



QUALIFICATION FILE

Web Video Production and Editing

- Short Term Training (STT) Long Term Training (LTT) Apprenticeship
 Upskilling Dual/Flexi Qualification For ToT For ToA

- General Multi-skill (MS) Cross Sectoral (CS) Future Skills OEM

NCrF/NSQF Level: **NSQF Level 4.5**

Submitted By:

Medhavi Skills University

Topakhani, Lower Chisopani

PO: Singtam Bazar, PS: Singtam

District: East Sikkim, Sikkim - 737134

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Section 1: Basic Details

1.	Qualification Name	Web Video Production and Editing (MSU/IT/Q0201)										
2.	Sector/s	IT/ITeS										
3.	Type of Qualification: <input checked="" type="checkbox"/> New <input type="checkbox"/> Revised <input type="checkbox"/> Has Electives/Options <input type="checkbox"/> OEM	NQR Code & version of existing/previous qualification: <i>(change to previous, once approved)</i>	Qualification Name of existing/previous version:									
4.	a. OEM Name b. Qualification Name <i>(Wherever applicable)</i>	NA										
5.	National Qualification Register (NQR) Code &Version <i>(Will be issued after NSQC approval)</i>	QG-4.5-IT-00772-2023-V1-MSU	6. NCrF/NSQF Level: <i>NSQF Level 4.5</i>									
7.	Award (Certificate/Diploma/Advance Diploma/ Any Other <i>(Wherever applicable specify multiple entry/exits also & provide details in annexure)</i>	Certificate										
8.	Brief Description of the Qualification	This is a short-term qualification to meet the growing need for web video producers and editors in the country										
9.	Eligibility Criteria for Entry for Student/Trainee/Learner/Employee	a. Entry Qualification & Relevant Experience: <table border="1" style="margin-left: 20px;"> <thead> <tr> <th>S. No.</th> <th>Academic/Skill Qualification (with Specialization - if applicable)</th> <th>Required Experience (with Specialization - if applicable)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>12th standard pass</td> <td>2 years of work experience that involves working with computers</td> </tr> <tr> <td>2</td> <td>1-year UG certificate after 12th</td> <td>-</td> </tr> </tbody> </table> b. Age: <i><Please specify age only in case of any legal restrictions></i>		S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)	1	12 th standard pass	2 years of work experience that involves working with computers	2	1-year UG certificate after 12 th	-
S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)										
1	12 th standard pass	2 years of work experience that involves working with computers										
2	1-year UG certificate after 12 th	-										
10.	Credits Assigned to this Qualification, Subject to Assessment <i>(as per National Credit Framework (NCrF))</i>	19	11. Common Cost Norm Category (I/II/III) <i>(wherever applicable):</i> II									
12.	Any Licensing requirements for Undertaking Training on This Qualification <i>(wherever applicable)</i>	NA										

13.	Training Duration by Modes of Training Delivery (<i>Specify Total Duration as per selected training delivery modes and as per requirement of the qualification</i>)	<input type="checkbox"/> Offline <input type="checkbox"/> Online <input checked="" type="checkbox"/> Blended																					
		<table border="1"> <thead> <tr> <th>Training Delivery Modes</th> <th>Theory (Hours)</th> <th>Practical (Hours)</th> <th>OJT Mandatory (Hours)</th> <th>OJT Recommended (Hours)</th> <th>Total (Hours)</th> </tr> </thead> <tbody> <tr> <td>Classroom (offline)</td> <td>90</td> <td>160</td> <td>200</td> <td></td> <td>450</td> </tr> <tr> <td>Online</td> <td>90</td> <td>30</td> <td></td> <td></td> <td>120</td> </tr> </tbody> </table>	Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)	Classroom (offline)	90	160	200		450	Online	90	30			120			
		Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)																
Classroom (offline)	90	160	200		450																		
Online	90	30			120																		
<i>(Refer Blended Learning Annexure for details)</i>																							
14.	Aligned to NCO/ISCO Code/s (<i>if no code is available mention the same</i>)	3521.9900, 2513.0301																					
15.	Progression path after attaining the qualification (<i>Please show Professional and Academic progression</i>)	Horizontal: Video Editor, Digital Video Content Developer, Digital Content Team Leader, Digital Content Manager Vertical: Youtube Manager																					
16.	Other Indian languages in which the Qualification & Model Curriculum are being submitted	Hindi																					
17.	Is similar Qualification(s) available on NQR-if yes, justification for this qualification	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No URLs of similar Qualifications:																					
18.	Is the Job Role Amenable to Persons with Disability	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If "Yes", specify applicable type of Disability: <i>Motor Disability</i>																					
19.	How Participation of Women will be Encouraged	To encourage women's participation in attaining the qualification of Web Video Production and Editing, organizations can promote gender diversity through targeted recruitment efforts, flexible work arrangements, mentorship programs, and supportive work environments. Creating equal opportunities, providing professional development opportunities, and promoting work-life balance can help attract and retain women in this field.																					
20.	Are Greening/ Environment Sustainability Aspects Covered (<i>Specify the NOS/Module which covers it</i>)	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No																					
21.	Is Qualification Suitable to be Offered in Schools/Colleges	Schools <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Colleges <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No																					
22.	Name and Contact Details of Submitting / Awarding Body SPOC (<i>In case of CS or MS, provide details of both Lead AB & Supporting ABs</i>)	Name: Jassi Dimple Email: contact@msu.edu.in , qualifications@msu.edu.in Contact No.: +91 9874875876, +91 7277271155 Website: www.msu.edu.in																					
23.	Final Approval Date by NSQC: 31-Aug-2023	24. Validity Duration: 3 years			25. Next Review Date: 30-Aug-2026																		

Section 2: Module Summary

NOS/s of Qualifications

(In exceptional cases these could be described as components)

Mandatory NOS/s:

Specify the training duration and assessment criteria at NOS/ Module level. For further details refer curriculum document.

