



## QUALIFICATION FILE – PM Vishwakarma

### Traditional Broom Maker

NCrF/NSQF Level: 2.5

Submitted By:

**Handicrafts and Carpet Sector Skill Council-HCSSC**

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## Section 1: Basic Details

<b>1.</b> <b>PM Vishwakarma -Qualification Name</b>	<b>Traditional Broom Maker</b>			
<b>2.</b> <b>Sector</b>	Handicrafts and Carpet Sector Skill Council			
<b>3.</b> <b>Related Qualification Available on NQR (wherever applicable)</b>	<b>Name: NA</b>	<b>NQR Code &amp; version: NA &amp; Version 1.0</b>		
<b>4.</b> <b>National Qualification Register (NQR) Code &amp; Version (Will be issued after NSQC approval.)</b>	<b>NG-2.5-HC-00754-2023-V1-HCSSC</b>	<b>5. NCrF/NSQF Level: 2.5</b>		
<b>6.</b> <b>Brief Description of the Job Role</b>	Traditional broom making is a skilled craft that involves selecting, preparing, and assembling natural materials like straw, palm leaves to create functional sweeping tools. Artisans carefully bind these materials to a wooden or bamboo handle, producing brooms with a unique blend of durability and cultural significance.			
<b>7.</b> <b>Eligibility Criteria for Entry for a Student/Trainee/Learner/Employee</b>	<p><b>a. Entry Qualification &amp; Relevant Experience:</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; padding: 5px;"><b>Academic/Skill Qualification (with Specialization - if applicable)</b></td> </tr> <tr> <td style="text-align: center; padding: 5px;">Existing Vishwakarmas duly verified as per the Scheme</td> </tr> </table> <p><b>b. Age:</b> NA</p>		<b>Academic/Skill Qualification (with Specialization - if applicable)</b>	Existing Vishwakarmas duly verified as per the Scheme
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Existing Vishwakarmas duly verified as per the Scheme				
<b>8.</b> <b>Credits Assigned to this Qualification, Subject to Assessment (as per National Credit Framework (NCrF))</b>	1.5	<b>9. Common Cost Norm Category (I/II/III): I</b>		
<b>10.</b> <b>Any Licensing Requirements for Undertaking Training on This Qualification (wherever applicable)</b>	NA			

<b>11.</b> <b>Training Duration by Modes of Training Delivery</b> <i>(as per requirement of the qualification)</i>	<table border="1" data-bbox="1017 250 1938 473"> <thead> <tr> <th data-bbox="1017 250 1567 314">Modules</th> <th data-bbox="1567 250 1938 314">Notional Hours (hh:mm)</th> </tr> </thead> <tbody> <tr> <td data-bbox="1017 314 1567 362">Upskilling on Modern Toolkit</td> <td data-bbox="1567 314 1938 362">15:00 hours</td> </tr> <tr> <td data-bbox="1017 362 1567 409">Employability and Entrepreneurial skills</td> <td data-bbox="1567 362 1938 409">23:30 Hours</td> </tr> <tr> <td data-bbox="1017 409 1567 457">Feedback and Interactive session</td> <td data-bbox="1567 409 1938 457">01:30 Hours</td> </tr> <tr> <td data-bbox="1017 457 1567 481"><b>Total</b></td> <td data-bbox="1567 457 1938 481"><b>40:00 Hours</b></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	<b>Total</b>	<b>40:00 Hours</b>
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<b>Total</b>	<b>40:00 Hours</b>											
<b>12.</b> <b>Is the Qualification Amenable to Persons with Disability</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If "Yes", specify applicable type of Disability: SHI, LD											
<b>13.</b> <b>Name and Contact Details Submitting / Awarding Body SPOC</b> <i>(In case of CS or MS, provide details of both Lead AB &amp; Supporting ABs)</i>	Mr. Krishan Kumar <b>Email:</b> ceo@hcssc.in <b>Contact No.:</b> 011-26139834 <b>Website:</b> <a href="http://www.hcssc.in">www.hcssc.in</a>											
<b>14.</b> <b>Final Approval Date by NSQC: 14<sup>th</sup> September 2023</b>	<b>15. Validity Duration:</b> Co-terminus with the PM Vishwakarma Scheme subject to midway changes in the qualification	<b>16. Next Review Date:</b>										

## 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	Brooms Assembling machine	Used to tightnes the broom feather and sticks into the casing	1 Eqpt NOS	
2	Bodkin	Broom splitting	2 Eqpt NOS	
3	Sealer for packaging	For better packaging	1 Eqpt NOS	
4	Plastic Pipes	Thick plastic to hold the broom together	2 bundle	

