



QUALIFICATION FILE – PM Vishwakarma

Potter (Kumhar)

NCrF/NSQF Level: NSQF Level 2.5

Submitted By:

Handicrafts and Carpet Sector Skill Council-HCSSC

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Section 1: Basic Details

1. PM Vishwakarma -Qualification Name	Potter (Kumhar) Including Traditional Ceramics and Terracotta Product Maker			
2. Sector	Handicrafts and Carpet Sector Skill Council			
3. Related Qualification Available on NQR (wherever applicable)	Name: Ceramic Preparation Artisan	NQR Code & version: NA and Version: 1.0		
4. National Qualification Register (NQR) Code & Version (Will be issued after NSQC approval.)	NG-2.5-HC-00756-2023-V1-HCSSC	5. NCrF/NSQF Level: 2.5		
6. Brief Description of the Job Role	Traditional ceramics and terracotta product makers are skilled artisans who craft a diverse array of objects using clay as their primary medium. Employing age-old techniques, they shape, Mold, and sculpt the clay, infusing it with cultural and artistic significance. From intricately glazed pottery and ornate tiles to rustic terracotta planters and figurines, these craftsmen play a vital role in preserving heritage while producing functional and aesthetically pleasing pieces that adorn both everyday life and special occasions.			
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>Age: NA</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): I		
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="1017 250 1942 473"> <thead> <tr> <th>Modules</th><th>Notional Hours (hh:mm)</th></tr> </thead> <tbody> <tr> <td>Upskilling on Modern Toolkit</td><td>15:00 hours</td></tr> <tr> <td>Employability and Entrepreneurial skills</td><td>23:30 Hours</td></tr> <tr> <td>Feedback and Interactive session</td><td>01:30 Hours</td></tr> <tr> <td>Total</td><td>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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12. Is the Qualification Amenable to Persons with Disability	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If "Yes", specify applicable type of Disability: SHI, LD											
13. Name and Contact Details Submitting / Awarding Body SPOC <i>(In case of CS or MS, provide details of both Lead AB & Supporting ABs)</i>	Mr. Krishan Kumar Email: ceo@hcssc.in Contact No.: 011-26139834 Website: www.hcssc.in											
14. Final Approval Date by NSQC: 14th September 2023	15. Validity Duration: Co-terminus with the PM Vishwakarma Scheme subject to midway changes in the qualification	16. Next Review Date:										

Section 2: Tools and Equipment Details

List of Tools and Equipment

Batch Size: 30

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size	Tool Image/ Image URL
1	DUO Electric Potter Wheel	Upgrading the pottery making from manual to Electric machine which is time and energy saving, more precise and easy to operate.	1 Eqpt NOS	
2	Clay Modeling Tools	Definite Art Professional Pottery Tools Kit for Clay Pottery Sculpting, Scarping, Cutting, Fine Detailing, Smoothening, Shaping & Trimming	3 Eqpt NOS	
3	Inner And Outside Caliper	Stainless Steel Inner And Outside Caliper Pottery Clay Measuring Tools Accuracy 1mm Measuring Range 250mm For Clay	4 Eqpt NOS	
4	Cspwater ut-Off Wires	.5 mtr with handle	2 Eqpt NOS	

5	Painting brushes	Set of 6 paint brushes with synthetic hair, Round Oval head with long handle (40 cm long).	5 Packets	
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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 Potter (Kumhar) 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

5. Marketing and Branding

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

6. Self-Employment

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

- Knowing Government schemes, application of loan, using ecommerce platforms and digital payment applications.