Th.-Theory Pr.-Practical OJT-On the Job Man.-Mandatory Training Rec.-Recommended Proj.-Project

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/Non-Core	NCrF/NS QF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks						
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) (if applicable)	
1.	Pre-production tasks for web video production and editing	MSU/IT/N02 01, V1	Core	4.5	5	40	60	50		150	30	70			100	20	
2.	Produce web videos	MSU/IT/N02 02, V1	Core	4.5	5	50	30	70		150	30	70			100	20	
3.	Edit the web videos	MSU/IT/N02 03, V1	Core	4.5	3	30	20	40		90	30	70			100	15	
4.	Publish and distribute web videos	MSU/IT/N02 04, V1	Core	4.5	2	16	10	34		60	30	70			100	15	
5.	Adopt practices to enhance user engagement	MSU/IT/N02 05, V1	Core	4.5	1	12	18			30	50	50			100	10	
6.	Health and Safety in a Digital Workspace	MSU/IT/N99 01, V1	Core	4.5	1	12	12	6		30	50	50			100	10	
7.	Employability Skills	DGT/VSQ/N 0102	Non-core	4.5	2	20	40			60	100				100	10	
Duration (in Hours) / Total Marks						19	180	190	200		570	320	380			700	100

Assessment - Minimum Qualifying Percentage

Please specify **any one** of the following:

Minimum Pass Percentage – Aggregate at qualification level: 60 % (Every Trainee should score specified minimum aggregate passing percentage at qualification level to successfully clear the assessment.)

Minimum Pass Percentage – NOS/Module-wise: 60 % (Every Trainee should score specified minimum passing percentage in each mandatory and selected elective NOS/Module to successfully clear the assessment.)

Section 3: Training Related

1.	Trainer’s Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	<ul style="list-style-type: none"> Graduate in any specialization with 3 years of relevant experience in Video Production and Video Editing and 1 year of training experience. Certified ToT for Job Role: Web Video Production and Editing mapped to QP: "MSU/IT/Q0201, v 1.0". Minimum accepted score is 80%. Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "Trainer (VET and Skills) MEP/Q2601, V2.0" Minimum accepted score is 80%.
2.	Master Trainer’s Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	<ul style="list-style-type: none"> Graduate in any specialization with 5 years of relevant experience in Video Production and Video Editing and 1 year of training experience. Certified ToMT for Job Role: Web Video Production and Editing mapped to QP: "MSU/IT/Q0201, v 1.0". Minimum accepted score is 90%. Recommended that the Master Trainer is certified for the Job Role: "Master Trainer", mapped to the Qualification Pack: "Master Trainer (VET and Skills) MEP/Q2602, V2.0" Minimum accepted score is 80%.
3.	Tools and Equipment Required for Training	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (If "Yes", details to be provided in Annexure)
4.	In Case of Revised Qualification, Details of Any Upskilling Required for Trainer	

Section 4: Assessment Related

1.	Assessor’s Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	<ul style="list-style-type: none"> Graduate in any specialization with 3 years of relevant experience in Video Production and Video Editing and 1 year of Assessment experience. Certified ToA for Job Role: Web Video Production and Editing mapped to QP: "MSU/IT/Q0201, v 1.0". Minimum accepted score is 80%. Recommended that the Assessor is certified for the Job Role: "Assessor", mapped to the Qualification Pack: "Assessor (VET and Skills) MEP/Q2701, V2.0" Minimum accepted score is 80%.
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2.	Proctor’s Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	Graduate in IT with proctoring experience of 1 year
3.	Lead Assessor’s/Proctor’s Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	<ul style="list-style-type: none"> ● Graduate in any specialization with 5 years of relevant experience in Video Production and Video Editing and 1 year of Assessment experience. ● Certified ToLA for Job Role: Web Video Production and Editing mapped to QP: "MSU/IT/Q0201, v 1.0". Minimum accepted score is 90%. ● Recommended that the Lead Assessor is certified for the Job Role: "Lead Assessor", mapped to the Qualification Pack: "Lead Assessor (VET and Skills) MEP/Q2702, V2.0" Minimum accepted score is 90%.
4.	Assessment Mode (Specify the assessment mode)	Online
5.	Tools and Equipment Required for Assessment	<input checked="" type="checkbox"/> Same as for training <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (details to be provided in Annexure-if it is different for Assessment)

Section 5: Evidence of the need for the Qualification

Provide Annexure/Supporting documents name.

1.	Latest Skill Gap Study (not older than 2 years) (Yes/No): No
2.	<p>Latest Market Research Reports or any other source (not older than 2 years) (Yes/No):</p> <p>With people watching over a billion hours of content every day on YouTube alone, understanding how to create videos for your business growth is more important than ever. With increasing digitalization and accessibility, videos are an easy way for companies to convey messages and are often used as an alternative to creating printed materials or longer text descriptions. India’s online video user base has increased to over 350 million people, growing 24 per cent from 2018 to 2020, nearly twice as fast as markets such as China and Indonesia, as per the report titled “Online Videos in India— The Long and Short of It”, released by Bain & Company. Digital video entertainment consists of short-form videos (SFV), which are between 15 seconds and two minutes, and long-form videos (LFV), which are more than two minutes long. By 2025, three in four Internet users, or 600 million to 650 million Indians, will consume short-form videos, with active users spending up to 55 to 60 minutes per day.</p> <p>Although video editing is a technical profession, proper training for the same is not widely available to students. India has more than 50 million users who have created and posted at least one short video. This has made video editing a highly desirable skill and there exists massive headroom for the introduction of relevant qualifications to train and facilitate the creation of sophisticated, effective and engaging video content. Learning video editing skills requires familiarity with nonlinear editing software, knowledge of editing types and techniques, and lots of practice. The need for professional video editors is only expected to increase as video editors create new kinds of content that can broaden the use of video editors in additional industries. The training sessions are designed to educate students on the value of the equipment and methods needed for video editing. It gives aspiring editors a well-rounded education in videography, editing technology, camera control, and artistic ability. Knowing the fundamentals of the field enables video editors to communicate with other industry workers and respect their work. Even if an editor has little experience, communication regarding expectations for content is easier when working with professionals who have received formal training, and this results in higher-quality production.</p> <p>List of requirements in Web Video Production and Editing:</p> <ul style="list-style-type: none"> ● Video Editor