## 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 Traditional Broom 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

**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.

## Performance Criteria & Assessment Criteria

S. No.	Performance Criteria	Assessment Criteria				
		Theory Marks	Practical Marks	Project Marks	Viva Marks	
<b>Overview of PM Vishwakarma Scheme</b>					<b>20</b>	
<b>Introduction to PM Vishwakarma scheme</b>					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"> <li>○ Recognition: PM Vishwakarma Certificate and ID Card</li> <li>○ Skill Upgradation</li> <li>○ Toolkit Incentive</li> <li>○ Credit Support</li> <li>○ Incentive for Digital Transactions</li> <li>○ Marketing Support</li> </ul>					
PC 4.	List the 18 trades covered under the scheme					
<b>Benefits under PM Vishwakarma Scheme</b>					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					

<b>S. No.</b>	<b>Performance Criteria</b>	<b>Assessment Criteria</b>			
		<b>Theory Marks</b>	<b>Practical Marks</b>	<b>Project Marks</b>	<b>Viva Marks</b>
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				
<b>Processes and Procedures</b>					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				
<b>Upskilling on working with the listed modern Tool- kit for Traditional Broom Maker to perform operations using modern tools</b>		<b>20</b>	<b>80</b>		
<b>understanding the fundamentals, techniques and principals involved in making brooms.</b>		<b>2</b>			
PC1	learning the significance and history of broom making	1	-		
PC2	overview of different techniques employed in making of broom like bundle and bind, woven broom, tying and binding technique etc.	1	-		
<b>learning about how to utilize essential tools and materials required for broom making, ensuring precision and efficiency in the process.</b>		<b>2</b>			
PC3	Understanding the range of different types of tools required in broom making like shears, combs, brushes, needles or awl.	1	-		
PC4	learning about and collecting materials required in broom making like bristle materials, handle, binding materials.	1	-		
<b>preparing creative Bamboo Broom</b>		<b>5</b>	<b>36</b>		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC5	collecting raw material such as bamboo strips, wire or twine and broom machine for cutting, shaping, binding and finishing	1	5		
PC6	prepare dried bamboo strips before fed into the broom machine	1	5		
PC7	load the bamboo strips into the machine's feeding mechanism	1	5		
PC8	cuts and shapes the bamboo strips by using automatic broom machine to the desired length and width for the broom head	1	5		
PC9	binds the cut bamboo strips together at one ends to form the broom head	1	5		
PC10	use wire or twine to secure the strips tightly		5		
PC11	trim excess bamboo strips by using bamboo cutter or machine and ensure a neat and uniform broom head		5		
<b>preparing creative Coconut Broom</b>		7	28		
PC12	collect tools such as advanced cutter or machete to trim the leaflets and to separate the broom sticks from the leaflets	1	4		
PC13	collect the fronds from the tree to make a broom of suitable size	1	4		
PC14	take a leaflets and insert the knife between the mid-rib	1	4		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC15	cut the leaflets from the leaf and arrange the leaflets neatly in a pile		4		
PC16	cut the leaf part alone into two halves using cutting machine, leaving the stalk behind	1	2		
PC17	shave off any scarps from the stalk and put aside	1	2		
PC18	do the same procedure for all of the leaflets, turning them into broomstick pieces	1	4		
PC19	collect up all the broomstick pieces		2		
PC20	tie the broomstick pieces together with the rope	1	2		
<b>carrying out the process of grass broom making, shaping and trimming, ensuring precision and efficiency in the process</b>		2	12		
PC21	drying the materials thoroughly to remove moisture and prevent mold growth	1	2		
PC22	sorting the dried materials, discarding any damaged or unusable portions.	1	2		
PC23	Bundling the cleaned materials tightly to create the bristle head of the broom		4		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC24	binding the bristle bundle Securely to a wooden or bamboo handle using natural fibers or cords		<b>2</b>		
PC25	shaping the bristle head to achieve the desired broom shape and size and trimming any uneven or excess bristles for a neat appearance.		<b>2</b>		
<b>performing inspection and packaging</b>		<b>2</b>	<b>4</b>		
PC26	thoroughly examine the completed broom for any defects or weaknesses and making sure the broom is fully functional and ready for use.	<b>1</b>	<b>2</b>		
PC27	packaging the broom appropriately.	<b>1</b>	<b>2</b>		
<b>Digital Literacy</b>		<b>30</b>	<b>70</b>		
<b>Basics of using mobile phones (Feature phones and Smart Phones)</b>		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				
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				
<b>Using Basic Internet and mobile applications</b>		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				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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				
<b>Privacy and security related to Internet and Mobile Phone</b>		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				
<b>Financial Literacy</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>50</b>
<b>Importance of being financially literate</b>					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				
<b>Process of opening and operating a bank account</b>					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.				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 8.	Operate and manage bank accounts				
	<b>Applying and managing loans</b>				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				
	<b>Using Digital Tools for Receipts and Payments</b>				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.				
	<b>Selecting savings and insurance products</b>				5
PC 17.	Explain different saving products				
PC 18.	Select appropriate saving products				
PC 19.	Explain different types of insurance plans and products				
	<b>Preparing and Maintaining Bahi- Khata (Book-keeping)</b>				5
PC 20.	Creating accounts for Bahi- Khata (Book-keeping)				
PC 21.	Maintain Bahi-Khata				
PC 22.	Prepare income statement				
	<b>Awareness and prevention of financial frauds</b>				3
PC 23.	Identify potential fraudulent transactions.				
PC 24.	Apply preventive measures to avoid financial frauds.				
	<b>Filing complaints on business related issues with appropriate authority</b>				2
PC 25.	Reporting of fraud to the appropriate authority				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
	<b>Marketing and Branding</b>	<b>0</b>	<b>30</b>	<b>0</b>	<b>20</b>
	<b>Know the benefits of Marketing and Branding for Products and Services</b>		<b>15</b>		<b>5</b>
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				
	<b>Engaging with customers to establish long-term relationships</b>		<b>5</b>		<b>5</b>
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				
	<b>Physical and Digital Marketplaces</b>		<b>10</b>		<b>5</b>

