



QUALIFICATION FILE – PM Vishwakarma

Assistant Hair Dresser

NCrF/NSQF Level: **NSQF Level 2.5**

Submitted By:

Beauty & Wellness Sector Skill Council

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Section 1: Basic Details

1.	PM Vishwakarma -Qualification Name	Assistant Hair Dresser			
2.	Sector	Beauty & Wellness Sector Skill Council			
3.	Related Qualification Available on NQR (wherever applicable)	Name: Assistant Hair Dresser	NQR Code & version: NG-2.5- BW-00741-2023-V1- BWSSC Version: 1.0		
4.	National Qualification Register (NQR) Code & Version (Will be issued after NSQC approval.)	NQR Code: NG-2.5- BW-00741- 2023-V1- BWSSC Version of qualification: 1.0	5. NCrF/NSQF Level: 2.5		
6.	Brief Description of the Job Role	An assistant hairdresser, plays a supportive role in general salon tasks which includes client assistance, shampooing and conditioning, basic haircut and blow drying of the client's hair.			
7.	Eligibility Criteria for Entry for a Student/Trainee/Learner/Employee	<p>a. Entry Qualification & Relevant Experience:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px; text-align: center;">Academic/Skill Qualification (with Specialization - if applicable)</td> </tr> <tr> <td style="padding: 5px; text-align: center;">Existing Vishwakarmas duly verified as per the Scheme</td> </tr> </table> <p>b. Age <Please specify age only in case of any legal restrictions></p>		Academic/Skill Qualification (with Specialization - if applicable)	Existing Vishwakarmas duly verified as per the Scheme
Academic/Skill Qualification (with Specialization - if applicable)					
Existing Vishwakarmas duly verified as per the Scheme					
8.	Credits Assigned to this Qualification, Subject to Assessment (as per National Credit Framework (NCrF))	1.5	9. Common Cost Norm Category (I/II/III): II		
10.	Any Licensing Requirements for Undertaking Training on This Qualification (wherever applicable)	NA			

11. Training Duration by Modes of Training Delivery (as per requirement of the qualification)	<table border="1" data-bbox="1028 250 1938 473"> <thead> <tr> <th data-bbox="1028 250 1551 314">Modules</th><th data-bbox="1551 250 1938 314">Notional Hours (hh:mm)</th></tr> </thead> <tbody> <tr> <td data-bbox="1028 314 1551 362">Upskilling on Modern Toolkit</td><td data-bbox="1551 314 1938 362">15:00 hours</td></tr> <tr> <td data-bbox="1028 362 1551 409">Employability and Entrepreneurial skills</td><td data-bbox="1551 362 1938 409">23:30 Hours</td></tr> <tr> <td data-bbox="1028 409 1551 457">Feedback and Interactive session</td><td data-bbox="1551 409 1938 457">01:30 Hours</td></tr> <tr> <td data-bbox="1028 457 1551 481">Total</td><td data-bbox="1551 457 1938 481">40:00 Hours</td></tr> </tbody> </table>		Modules	Notional Hours (hh:mm)	Upskilling on Modern Toolkit	15:00 hours	Employability and Entrepreneurial skills	23:30 Hours	Feedback and Interactive session	01:30 Hours	Total	40:00 Hours
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Total	40:00 Hours											
12. Is the Qualification Amenable to Persons with Disability	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes", specify applicable type of Disability: applicable to only locomotive disability.											
13. Name and Contact Details Submitting / Awarding Body SPOC (In case of CS or MS, provide details of both Lead AB & Supporting ABs)	Name: Ms. Monica Behl Email: ceo@bwssc.in Contact No.: 011 – 40342940 Website: www.bwssc.in											
14. Final Approval Date by NSQC: 29th September 2023	15. Validity Duration: Co-terminus with the PM Vishwakarma Scheme subject to midway changes in the qualification	16. Next Review Date: 29 th September 2026										

Section 2: Tools and Equipment Details

List of Tools and Equipment

Batch Size: 20- 30

Batch Size:

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size	Tool Image/ Image URL
1	Electronic clipper	<p>Super slim and light weight for mobility 0.4 mm cutting length. 4 Guide combs (2.5 mm to 11 mm) Lithium-ion battery 75 min run time / 60 min charge.</p> <p>Power source type: battery powered, material type: stainless steel, 1-year warranty. Reputed standard make and design</p>	1	
2	Hi-Frequency machine	<p>High frequency electric machine with standard accessories, etc. which helps wound to heal fast and to restrain pores and be very multi-functional like helps hair growth and cure alopecia, etc.</p> <p>Reputed standard make and design</p>	1	
3	Hair Straightener cum Iron	<p>Dual Ceramic Heaters for immediate heat up and rapid heat recovery.</p> <p>One hour Auto Shut Off function.</p>	1	

		<p>Tourmaline ceramic plates emit gentle, far-infrared heat to eliminate frizz.</p> <p>LED display with adjustable temperature range from 150 °C to 230 °C.</p> <p>Auto adjustable floating plates to provide for easy glide styling with no gaps.</p> <p>1 year warranty</p>		
4	Heavy duty Hair Dryer	<p>4 heat and 2 speed combination plus cool shot for choice superior mute.</p> <p>Includes 2 air flow nozzles aesthetic ergonomic design equipped with overheating protection device.</p> <p>The minimum length of cord should be 2.8M.</p> <p>2200 watts</p> <p>1 year warranty</p>	1	
5	<p>Long edge cutting scissors</p> <p>Thinning scissors</p>	<p>2 pcs of hair cutting Scissors one with straight blades and one with textured blades.</p> <p>Lightweight, High quality stainless steel, durable plastic.</p> <p>Smooth, sharp, and durable.</p> <p>Balanced weight and ergonomic design.</p> <p>Refined and lightweight, reducing wrist, elbow, and hand tension.</p>	1	

6	Comb set	Plastic with carbon fibre finish with standard number of combs. Reputed standard make Material: Plastic with carbon fibre finish	1	
7	Vent Brush, Round Brush Dusting Brush	Sleek and lightweight body with super flexible bristles help in a pain-free detangle. Ball Tipped bristles should be gentle on scalp & massage it for improved blood circulation and improved hair health.	1	
8	Apron	Apron made of Waterproof fabric-PU	1	
9	Disposable Bags	Garbage Bags made of Compostable plastic, Minimum 35 Micron. Disposable black plastic bags with standard size Storage capacity: Min 2 Kgs. Packing Weight: 1 Kg	1	

10	Cutting & Coloring Sheet	Apron made of Waterproof fabric-PU.	1	
11	Section clips (Set of 6)	Plastic and metal section clips (set of 6 nos.)	1	
12	Disposable gloves	Latex & Nitrile disposable hand gloves (6 pairs)	1	

Classroom Aids

The aids required to conduct sessions in the classroom are:

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

Section 3: Performance Criteria & Assessment Criteria

Scope:

The scope covers the following:

1. Overview of PM Vishwakarma Scheme:

- Introduction to PM Vishwakarma scheme
- Benefits under PM Vishwakarma Scheme
- Processes and Procedures

2. Upskilling on working with the listed modern Tool- kit for Fishing Net Maker to perform operations using modern tools:

- Skill Upgradation to modern tools

3. Digital Literacy:

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

4. Financial Literacy:

- Importance of being financially literate
- Process of opening and operating a bank account
- Applying and managing loans
- Using Digital Tools for receipts and payments
- Selecting savings and insurance products
- Preparing and Maintaining Bahi- Khata (Book-keeping)

- Awareness and prevention of financial frauds
- Filing complaints on business related issues with appropriate authority

Marketing and Branding

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

Self-Employment

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

Performance Criteria & Assessment Criteria

S. No.	Performance Criteria	Assessment Criteria				
		Theory Marks	Practical Marks	Project Marks	Viva Marks	
Overview of PM Vishwakarma Scheme					20	
Introduction to PM Vishwakarma scheme					5	
PC 1.	Hon'ble Prime Minister's vision for artisans and craftspeople, who work with their hands and tools, are usually self-employed and are generally considered to be a part of the informal or unorganized sector of the economy					
PC 2.	Understanding of the scheme objective - to improve the quality and reach to ensure that the Vishwakarmas are integrated with the domestic and global value chains					
PC 3.	Explain the scheme components: <ul style="list-style-type: none"> ○ Recognition: PM Vishwakarma Certificate and ID Card ○ Skill Upgradation ○ Toolkit Incentive ○ Credit Support ○ Incentive for Digital Transactions ○ Marketing Support 					
PC 4.	List the 18 trades covered under the scheme					
Benefits under PM Vishwakarma Scheme					10	
PC 5.	Importance of the PM Vishwakarma Certificate and ID Card, emphasizing their role in giving artisans a unique identity and validating their skills and legacy					
PC 6.	Highlight the core aim of Basic Training to enable the Vishwakarmas to improve their skill levels through exposure to modern tools and best practices, designs, introduction to the larger value chain of the sector; digital, financial, and soft skills; and imbued with marketing and entrepreneurial knowledge					