	<ul style="list-style-type: none"> ● Producer ● Production Manager/Coordinator ● Video Production Assistant ● Copywriter/ Scriptwriter ● Videographer ● Storyboard Artists ● Lighting Specialists ● Vlogger ● Social Media Executives
3.	Government /Industry initiatives/ requirement (Yes/No):
4.	A number of Industry validation provided: 8
5.	Estimated nos. of persons to be trained and employed: 2000
6.	Evidence of Concurrence/Consultation with Line Ministry/State Departments: If "No", why: Request for Line Ministry Concurrence has been sent to the Digital Media Cell of Information and Broadcasting Ministry. Revert awaited

Section 6: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name

1.	Annexure: NCrf/NSQF level justification based on NCrf level/NSQF descriptors <i>(Mandatory)</i>	<i>Annexure 1</i>
2.	Annexure: List of tools and equipment relevant for qualification <i>(Mandatory, except in case of online course)</i>	<i>Annexure 2</i>
3.	Annexure: Detailed Assessment Criteria <i>(Mandatory)</i>	<i>Annexure 6</i>
4.	Annexure: Assessment Strategy <i>(Mandatory)</i>	<i>Annexure 7</i>
5.	Annexure: Blended Learning <i>(Mandatory, in case selected Mode of delivery is "Blended Learning")</i>	<i>Annexure 5</i>
6.	Annexure: Multiple Entry-Exit Details <i>(Mandatory, in case qualification has multiple Entry-Exit)</i>	
7.	Annexure: Acronym and Glossary <i>(Optional)</i>	<i>Annexure 8</i>
8.	Supporting Document: Model Curriculum <i>(Mandatory – Public view)</i>	<i>Model Curriculum Digital Content Developer</i>
9.	Supporting Document: Career Progression <i>(Mandatory - Public view)</i>	<i>Career Progression and Occupational Map</i>

10.	Supporting Document: Occupational Map (Mandatory)	
11.	Supporting Document: Assessment SOP (Mandatory)	
12.	Any other document you wish to submit:	<i>India's digital future Mass of Niches KPMG in India's Media and Entertainment Report 2019 Digital Media: Rise of On-demand Content, Report by Deloitte</i>

Annexure 1: Evidence of Level

NCrF/NSQF Level Descriptors	Key requirements of the job role/ outcome of the qualification	How the job role/ outcomes relate to the NCrF/NSQF level descriptor	NCrF/NSQF Level
Professional Theoretical Knowledge/Process	<p>Well Developed Skills in a familiar context</p> <ul style="list-style-type: none"> determine the purpose of the video as per client inputs, marketing goals, organisational vision and business objectives Purpose: increasing web traffic, customer engagement, raising brand awareness, etc. record the information received to determine the tasks to be performed for video production define your target audience, core messages, and tone for web video production Target Audience: with respect to Who are they? Where are they? What do they like? What do they value? Core Message: visiting social media, purchasing a product, training, etc. select a video type that covers the topics and business objectives to be presented Video type: Animated, Live-action, Screen recording, Whiteboard, Motion graphics Typography, Combination develop a plan to accomplish the goals through animation and editing 	<p>This qualification trains the candidate to be fully responsible for digital content development work from identifying requirements, conducting research, developing the content, reviewing the content and publishing the content. This involves well-developed skills and at various stages a clear choice of procedures.</p> <p>Hence level is 4.5</p>	4.5