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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				
<b>Benefits of doing business collectively</b>					<b>5</b>
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				
<b>Self-Employment</b>		<b>30</b>	<b>70</b>	<b>0</b>	<b>0</b>
<b>Introduction to Self-Employment</b>		5	5		
PC 1.	Explain the meaning of self-employment and its benefits				
PC 2.	Identify and categorize various types of self-employments				
<b>Making a plan for small business</b>		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.				
<b>Managing and expanding business</b>		10	30		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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.				
<b>Knowing Government schemes and using ecommerce platforms</b>		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.				
<b>Grand Total Marks</b>		<b>80</b>	<b>250</b>	<b>0</b>	<b>90</b>

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

## Section 4: Trainers & Assessors

1.	<p><b>Trainer's Qualification and experience in the relevant sector (in years)</b></p>	<p><b>Domain Trainer:</b></p> <ul style="list-style-type: none"> <li>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></li> <li>b) <i>Certified trainers from the NCVET recognized Awarding Bodies</i></li> <li>c) <i>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></li> </ul> <p><b>Life Skills Trainer:</b></p> <ul style="list-style-type: none"> <li>a) <i>ITI Instructors from Directorate General of Training (DGT) ecosystem*</i></li> <li>b) <i>Certified trainers from the recognized Awarding Bodies*</i></li> </ul> <p><b>*Mandatory Training of Trainers (ToT) of existing certified trainers on employability and entrepreneurship skills modules</b></p> <p><b>District-wise list of trainers/ Assessors is to be identified and made available</b></p>
2.	<p><b>Assessor's Qualification and experience in relevant sector (in years)</b></p> <p><i>(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.)</i></p>	<p><b>Assessor:</b></p> <ul style="list-style-type: none"> <li>a) <i>Certified Assessors of the recognized Assessment Agencies</i></li> <li>b) <i>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></li> </ul>

## Annexure: Acronym and Glossary

### Acronym

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

### Glossary

<b>Term</b>	<b>Description</b>
<b>National Occupational Standards (NOS)</b>	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.
<b>Qualification</b>	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
<b>Qualification File</b>	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.
<b>Sector</b>	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			- Time & Energy	

(Design; Service; Brand)			- Psychological	
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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 Basket Maker/ Basket Weaver / Mat maker/ Coir Weaver/ Broom maker**

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.

<b>Benefits</b>	<b>Returns</b>	<b>Costs</b>	<b>Risks</b>
- Eco-friendly products at reasonable prices.	- Last for reasonable time.	- Affordable pricing for all segments of society.	- Avoid risk of using plastic products.
- Low maintenance.	- Feel good factor in using the product.	- Easy to acquire, maintain and dispose.	- Avoid risk of disposal issues.
- Easy maintenance.	- Environmental friendliness.	- No need for maintenance.	
- Easily available in all places.	- Good name in the society for using eco-friendly products.	- Worry free products.	

- Made keeping convenience in mind.			
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