbattis are used by all communities in India, Sri Lanka, and Myanmar and by Indians residing abroad. As on today about 90 foreign countries are using Agarbattis. The demand of Incense Stick is found all throughout the year and it increases on festive seasons. Agarbatti Industry is one of the labour intensive cottage types of traditional industries in India and Karnataka State leads in this industry, the main centres of manufacture being Mysore and Bangalore. Moreover, it is an export-oriented industry also. In fact, this is one the items considered for boosting exports. Owing to the low level of technology involved in this industry, Agarbatti making business can be initiated with simple machinery and moderate capital investment.

In order to identify the potential programmes as per the needs of the unemployed youth, a Committee of General Managers of top 5 RSETI sponsoring Banks has been constituted. The General Managers of State Bank of India, Punjab National Bank, Bank of Baroda, Central Bank of India and Bank of India are the members of this Committee. In addition, Executive Director, RUDSETI, National Director for RSETIs and Director General, National Academy of RUDSETI who got rich field experience also joined this Committee. The above Committee met at Mumbai on 7th November 2016. After thorough discussions and based on the past experience the Committee short listed potential /need based courses for training rural unemployed youth in the RSETIs. The training on 'Homemade Agarbatti Maker' is one such shortlisted need based training.

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

Presently there are 585+ Rural Self Employment Training Institutes (RSETIs) across the country sponsored by various Banks. National Academy of RUDSETI is the anchoring Institution which designs and approves the training programmes being conducted by these RSETIs. The Training Modules are demand driven and are vetted by National Academy of RUDSETI, having experience of running similar programmes by the RUDSETIs since over three decades. Manufacturing of Agarbatti / Incense sticks is one of the most popular need based training programmes conducted by these Institutes. These programmes are having very good settlement rate. This programmes more suited for enterprising women candidates.

Candidates trained in this activity have successfully established their units by availing credit facilities or investing own funds. The RSETI MIS is enabled to record the settlement of candidates by capturing of action photos, pass book entries, loan sanction letter copy etc. which is available for verification. The number of trainees under this qualification during the past three years is as under:

| FY | No. of Training Programmes | Number of Candidates |
|-----------|-----------------------------------|-----------------------------|
| 2013-14 | 190 | 5769 |
| 2014-15 | 155 | 4781 |
| 2015-16 | 138 | 4349 |

So far 39926 candidates have been trained in RSETIs in this Qualification. Cumulative settlement rate for the above training is 63% and observing the above trend, the candidates trained under the above qualification file, the number of candidates to be trained in the next 3 years is estimated at more than 15,000.

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

Similar course leading to holistic understanding of the area of Manufacturing of Agarbatti in small scale as a Self Employment venture and leading to entrepreneurial outcome particularly for Rural youths particularly women, is currently not offered by NCVT or Sector Skills Councils. Hence, the training imparted in this programme is unique and the Qualification does not get duplicated.

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

National Academy of RUDSETI has put in place a robust MIS for RSETIs. Comprehensive data (Course wise/Bank Wise/State Wise) for all RSETIs is maintained by NAR in the said MIS. Entry level data include the photograph of the candidate other basic details. Course modules are made available in the MIS and the website of NAR. Training logs and Post Programme Reports with action photographs of the training are also made available in the MIS. Details of Settlement and credit linkages are uploaded in the MIS with action photos and documentary proofs. The State Directors of RSETIs are also visiting the RSETIs every quarter for reviewing the quality of training / settlement. Officials from the controlling offices of the Banks and NAR are also making periodic visits to the RSETIs for reviewing the activities. MIS reports are used for viewing the settlement of the trained candidates, their level of income and employment generation by them. Feedback obtained from the trained candidates, RSETI sponsoring bank and other stake holders are used to review/update the course.

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?

The candidates who are trained in Agarbatti Making / Incense stick making may attend Skill up gradation Programme for the subject qualification file where in specialized inputs are given for enabling the candidates for technology up-gradation. The Candidates are also eligible for attending the growth Programmes in RSETIs which will help them draw a growth plan for their business and go in for expansion and diversification in the related field of activity such as manufacture of Loban, Dhoops, Camphor etc.