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 7.	Discuss the importance of digital and financial literacy in today's era and how these open new avenues				
PC 8.	Offer insights into the various ways the 1 lakh loan can be utilized for buying advanced tools, attending specialized workshops, or setting up a small workspace				
PC 9.	Highlight the core aim of Advanced Training: discuss the transition from an artisan to an entrepreneur, hands-on training on advanced tools				
PC 10.	Discuss the option for availing 2 lakh loan and the potential areas of its investment				
PC 11.	Discuss the importance of self-assessment: to check their achievements against the identified goals and upskill to stay updated in one's craft and business				
PC 12.	Understand the credit and market support provided under the scheme				
Processes and Procedures					5
PC 13.	Discuss the complete application procedure, including where and how to apply				
PC 14.	Explain how the scheme will reach out to them for various skill-enhancing opportunities.				
PC 15.	Elaborate on market support				
PC 16.	The Scheme envisages to incentivize digital transactions undertaken importance of digital transactions and the incentives they would receive for adopting this modern method				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 17.	List other Government schemes which may cater to their various requirements				
PC 18.	Facilitate linking the beneficiaries with the suitable exporters and traders operating under this sector				

Up skilling of “Vishwakarmas” on utilization of Tool-Kits and up gradation to power tools

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
	<i>Carryout shampooing and conditioning</i>	10	15		
PC 1.	carry out the procedure using methods that minimize risk of cross infection				
PC 2.	apply shampoo using rotary massage technique				
PC 3.	carry out and adapt massage techniques to suit the client needs and to perform the service plan				
PC 4.	check the water temperature and flow to meet the needs of the service procedure and client comfort				
PC 5.	leave the hair clean and free of products, dirt, and grease after the shampoo				
PC 6.	perform and follow an accurate shampoo and conditioning service ensuring the client is comfortable throughout the process				
PC 7.	complete the shampooing and conditioning process with suitable towel wrap procedure to remove excess remaining water and reposition the client comfortably for completion of service				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 8.	detangle hair without causing damage to hair or scalp using a tooth comb				
PC 9.	check the clients comfort and wellbeing throughout the service and adapt procedures to ensure the same, reassure the client with necessary information and positive comments as required				
PC 10.	perform and adapt the service procedure using materials, equipment and techniques correctly and safely to meet the needs of the client				
PC 11.	promptly refer problems that cannot be solved to the relevant superior for action				
PC 12.	complete the service procedure to the satisfaction of the client in a commercially or professionally acceptable time as per organisational standards and client needs				
PC 13.	ensure the work area is kept clean and tidy during the service				
PC 14.	dispose waste materials as per organizational standards in a safe and hygienic manner				
PC 15.	record the service details accurately as per salon policy and procedures				
PC 16.	store information securely in line with the salons policies and procedures				
PC 17.	provide correct, specific after-procedure, homecare advice, recommendations for product use and further services to the client, as per manufacturer instructions and salon standards				
PC 18.	ask questions to check with the client their satisfaction with the finished result				
PC 19.	thank customer for feedback post-service, where customer is not satisfied with service take actions to resolve matter to customer satisfaction or apologies for the same and refer to supervisor				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 20.	minimize the wastage of products by using products economically, by storing products and chemicals as per manufacturer's instructions <i>perform basic hair cut</i>	10	35		
PC 21.	ensure the health and safety standards and processes laid out by manufacturer and the salon are followed to perform the operation and secure self, workplace, co-workers and clients				
PC 22.	use suitable consultation techniques to identify the clients wishes for the desired look before cutting the hair including with guardians/parents for minors Consultation techniques: eg. ask questions, catalogue of styles, chart or image referencing, etc.				
PC 23.	ensure a guardian/parent is present for minors under age 14				