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,					

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
	designs, introduction to the larger value chain of the sector; digital, financial, and soft skills; and imbued with marketing and entrepreneurial knowledge				
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				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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				
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				
Upskilling on working with the listed modern Tool- kit for Fishing Net Maker to perform operations using modern tools		20	80		
Prepare required raw materials for ceramic and terracotta product making		2	7		
PC 1.	place raw materials like ball clay, mud clay, black clay, plaster of Paris, etc. for making the master model, mould to make a product from ceramic or terracotta.		2		
PC 2.	arrange raw materials at designated locations.		2		
PC 3.	collect required tools like chisel, fine pen, painting brush, sieve.		1		
PC 4.	prepare collected clay by breaking down solid pieces of mud and blend it with water by using appropriate tools like, blender, hammer, etc.		1		
PC 5.	sieve the blended mixture using sieve of fine mesh to remove tiny stone pieces.		1		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
	Preparing mixture using jigger jolley machine	2	12		
PC 6.	store, select and load raw materials like ball clay, kaolin, quartz, etc. into designated areas	1	2		
PC 7.	collect raw materials in prescribed proportions and load raw materials into the ball mill, ensuring the creation of a uniform mixture	1	2		
PC 8.	shift the griended mixture from the ball mill to the blunger to achieve consistency and collect paste from the filter press to the pug mill to absorb all unwanted moisture		2		
PC9.	collect and load the appropriate quantity usign weigh machine of clay dough onto the electric wheel based on the final product requirement		2		
PC10.	utilize prescribed amounts of water and pressure on the shaping dough to ensure the desired shape is being achieved		2		
PC 11.	remove excess dough lumps from the electric wheel and place the shaped product carefully in designated storage areas for inspection based on quality parameters to ensure correct shape achievement		2		
	Preparing raw materials to create slip for production	1	4		
PC 12.	collect raw materials like ball clay, quartz powder, glass powder, etc., in specified proportions using measuring utensils for slip production	1	2		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 13.	perform mixing of raw materials in pug mill with water and utilize tools like an electric chakki/stone pulverizer to ground raw materials and attain the malleable and consistent slip		2		
	Preparing colors for subsequent phases of production	2	8		
PC 14.	collect the required raw materials and ingredients and set up ball mixer and equipment based on the chosen color mixing technique	1	2		
PC 15.	examine the job sheet to understand color composition properties, including heating requirements and oxide characteristics	1	2		
PC 16.	mix the raw materials and ingredients in the ball mill and monitor the time and pressure, adjusting for dense color thickness		2		
PC 17.	perform color mixing, ensuring correct color formation and examine prepared color composition considering viscosity, oxide granules, hue nature, and color saturation range				
	Preparing molds with slip, allowing solidification, and removing castings	1	9		
PC 18.	collect essential raw materials such as plaster of Paris, water, etc.		2		
PC 19.	mix the correct proportions of raw material using an electric stirrer for mold-making and prevent premature hardening of the mix before pouring mold		2		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 20.	prepare and smooth the surface of the canister designated for even mix distribution		2		
PC 21.	gently place the model inside the canisters with care and collect an appropriate amount of the mixture using measuring jars for mold-making		1		
PC 22.	pour the mix uniformly into the canisters containing the model and allow the canister to set for an appropriate duration		1		
PC 23.	safely extract the mold from the canister, preventing any damage and smoothing the overall circumference of the mold for finishing		1		
	Carry on the standard procedure of making ceramic product.	3	12		
PC 24.	sculpt master model to create mould for casting either by plaster of Paris or clay and give basic shape to master model by hands.	1	2		
PC 25.	provide correct stance and detailing to master model using sculpting tools like chisel, sharp pen, etc and bake master model in furnace.	1	2		
PC 26.	prepare fine clay to make temporary base for building mold and fill prepared fine clay mixture in the master model to create mold and apply layer of kerosene on the model in order to avoid sticking of mold material.	1	2		
PC 27.	prepare slurry like mixture of plaster of Paris, cement and water and pour it above the clay model and remove extra materials sticking to the mould using chisel once the mould is dried.		2		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 28.	carefully break open the mould using a chisel and remove clay from mould and clean it, dust chalk powder inside mould to avoid sticking of clay cavities.		2		
PC 29.	create products using the mould prepared by filling the mould with thick clay then fill two halves of the mould, press it firmly to give shape and join it together to get one complete product, now remove product from the mould and provide required finishing by using chisel/fine pen.		2		
	Carry on the standard procedure of making terracotta products.	2	8		
PC 30	place a lump of clay mixture on the turning wheel and play lump on the turning wheel to make terracotta product.	1	2		
PC 31	provide any desirable shape to the clay mixture on the turning wheel and then cut off the clay from the turning wheel using string of thread and keep it for drying.	1	2		
PC 32	provide shape and details to the product by using tools like chisel, knife, pointed tool and provide shape to the product by dabbing water to attach more clay and shape to it		2		
PC 33	perform standard process to complete the parts of the product with fine clay and perform sculpting process using wooden tool to blend excess clay.		2		