	<p>Plan: goals and expectations; competitor’s tactics; audience needs; best topics to be discussed; best-performing video topic; important news and trends, etc.</p> <ul style="list-style-type: none">● set parameters for accomplishing essential goals for video production Parameters: view count, engagement, conversions, comments.● identify resources required and where they can be sourced from● identify tools, equipment and software to be used during video production Resources: Camera, Tripod, Lighting kit, Backdrop, An external recorder, Lapel microphone. Shotgun microphone, computing system with adequate specifications, video editing software (s), etc.● identify constraints and risks that could impact the plan and prepare a backup plan for the same● plan the budget requirements to be shared with the investors/corporate unit heads● prepare a timeline for the completion of each part of a project and plan the overall production schedule● document the project and share it with all stakeholders● create a video production brief for the production team● select a storytelling style that best suits your defined goals		
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	<ul style="list-style-type: none">● write the video script and video production brief considering the target audience, key messaging, tone and business objectives● develop storyboards keeping in mind the required features for creating animations Features: look/feel, information to be highlighted, transitional treatments, etc.● analyse photographs, images, pre-existing film footage, and computer-generated animations (of experiments or research projects that could be used in the video content)● scout a location for shooting the video● obtain relevant permissions for space requirements and secure the ideal filming location(s)● communicate the plan of action and video production brief to the team and resolve queries effectively● unpack the shooting equipment and place them in the designated location● set up the camera considering the time of the shoot, the number of shots, the type of footage to be captured and the video script● set up the lighting depending upon setup time, number of locations required for shooting and types of shots Lighting: soft light, hard light, natural lighting, studio lighting, lighting equipment (key light, rim light, triggers and flashes; softbox or shapers; reflectors)● select the background for shooting the video Background: solid-coloured, white, wall, bedsheet, backdrop paper, etc.		
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	<ul style="list-style-type: none">● focus the camera by making required adjustments in the settings and taking sample shots● direct the talent for delivering the script and examine their performance for the video’s speed, dynamics, style and audience appeal● capture shots from different angles keeping in mind the theme of the video● adjust the screen resolution and image quality for desired appropriateness● conduct interviews as per the video script and ensure adequate coverage of content● record voice-overs and audio (such as narration) as per the video type● balance the audio and visual quality using microphones and camera adjustments respectively <p>Microphones: condenser microphones, dynamic microphones, lavalier microphones (or, lapel mics)</p> <ul style="list-style-type: none">● add graphics and animation to illustrate complex topics and business objectives● organise the sequence of videos shot accurately to prepare for editing● confirm if the quality of shots covers the content and is ready for editing <p>Clear Choice of procedures in a familiar context</p> <ul style="list-style-type: none">● organise all the videos and make them readily available for editing● compile the best takes and import them using video editing software● use the software to cut the video clips and obtain the essential parts		
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	<ul style="list-style-type: none">● create a timeline to understand the sequence and relevance of the message to be conveyed● add graphics, animations and special effects as required to make the video appealing Animations: animated graph to illustrate a key figure; animated mock-up of a product being explained; screen recording of you scrolling through your product’s website while it’s being talked about. Special effects: illustrations, characters, 3D text, etc.● record a voiceover using available resources ensuring the message is appealing to the target audience Voiceover: as per style, tone, and accent.● insert the recorded voiceover into the video timeline using editing software● sync the voiceover into the appropriate footage● add colours to the video depending on the business objectives and reinforcing brand importance● add background music or soundtracks to fill up space, cover up any audio snips and engagement as desirable Background music: must complement the video’s tone and mood, help communicate the core message, be appropriate for the target audience, and match the pace of the edit.● add titles, subtitles, intros and outros to signify brand importance, share important information and gauge the audience’s interest		
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	<ul style="list-style-type: none">● play the video and provide important information before the concerned stakeholders● incorporate changes as communicated by the designated personnel and obtain required approvals to prepare for publishing● share the requirements with the marketing team to publish and distribute the video content● finalise the format for rendering the video (such as mp4 on YouTube, Facebook, LinkedIn and Twitter; for Snapchat or an Instagram Story, it will need to be in vertical video aspect ratio) Format: MP4, MOV, WMV, AVI, FLV, etc.● identify the platforms wherein the videos would be hosted after evaluating the demographics of each social media platform Social Media Platform: Reddit, Quora, Facebook, Twitter, Instagram or YouTube.● seek inputs from the marketing team to identify groups and forums wherein the videos would generate maximum impact● publish the video on finalised social media platforms strategically Strategically: right-sizing, video duration, and engaging thumbnails, including a call to action, customising GIF thumbnails, etc. implement a system that redirects customers towards organisational products and services● identify the distribution platforms to share the videos whilst evaluating audience types and as per organisational policies		
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	<p>Distribution platforms: free/paid ads, websites, blogs, landing pages, news, podcast platforms, webinars, native advertising, sponsored content, influencer marketing, etc.</p> <ul style="list-style-type: none">● prepare a plan for distributing the videos keeping in mind the way customers interact with your business, leading to more customer satisfaction and repeat target actions Plan: should be diversified and perfectly fit the goals, as well as alternate channels● incorporate the video in daily communication channels such as emails, weekly or monthly newsletters, onsite presentations, client meetings, etc.● run the videos in routine meetings with external stakeholders and business partners● coordinate with the marketing team for presenting videos at key events and conferences● distribute the videos on all possible channels to generate maximum return on investment Channels: social media, embedding it in an article, sharing it with industry outlets, asking industry influencers to share it, putting paid advertising behind it so it gets in front of the target audience, or sharing it via an email newsletter or on your own YouTube channel.● setup analytics to monitor results and user engagement over the published videos Analytics: Google Analytics, paid platforms such as Wistia, Vimeo, etc.● create a periodic schedule for applying analytics as per business needs		
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	<ul style="list-style-type: none"> ● track the progress and evaluate metrics to be optimised in consultation with the team Metrics: view count, play rate, social sharing and comments, video completions, completion rate, click-through rate, conversion rate, bounce rate, time on page, etc. ● derive useful insights and make constant improvements to the strategies adopted for video marketing ● measure performance on each platform and communicate important findings to the relevant teams for improvements Important findings: product experience, customer feedback, etc. ● refine strategy after evaluating market trends and as per discussions with key decision-makers ● incorporate changes, innovate and revise the video content in agreement with concerned stakeholders ● run a demo before decision-makers before uploading it over social media platforms and distribution 		
<p>Professional and Technical Skills/ Expertise/ Professional Knowledge</p>	<p>Knowledge of facts in a field of work</p> <ul style="list-style-type: none"> ● elements of web video production, various challenges observed and how to overcome them ● various types of web video production and their purpose ● various types of equipment used for shooting a professional video ● role of client inputs, marketing goals, organisational vision and business objectives 	<p>Knowledge of facts, principles, processes and general concepts, in a field of work or study.</p>	<p>4.5</p>