PC 24.	identify contra-indications that may restrict or limit provision of services				
PC 25.	use tools and products that are safe and fit for purpose				
PC 26.	explore the variety of looks with the client using relevant visual aids to identify client preference and selection				
PC 27.	identify and advise the customer on any factors which may limit, prevent or affect their choice of look				
PC 28.	confirm with the client the look agreed before commencing				
PC 29.	prepare the clients hair prior to cutting in straight cut, V or U				
PC 30.	establish and follow suitable hair cutting guidelines provided in organizational standards, training or manuals				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 31.	consult with the client during the cutting service to confirm accurate progress towards the desired look				
PC 32.	perform the basic one length hair cut to achieve the desired look				
PC 33.	cut using various techniques: Techniques: Scissors over comb, clipper over comb, freehand, thinning				
PC 34.	create suitable neckline shapes as per client preference Shapes: Tapered, round, square				
PC 35.	create suitable neckline shapes as per client preference Shapes: Tapered, round, square				
PC 36.	ensure the work area is kept clean and tidy during the service				
PC 37.	get confirmation from the client on the accuracy of the finished look in relation to clients expectation				
PC 38.	provide advice and recommendations accurately and constructively for hair care post cutting				
PC 39.	provide the client suitable advice on the maintenance of their look				
<i>basic blow dry</i>		10	20		
PC 40.	prepare and maintain work area as per requirement				
PC 41.	confirm blow drying requirements and any special instructions with the client				
PC 42.	apply hair products, if required, following the stylist's instructions. Products: Hair spray, cream, mousse, gel, etc.				
PC 43.	use techniques and carry out checks to minimize the risk of damage to the hair and client discomfort. Techniques and checks: Setting of dryer, direction of blow drying, duration and movements, moisturizing hair prior to drying, not drying out fully, shampooing hair prior, drying with wet towel first, applying products, blowing cool air to end, etc				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 44.	blow dry using sections of hair that are convenient and efficient and as per styling tool size				
PC 45.	check regularly whether client is comfortable during the drying process, if not, work to increase comfort levels				
PC 46.	maintain even tension throughout the blow drying process				
PC 47.	check temperature of the styling equipment to ensure it is in comfortable and approved range				
PC 48.	use back combing and back brushing techniques to achieve desired look				
PC 49.	use tools and equipment effectively to achieve the required result. Tools: Blow dryer, comb, etc.				
PC 50.	use finger drying to shape hair, achieve volume, balance, direction and desired look				
PC 51.	use flat brush/paddle brush to straighten hair				
PC 52.	use thermal/rollers for hair setting with curls. Rollers: Heated rollers, Rollers with pin				
Total Marks		30	70		
Digital Literacy		30	70		
Basics of using mobile phones (Feature phones and Smart Phones)		10	20		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 1.	Identify and name basic parts of a smart phone and feature phone				
PC 2.	Switch on and off the phone along with inserting sim card, charging the phone				
PC 3.	Configure phone settings such as setting passwords, saving and transferring contacts, adjusting display, volume, mobile data, hotspot, back up etc.				
PC 4.	Transfer data from one mobile to another, recharge phones				
PC 5.	Use camera features like photos and video recording and other features like dictation and voice recording				
PC 6.	Use of one phone number especially for government schemes, banking, Aadhar etc				
Using Basic Internet and mobile applications		10	30		
PC 7.	Installing and configure applications such as whatsapp, gmail, google maps, paytm and other social media applications such as facebook and you tube				
PC 8.	Using WhatsApp effectively				
PC 9.	Creating a gmail account				
PC 10.	Geo-tag your location your workshop/office location, shop				
PC 11.	Setting up of account, and Upload and share content on social media like Facebook, You tube, Instagram, etc				
PC 12.	Use platforms for skilling and learning, including government portals				
PC 13.	Basics of Online Shopping and using digital payment modes such as Paytm, credit card etc				
Privacy and security related to Internet and Mobile Phone		10	20		
PC 21.	Identify and save oneself from cyber frauds				
PC 22.	Use social media appropriately and ethically				
PC 23.	Safeguard mobile phones and data by using passwords, not clicking on suspicious links and sharing data securely				
Financial Literacy		0	0	0	50