	Preparing and applying glazing/astar/engobing mixture to molded products	2	6		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 34	handle ceramics/molds carefully and dip products systematically into the glaze mixture, or use a spray platform to glaze the products uniformly	1	2		
PC 35	verify that the glaze mixture is uniformly and appropriately applied by simultaneously twirling/moving the products during dipping for even glaze application	1	2		
PC 36	place aside glazed products carefully on a temperature-controlled conveyor platform or racks and visually assess glazed products before firing or drying		2		
	Perform the baking process and check product quality to maintain standards.	3	8		
PC 37	place the prepared product in open air for sun drying for 2 days.	1	1		
PC 38	preheat the kiln at appropriate temperature using wood as fuel to burn the products to give them strength and then place the prepared products in kiln to be burnt for three hours.		2		
PC 39	monitor the temperature and the height of the flames during firing to ensure that all the products are baked evenly, especially those placed at higher levels in the kiln.	1	1		
PC 40	remove products from kiln, clean them and send for painting then clean the burnt products, apply primer and base paint to the products, lastly apply detailed colouring after base paint using bright colours.		1		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 41	inspect the quality standard parameters to ensure master model is created as per standard procedures and ensure no excess clay is chipped to mould and product is sun dried, burnt, and coloured appropriately.	1	2		
	Operating electric furnaces, understanding flame temperature requirements	2	6		
PC 42	operate the electric furnace, ensuring controls and maintaining optimal temperature distribution based on product requirements	1	2		
PC 43	regulate cooling air, monitor batch movement, fuel distribution, preheating of secondary gas and manage exhaust gas flow		1		
PC 44	adjust heat, rotary angle, atomizing pressure, and furnace insulation for melting chamber, crown, and side walls	1	2		
PC 45	prevent cold air entry, keep the outlet closed during operation, ensure the furnace remains operational and maintain a backup electric supply to avoid work delays		1		
Digital Literacy		30	70		
Basics of using mobile phones (Feature phones and Smart Phones)		10	20		
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				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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
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				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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				
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)				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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
Know the benefits of Marketing and Branding for Products and Services			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				
PC 8	Plan and implement promotional offers and campaigns customized to local festive seasons and special occasions				
Engaging with customers to establish long-term relationships			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				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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				
Benefits 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				
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		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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		80	250	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)	Domain Trainer: a) <i>ITI Instructors from Directorate General of Training (DGT) ecosystem who have preferably worked in the industry and have technical know-how about the operations of the modern listed tools in relevant trades</i>
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		<p><i>b) Certified trainers from the NCVET recognized Awarding Bodies</i></p> <p><i>c) Working professionals from the industry or clusters who have good knowledge and experience about the working/ operations of the listed modern tools in the relevant trades</i></p> <p>Life Skills Trainer:</p> <p><i>a) ITI Instructors from Directorate General of Training (DGT) ecosystem*</i></p> <p><i>b) Certified trainers from the recognized Awarding Bodies*</i></p> <p>*Mandatory Training of Trainers (ToT) of existing certified trainers on employability and entrepreneurship skills modules</p> <p>District-wise list of trainers/ Assessors is to be identified and made available</p>
2.	Assessor's Qualification and experience in relevant sector (in years)	<p>Assessor:</p> <p><i>a) Certified Assessors of the recognized Assessment Agencies</i></p> <p><i>b) Certified trainers may also get certified as an Assessor to conduct assessments in relevant trades (A Trainer can also act as an Assessor for a different location)</i></p>

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)				- Psychological
- Experiential (Design; Service; Brand)			- Time & Energy - Psychological	

Each craftsperson 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 craftsperson 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 craftsperson come up with the value they are creating for the customers.

4.2 Potter including Khurja, Terracotta, and Ceramic

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
<ul style="list-style-type: none"> - Eco-friendly products which are beneficial to customers and producers. - Satisfaction of helping the self and producer. - Recognition in society for environmental friendliness. - Traditional designs giving consumer Indian culture's backdrop. 	<ul style="list-style-type: none"> - Long-term satisfaction that we are using good products. - Satisfaction that users are familiarising themselves with Indian traditions. 	<ul style="list-style-type: none"> - Affordable products to all segments of the society. - Easy to use and maintain. - Psychological satisfaction 	<ul style="list-style-type: none"> - Assurance that we are not taking too much from earth. - Assurance that users will not be negatively affected