	<p>in determining video production requirements</p> <ul style="list-style-type: none">● information to be recorded to prepare for web video production● how to evaluate the target audience, their needs and content alignment for producing videos● various factors to be considered while developing a plan for web video production● considerations for selecting a video type● elements of a plan/checklist to prepare for web video production● crucial parameters to be optimised for accomplishing video production goals● tools, equipment and other resource requirements for web video production and sources for obtaining them● constraints and risks that could impact the plan● importance of having a backup plan to mitigate risks during the process● budget requirements for shooting a web video● how to prepare a timeline ensuring coverage of all the necessary tasks● importance of documentation in the planning phase● information to be shared with concerned stakeholders● elements of a video production brief● various types of storytelling styles used in creating content for web video production● how to write a compelling script ensuring adequate coverage of content		
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	<ul style="list-style-type: none">● importance of evaluating the target audience, key messaging, tone and business objectives for writing the video script● how to develop storyboards that enable the effective use of animations and special effects● importance of analysing pre-existing photographs, film footage, and computer-generated animations in the process <p>Knowledge of processes in a field of work</p> <ul style="list-style-type: none">● importance of approvals and permissions in the job● information to be shared with respect to the plan of action and video production brief with the concerned stakeholders● various organisational policies, rules and legislations as applicable in the process and ensuring complete adherence● elements of web video production● various types of web video production and their purpose● various types of equipment used for shooting a professional video● right technique to use a camera and unpacking associated equipment● adjusting the camera settings and using different features for taking an appealing shot● various types of lighting used in shooting a web video● how to select the right lighting as per video production needs and ways to set it up● selection of background for shooting a video● how to select the right shooting angle and capture shots accurately		
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	<ul style="list-style-type: none">● how to record a voiceover as per content needs● inserting the recorded voiceover into the video timeline● steps performed to sync the voiceover into the appropriate footage● adding colours to the video depending on the business objectives and reinforcing brand importance● selecting and adding background music and soundtracks as per the relevance of the message to be communicated● selecting and adding titles, subtitles, intros and outros to signify brand importance, share important information and gauge the audience’s interest● how to play the video and the information to be communicated● how to adjust the screen resolution and image quality as per video requirements● recording voice-overs and audio as per the video type● how to balance audio and visual quality● organising the video as per content and appropriateness● check the quality of videos, making required adjustments and confirming if the shots are ready to be edited● various organisational policies, rules and legislations as applicable in the process and ensuring complete adherence <p>Knowledge of general concepts and principles in a field of work</p>		
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	<ul style="list-style-type: none">● basics of video editing, various techniques used and correct process to carry it out● selection of graphics, animations and special effects as per the message to be conveyed● steps performed for adding graphics, animations and special effects in the video produced● discussions that take place and how to incorporate points shared by stakeholders● importance of permits and approvals as required in the process● various organisational policies, rules and legislations as applicable in the process and ensuring complete adherence● importance of publishing and distributing web videos● rendering of video and need to convert it into a standard format before publishing● requirements to be shared with concerned stakeholders before publishing and distribution● various formats in which videos get published● importance of inputs provided and their significance in the process to generate impact● right strategy to publish the videos and the significance of following it● characteristics of a system that attracts customers' interest and increases footfall● importance of having an effective plan for distribution and its key elements● various channels that help in video circulation● importance of running the videos in routine meetings with stakeholders		
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	<ul style="list-style-type: none">● importance of coordinating with marketing personnel for video presentations● challenges faced while distributing videos across various channels and the level of impact generated in each of them● various organisational policies, rules and legislations as applicable in the process and ensuring complete adherence● various strategies adopted for video marketing and its key features● importance of monitoring the acceptability of web videos by evaluating customer footfall, web traffic, sale of products and/or services, business objectives, engagement level, etc.● types of analytics applied to study results and user engagement over the published videos● various types of analytics software used in the market● steps implemented to use analytics software for generating useful insights that drive business decisions● elements of a schedule for applying analytics that helps in periodic assessment● correct ways to track the progress and evaluate metrics to be optimised for the published videos● how to decide on the types of improvements to be made after studying the results and carrying them out accurately● factors that help in measuring performance and its optimisation for desired results for video marketing● information to be shared with the team after studying trends for the published videos		
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	<ul style="list-style-type: none"> ● considerations that help decide whether a new strategy is to be adopted and effective ways for its implementation ● discussions that take place for finalising major revamp with respect to incorporating changes, innovating and revising the video content ● importance of agreeing with concerned stakeholders before making the required changes to the video content ● importance of running a demo before decision-makers before uploading it over social media platforms and distribution ● various organisational policies, rules and legislations as applicable in the process and ensuring complete adherence 		
<p>Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill</p>	<p>Cognitive skills</p> <ul style="list-style-type: none"> ● Determine the objective of the content and elements required in the content ● Determine the target users' and audience's needs and viewpoints using various user data. ● Research and identify text-based content that may be incorporated and referenced ● Organize content by category, order, and structure to make it simple to read and navigate. ● Write content using principles and best practices of effective communication. ● Edit and rewrite text until it satisfies the criterion for creativity. ● Check written material for errors and run readability tests, if necessary. ● Gather audio-visual digital content requirements for the organization, target audience profiling, resources available and constraints. ● Determine platform capabilities and constraints to guide content production. 	<p>A range of cognitive and practical skills are required to accomplish tasks and solve problems by selecting and applying basic methods, tools, materials and information.</p>	<p>4.5</p>

	<ul style="list-style-type: none">● Source audio and visual content that appeals to the target audience and fits the requirement, organization's logo, style guide, and marketing strategy from authorized sources.● Edit audio and visual material to produce attractive and high-quality material using media editing tools like Photoshop, Canva, and Video Editor like Adobe Premiere Pro, Final Cut Pro, AVID media composer, etc.● Provide captions, sub-titles or descriptions for media assets as per <p>Practical Skills</p> <ul style="list-style-type: none">● Gather the content production requirements from the authorized personnel as per organizational norms.● Schedule content creation to coincide with organizational branding and marketing initiatives.● Use the writing tools appropriate for the content's purpose while creating material.● Writing tools: Word processor like MS Word, Presentation Software like MS PowerPoint, publishing software like InDesign, eLearning software like Articulate Storyline, HTML forms like Google forms● Distribute the final version of content to the appropriate personnel for evaluation and consideration.● Gather feedback from relevant people and modify the content.● Follow protocols for ensuring the accuracy and authenticity of information● Export video files in compatible sizes, formats and frame rates to meet production requirements● Upload content to the final destination with applicable metadata according to production requirements <p>Problem-Solving skills</p> <ul style="list-style-type: none">● Fill in the perceived information gaps in text-based materials using various supplementary sources.		
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	<ul style="list-style-type: none"> ● Evaluate and choose the most suitable content ideas and writing styles in consultation with the right personnel. ● Come up with various ideas relevant to the objective of the content to be created. ● Embed the audio and visual content in the overall content seeking maximum impact and effective utilization of space and size ● Review online content using an industry-standard web browser or application to check layout, appearance and accessibility requirements are met ● Proof-read digital content to identify any errors with respect to language, format and template as per standards ● Check adherence to branding and messaging guidelines across the content ● Identify gaps and inadequacies in the content by evaluating the content based on the content outline and objectives ● Check for superseded and inaccurate information and suggest current information and additional material in accordance with organisational requirements ● Check and identify plagiarized content ● Analyse the efficiency of content in achieving its purpose using digital tools for analytics ● Ensure that content is logically organized and presented in an eye-catching way to enhance user experience ● Verify the uploaded materials in closed contention mode, test them on various gadgets, and make any necessary adjustments. 		
<p>Broad Learning Outcomes/Core Skill</p>	<p>Mathematical skill</p> <ul style="list-style-type: none"> ● Schedule content creation to coincide with organizational branding and marketing initiatives ● Develop a work plan ● Change the work plan to respond to problems encountered or changes to organisational objectives <p>Understanding of social political</p> <ul style="list-style-type: none"> ● Determine the target users' and audience's needs and viewpoints using various user data. 	<p>Desired mathematical skills; understanding of social, and political; and some skill in collecting and organising information, and communication.</p>	<p>4.5</p>