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
	Importance of being financially literate				5
PC 1.	Understand simple financial terms such as payments, receipts, income, expenses, etc.				
PC 2.	Know about business related financial transactions for taking decisions				
wsPC 3.	Setting short term, medium term, and long-term financial goals				
PC 4.	Understand the importance of savings and expenses				
Process of opening and operating a bank account					10
PC 5.	Difference between savings and current account				
PC 6.	Process of opening a bank account				
PC 7.	Know-about required KYC documents like Aadhaar, PAN, GST, MSME certificate etc.				
PC 8.	Operate and manage bank accounts				
Applying and managing loans					10
PC 9.	Understanding of secured and unsecured loans				
PC 10.	Process of applying for loans.				
PC 11.	Understanding the repayment schedule of the loan based on the interest rate and duration				
PC 12.	Impact of delayed payment of loan instalment				
Using Digital Tools for Receipts and Payments					10
PC 13.	Using UPI for digitally receiving and making payments				
PC 14.	Using QR Codes for digitally receiving and making payments				
PC 15.	Use internet and mobile banking for fund transfer and payment				
PC 16.	Perform transactions using ATM cum debit cards and credit cards, Rupay Card, etc.				
Selecting savings and insurance products					5
PC 17.	Explain different saving products				
PC 18.	Select appropriate saving products				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 19.	Explain different types of insurance plans and products				
	Preparing and Maintaining Bahi- Khata (Book-keeping)				5
PC 20.	Creating accounts for Bahi- Khata (Book-keeping)				
PC 21.	Maintain Bahi-Khata				
PC 22.	Prepare income statement				
	Awareness and prevention of financial frauds				3
PC 23.	Identify potential fraudulent transactions.				
PC 24.	Apply preventive measures to avoid financial frauds.				
	Filing complaints on business related issues with appropriate authority				2
PC 25.	Reporting of fraud to the appropriate authority				
Marketing and Branding		0	30	0	20
	Introduction to Marketing and Branding		15		5
PC 1.	Give accurate meaning for branding, marketing, and sales				
PC 2.	Provide the reason for obtaining quality certifications like ISI mark, Agmark, and Hallmark				
PC 3.	Create photographs and videos that effectively represent the overall brand identity				
PC 4.	Use social media platforms effectively for marketing of products and services				
PC 5.	Select preferred social media, online or traditional marketing platforms/ channel as per the needs of the customer				
PC 6	Include geotagged videos and pictures appropriately to enhance the advertisement's effectiveness				
PC 7	Design and develop printed marketing materials (pamphlets, brochures, banners) that are visually appealing and informative				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 8	Plan and implement promotional offers and campaigns customized to local festive seasons and special occasions				
	Building Customers Relations		5		5
PC 9.	Maintain a well-groomed and presentable appearance and behavior				
PC 10.	Engage effectively with customers to gather information about their specific needs				
PC 11.	Identify and confirm customers' expectations				
PC 12.	Recognize the value of customer feedback in improving products and services				
PC 13.	Gather feedback from customers that will help in improving customer service				
PC 14.	Develop long term relationship with customers to increase business profitability				
PC 15.	Evaluate the effectiveness of incentive plans, deals, offers etc. in retaining and engaging customers				
	Physical and Digital Marketplaces		10		5
PC 16.	Conduct market research to identify marketplaces relevant to the products and services				
PC 17.	Define the terms Physical and Digital marketplace				
PC 18.	Give the benefits of setting up shops, and stalls in events like melas, exhibitions, trade shows, etc.				
PC 19.	Demonstrate the process of registering and listing the products or services on the digital marketplaces				
PC 20.	Use of social media platforms effectively for the sale of goods and services				
	Success stories of doing business collectively				5
PC 21	Identify the benefits of collectively doing Business				
PC 22.	Apply the best practices of the organizations like "Amul", "Lijjat", "Javed Habib" etc. for coming together to produce a product or service and help people get out of poverty				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 23.	Give an overview on these success stories that has helped these companies succeed, grow, and remain in business				
Self-Employment		30	70	0	0
Introduction to Self-Employment		5	5		
PC 1.	Explain the meaning of self-employment and its benefits				
PC 2.	Identify and categorize various types of self-employments				
Making a plan for small business		10	20		
PC 3.	Create a plan for a small business with defined goals, customers, costs, competitors, resource utilization etc.				
PC 4.	Develop a cost sheet planning the utilization of INR 1 Lakh loan amount to start their business and the roadmap ahead.				
PC 5.	Summarize the legal pre-requisites set by the local authority for starting and operating a small business.				
Managing and expanding business		10	30		
PC 6.	Manage effectively and efficiently various resources such as money, labour, raw materials, tools and machinery, etc. using the loan fund and mitigate risks.				
PC 7.	Develop ways to increase sales, maintain quality of products and services and healthy customer relations.				
Knowing Government schemes and using ecommerce platforms		5	15		
PC 8	Identify various relevant Government schemes for small businesses and self-employed individuals and explain their terms and conditions.				
PC 9.	List various e-commerce platforms such as on ONDC, Amazon, Flipkart, India Mart, Urban Clap, Yes Madam, etc. and register as vendor on the same.				
Grand Total Marks		90	240	0	90