	<ul style="list-style-type: none"> ● Gather feedback from relevant people and modify the content. ● Gather audio-visual digital content requirements for the organization, target audience profiling, resources available and constraints. ● Source audio and visual content that appeals to the target audience and fits the requirement, organization's logo, style guide, and marketing strategy received from authorized sources. ● Check adherence to branding and messaging guidelines across the content <p>Collecting and organising information and communication</p> <ul style="list-style-type: none"> ● Distribute the final version of content to the appropriate personnel for review, evaluation and consideration. ● Send stakeholders the updated audio and visual content for review and consideration. ● Seek clarifications when in doubt from authorised personnel and document it with the review guidelines ● Share the compiled report of the findings and feedback to the authorised personnel within the agreed timelines 		
<p>Responsibility</p>	<ul style="list-style-type: none"> ● Concept development: Collaborating with a team to conceptualize and develop video ideas that align with the organization's goals and messaging. ● Scriptwriting: Writing scripts or outlines for videos, taking into account the target audience, messaging, and visual elements. ● Pre-production: Planning and organizing logistics for video shoots, such as scouting locations, casting talent, scheduling shoots, and acquiring the necessary equipment. ● Production: Filming videos, managing lighting and sound, directing talent, and ensuring that the footage is captured according to the creative vision. ● Post-production: Editing footage, selecting the best takes, adding visual effects, sound design, color grading, and finalizing the video. 	<p>Responsibility for own work and learning and some responsibility for others' work and learning.</p>	<p>4.5</p>

	<ul style="list-style-type: none"> ● Collaboration: Working closely with other team members, such as graphic designers, copywriters, and marketing specialists, to ensure that the video aligns with the overall campaign or brand. ● Quality control: Reviewing the video for errors or inconsistencies, and ensuring that it meets the organization's standards for quality and brand messaging. ● Distribution: Uploading the finished video to the organization's website or social media channels, and tracking metrics to evaluate the video's impact and engagement with the target audience. ● Overall, a web video developer and editor are responsible for creating high-quality video content that aligns with an organization's goals and messaging and helps to engage and inform the target audience. Hence the level is 4.5 		
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Annexure 2: Tools and Equipment (Lab Set-Up)

List of Tools and Equipment

Batch Size:

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size
1.	Information documents (client inputs, work plan, production brief, etc.		1 for every 10 students
2.	Video Camera		2 sets
3.	Tripod		2 sets
4.	Lighting kit		1 set
5.	Backdrop		1 set
6.	External recorder		1 set
7.	Lapel microphone		1 for every 10 students
8.	Shotgun microphone		1 set
9.	Computing system with adequate specifications		1

10.	Organizational manuals and policy documents		2 sets
11.	Sample videos in different formats		1 in each format
12.	Social media platform access		Group License for all students
13.	Industry-standard applications to publish web videos online		1 Set
14.	Analytics tools and software like Google Analytics or SEMrush	all software should either be the latest version or one/two versions below	Group License for all students
15.	Notepad		2 for each student
16.	Pens		2 for each student
17.	Computer/Laptop		1 for every 2 students
18.	Internet connection		1 connection
19.	Video Editing software like Adobe Premier Pro/ Final Cut Pro/ Avid Media Composer	all software should either be the latest version or one/two versions below	Group License for all students
20.	Colour grading Video editing monitor		1 for every 5 students
21.	Gaming mouse and keyboard		1 for every 5 students
22.	Headphones		1 for every 2 students
23.	Speakers		1 for every 2 students
24.	Reviewer Software		Group License for all students
25.	Browsers and applications to view specific published content		Group License for all students
26.	Sample editing specification sheet		2 Sets
27.	Sample content review feedback sheet		2 Sets
28.	Web hosting platforms		Group License for all students
29.	Sanitizers		1 for every 2 students
30.	Wipes		1 for every 2 students
31.	PPE		1 ser for each student
32.	Fire extinguishers		As per industry norms
33.	First aid kit		1 kit for every 30 students

34.	Computer (PC) with the latest configurations		1 for every 2 students
35.	Internet connection with the standard operating system	all software should either be the latest version or one/two versions below	Group License for all students
36.	Scanner		1 for every 30 students
37.	Printer		1 for every 30 students

Classroom Aids

The aids required to conduct sessions in the classroom are:

1. Laptops
2. Whiteboards and markers
3. Projector
4. Screen
5. Chart paper
6. AV equipment
7. Stationery
8. Telephone connection

Annexure 3: Industry Validations Summary

Provide the summary information of all the industry validations in the table. This is not required for OEM qualifications.

S. No	Organization Name	Representative Name	Designation	Contact Address	Contact Phone No	E-mail ID	LinkedIn Profile (if available)
1.	Edutech Consulting and Innovation Pvt. Ltd. (Intellect Moxie)	Rajeev Singh Baghel		3rd Floor, The Agrawal Corporate House, Sector B, Greater Brajeshwari, Indore, Madhya Pradesh - 452016	9826095063	rajeev@intellectmoxie.com	https://in.linkedin.com/in/rajeev-singh-baghel-4622079
2.	-	Neha Thapar	Independent Consultant		9650002648	neha9487@gmail.com	
3.	Freelance	Manish Singh	Writer/Director		9619422579	manisshh22@gmail.com	
4.	The Camerawalaa	Paridhi Jain	Founder Owner	134, Anoop Nagar, Indore - 452001	7898046190	thecamerawalaa@gmail.com	
5.	Grafico	Younus Khan	Proprietor	A106, Anmol Tower, Greater Kailash Road, Old Palasia, Indore, MP	9584530793	younuskhan081@gmail.com	https://in.linkedin.com/in/younus-khan-855a7014b
6.	Kayra Animation Pvt. Ltd.	Arpit Dubey	CEO	3126, 2nd floor, Vijay Laxmi Tower, Sudama Nagar, Indore, MP - 452009	9179831131	kayraanimation@gmail.com	https://in.linkedin.com/in/arpit-dubey-00729915
7.	-	Priyanka Goyal	Senior Executive Officer	A-24-25, Sector 62, Noida, UP	9911268169	priyanka25.nios@gmail.com	
8.	MYFM - Dainik Bhaskar Group	Meenakshi Madan	Manager - Ad Sales	DBCORP LTO (MYFM - Radio Division), Naman Corporate Link, C-31, G Block, BKC, Mumbai - 400051	9322151124	meenakshi.madan@myfmindia.net	https://in.linkedin.com/in/meenakshi-madan-6a9b27106

Annexure 4: Training & Employment Details

Training and Employment Projections:

Year	Total Candidates		Women		People with Disability	
	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities
2023	30	30	5	5		
2024	500	500	100	100	10	10
2025	1500	1500	250	250	20	20

Data to be provided year-wise for the next 3 years

Training, Assessment, Certification, and Placement Data for previous versions of qualifications:

Qualification Version	Year	Total Candidates				Women				People with Disability			
		Trained	Assessed	Certified	Placed	Trained	Assessed	Certified	Placed	Trained	Assessed	Certified	Placed

Applicable for revised qualifications only, data to be provided year-wise for the past 3 years.

List Schemes in which the previous version of Qualification was implemented:

- 1.
- 2.

Content availability for previous versions of qualifications:

Participant Handbook Facilitator Guide Digital Content Qualification Handbook Any Other:

Languages in which Content is available:

Annexure 5: Blended Learning

Blended Learning Estimated Ratio & Recommended Tools:

Refer NCVET “Guidelines for Blended Learning for Vocational Education, Training & Skilling” available on:

<https://ncvet.gov.in/sites/default/files/Guidelines%20for%20Blended%20Learning%20for%20Vocational%20Education,%20Training%20&%20Skilling.pdf>

S. No.	Select the Components of the Qualification	List Recommended Tools – for all Selected Components	Offline: Online Ratio
1	<input checked="" type="checkbox"/> Theory/ Lectures - Imparting theoretical and conceptual knowledge	LCD, Projector, Laptop, MSOffice Suite, Flipchart, whiteboard, Markers, wi-fi connectivity	50:50
2	<input type="checkbox"/> Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners		
3	<input checked="" type="checkbox"/> Showing Practical Demonstrations to the learners	LCD, Projector, Laptop, MSOffice Suite, various tools and software, computer camera, computer speakers, wi-fi connectivity	50:50
4	<input checked="" type="checkbox"/> Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	Computer systems for all students, printers, wi-fi connectivity	50:50
5	<input checked="" type="checkbox"/> Tutorials/ Assignments/ Drill/ Practice	Learning management system	0:100
6	<input checked="" type="checkbox"/> Proctored Monitoring/ Assessment/ Evaluation/ Examinations	Online assessment portals, tablet for each student	0:100
7	<input checked="" type="checkbox"/> On the Job Training (OJT)/ Project Work Internship/ Apprenticeship Training	Access to industry partners in relevant field	100:0

Annexure 6: Detailed Assessment Criteria

Detailed assessment criteria for each NOS/Module are as follows:

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Pre-production tasks for web video production and editing	1. Identify requirements 1.1. determine the purpose of the video as per client inputs, marketing goals, organisational vision and business objectives Purpose: increasing web traffic, customer engagement, raising brand awareness, etc. 1.2. record the information received to determine the tasks to be performed for video production 1.3. define your target audience, core messages, and tone for web video production Target Audience: with respect to Who are they? Where are they? What do they like? What do they value?	5	10		

	Core Message: visiting social media, purchasing a product, training, etc.				
	<p>2. Prepare a plan</p> <p>2.1 select a video type that covers the topics and business objectives to be presented Video type: Animated, Live-action, Screen recording, Whiteboard, Motion graphics Typography, Combination</p> <p>2.2 develop a plan to accomplish the goals through animation and editing Plan: goals and expectations; competitor’s tactics; audience needs; best topics to be discussed; best-performing video topic; important news and trends, etc.</p> <p>2.3 set parameters for accomplishing essential goals for video production Parameters: view count, engagement, conversions, comments.</p> <p>2.4 identify resources required and where they can be sourced from</p> <p>2.5 identify tools, equipment and software to be used during video production Resources: Camera, Tripod, Lighting kit, Backdrop, An external recorder, Lapel microphone, shotgun microphone, computing system with adequate specifications, video editing software (s), etc.</p> <p>2.6 identify constraints and risks that could impact the plan and prepare a backup plan for the same</p> <p>2.7 plan the budget requirements to be shared with the investors/corporate unit heads</p> <p>2.8 prepare a timeline for the completion of each part of a project and plan the overall production schedule</p> <p>2.9 document the project and share it with all stakeholders</p> <p>2.10 create a video production brief for the production team</p>	5	10		
	<p>3 Create a storyboard and script</p> <p>3.1 select a storytelling style that best suits your defined goals</p> <p>3.2 write the video script and video production brief considering the target audience, key messaging, tone and business objectives</p> <p>3.3 develop storyboards keeping in mind the required features for creating animations. Features: look/feel, information to be highlighted, transitional treatments, etc.</p> <p>3.4 analyse photographs, images, pre-existing film footage, and computer-generated animations (of experiments or research projects that could be used in the video content)</p>	10	25		
	<p>4. Organise for location, team and resources</p> <p>4.1. scout a location for shooting the video</p> <p>4.2. obtain relevant permissions for space requirements and secure the ideal filming location(s)</p>	10	25		