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

Section 4: Trainers & Assessors

1.	Trainer's Qualification and experience in the relevant sector (in years)	<p>Domain Trainer: (Preference – Trainers from Industry/cluster/ working professionals who know operations of the required tools/ Certified trainers in relevant trades)</p> <p>12th grade pass with 2 years' experience in the relevant sector and 1 year of teaching experience</p> <p>Life Skills Trainer: (Preference – Domain trainers may be onboarded on Life Skills to be certified Vishwakarma Trainer / Certified Life Skills trainer for Vishwakarma qualification)</p> <p>12th grade pass with 2 years' experience in the relevant sector and 1 year of teaching experience</p>
2.	Assessor's Qualification and experience in relevant sector (in years)	<p>(Preference – Vishwakarma Trainer in relevant trades will be onboarded on assessments for becoming Certified Assessors / Certified Assessors in relevant trade. Certified assessor will also take the Life Skills Module assessment.)</p> <p>Graduate with 3 years of experience in the relevant sector</p>

Annexure: Assessment Strategy

<Specify the assessment strategy to assess the trainee's proficiency in operating the tools.>

This section includes the processes involved in identifying, gathering, and interpreting information to evaluate the Candidate on the required competencies of the program.

1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SIP or email
- Assessment agencies send the assessment confirmation to VTP/TC looping SSC
- Assessment agency deploys the ToA certified Assessor for executing the assessment
- SSC monitors the assessment process & records

2. Testing Environment:

- Check the Assessment location, date and time
- If the batch size is more than 30, then there should be 2 Assessors.
- Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.
-

3. Assessment Quality Assurance levels/Framework:

- Question bank is created by the Subject Matter Experts (SME) are verified by the other SME
- Questions are mapped to the specified assessment criteria
- Assessor must be ToA certified & trainer must be ToT Certified
-

4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Centre photographs with signboards and scheme specific branding
-

5. Method of verification or validation:

- Surprise visit to the assessment location
- ...

6. Method for assessment documentation, archiving, and access

- Hard copies of the documents are stored ...>

Annexure: Acronym and Glossary

Acronym

Acronym	Description
AA	Assessment Agency
AB	Awarding Body
NCrF	National Credit Framework
NOS	National Occupational Standard(s)
NQR	National Qualification Register
NSQF	National Skills Qualifications Framework

Glossary

Term	Description
National Occupational Standards (NOS)	NOS define the measurable performance outcomes required from an individual engaged in a particular task. They list down what an individual performing that task should know and also do.
Qualification	A formal outcome of an assessment and validation process which is obtained when a competent body determines that an individual has achieved learning outcomes to given standards
Qualification File	A Qualification File is a template designed to capture necessary information of a Qualification from the perspective of NSQF compliance. The Qualification File will be normally submitted by the awarding body for the qualification.
Sector	A grouping of professional activities on the basis of their main economic function, product, service or technology.

Annexure: Marketing and Branding

Exercises for the Participants

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

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

4.1 Creating Value Table

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

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

Benefits	Returns	-	Costs	Risks
- Functional	- Rent		- Monetary (Acquisition; Possession; Usage)	- Financial
- Emotional (bonding)	- Income			- Time
- Social (Recognition)			- Time & Energy	- Psychological

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

4.1 Barber Services

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

Benefits	Returns	Costs	Risks
- Right haircut that suits your face and body type.	- The style would get you constant praise and likes.	- Charges are reasonable and change only for customised requirements.	- Social rejection can be avoided.
- Once you take my service you will certainly come back.	- Other grooming services will improve your relations.	- Enough time will be given each customer.	- Time and energy saved.
- People will praise you for the hair style.		- Advance appointment possible.	

<ul style="list-style-type: none">- I can cut all styles and also provide massage and beauty services.		<ul style="list-style-type: none">- Need not look for too many other shops as my shop is the best.- There won't be errors in haircut or grooming.
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