	4.3. communicate the plan of action and video production brief to the team and resolve queries effectively				
	Total Marks	30	70		
Produce web videos	5. Prepare for production	10	25		
	5.1 unpack the shooting equipment and place them in the designated location				
	5.2 set up the camera considering the time of the shoot, the number of shots, the type of footage to be captured and the video script				
	5.3 set up the lighting depending on setup time, number of locations required for shooting and types of shots Lighting: soft light, hard light, natural lighting, studio lighting, lighting equipment (key light, rim light, triggers and flashes; softbox or shapers; reflectors)				
	5.4 select the background for shooting the video Background: solid-coloured, white, wall, bedsheet, backdrop paper, etc.				
	6. Conduct a photoshoot	20	45		
	6.1 focus the camera by making the required adjustments in the settings and taking sample shots				
	6.2 direct the talent for delivering the script and examine their performance for the video’s speed, dynamics, style and audience appeal				
	6.3 capture shots from different angles keeping in mind the theme of the video				
	6.4 adjust the screen resolution and image quality for desired appropriateness				
	6.5 conduct interviews as per the video script and ensure adequate coverage of content				
	6.6 record voice-overs and audio (such as narration) as per the video type				
	6.7 balance the audio and visual quality using microphones and camera adjustments respectively Microphones: condenser microphones, dynamic microphones, lavalier microphones (or, lapel mics)				
	6.8 add graphics and animation to illustrate complex topics and business objectives				
	6.9 organise the sequence of videos shot accurately to prepare for editing				
	6.10 confirm if the quality of shots covers the content and is ready for editing				
	Total Marks	30	70		
Edit the web videos	7. Add graphics and special effects	15	35		
	7.1 organise all the videos and make them readily available for editing				
	7.2 compile the best takes and import them using video editing software				
	7.3 use the software to cut the video clips and obtain the essential parts				
	7.4 create a timeline to understand the sequence and relevance of the message to be conveyed				

	<p>7.5 add graphics, animations and special effects as required to make the video appealing Animations: animated graph to illustrate a key figure; animated mock-up of a product being explained; screen recording of you scrolling through your product’s website while it’s being talked about. Special effects: illustrations, characters, 3D text, etc.</p>				
	<p>8. Add soundtracks and voiceovers</p> <p>8.1 record a voiceover using available resources ensuring the message is appealing to the target audience Voiceover: as per style, tone, and accent.</p> <p>8.2 insert the recorded voiceover into the video timeline using editing software</p> <p>8.3 sync the voiceover into the appropriate footage</p> <p>8.4 add colours to the video depending on the business objectives and reinforcing brand importance</p> <p>8.5 add background music or soundtracks to fill up space, cover up any audio snips and engagement as desirable Background music: must complement the video’s tone and mood, help communicate the core message, be appropriate for the target audience, and match the pace of the edit.</p> <p>8.6 add titles, subtitles, intros and outros to signify brand importance, share important information and gauge the audience’s interest</p> <p>8.7 play the video and provide important information before the concerned stakeholders</p> <p>8.8 incorporate changes as communicated by the designated personnel and obtain required approvals to prepare for publishing</p>	15	35		
	Total Marks	30	70		
Publish and distribute web videos	<p>9. Publish web videos</p> <p>9.1 share the requirements with the marketing team to publish and distribute the video content</p> <p>9.2 finalise the format for rendering the video (such as mp4 on YouTube, Facebook, LinkedIn and Twitter; for Snapchat or an Instagram Story, it will need to be in vertical video aspect ratio) Format: MP4, MOV, WMV, AVI, FLV, etc.</p> <p>9.3 identify the platforms wherein the videos would be hosted after evaluating the demographics of each social media platform Social Media Platform: Reddit, Quora, Facebook, Twitter, Instagram or YouTube.</p> <p>9.4 seek inputs from the marketing team to identify groups and forums wherein the videos would generate maximum impact</p> <p>9.5 publish the video on finalised social media platforms strategically</p>	15	35		

	<p>Strategically: right-sizing, video duration, and engaging thumbnails, including a call to action, customising GIF thumbnails, etc.</p> <p>9.6 implement a system that redirects customers towards organisational products and services</p>				
	<p>10. Distribute web videos</p> <p>10.1 identify the distribution platforms to share the videos whilst evaluating audience types and as per organisational policies Distribution platforms: free/paid ads, websites, blogs, landing pages, news, podcast platforms, webinars, native advertising, sponsored content, influencer marketing, etc.</p> <p>10.2 prepare a plan for distributing the videos keeping in mind the way customers interact with your business, leading to more customer satisfaction and repeat target actions Plan: should be diversified and perfectly fit the goals, as well as alternate channels</p> <p>10.3 incorporate the video in daily communication channels such as emails, weekly or monthly newsletters, onsite presentations, client meetings, etc.</p> <p>10.4 run the videos in routine meetings with external stakeholders and business partners</p> <p>10.5 coordinate with the marketing team for presenting videos at key events and conferences</p> <p>10.6 distribute the videos on all possible channels to generate maximum return on investment Channels: social media, embedding it in an article, sharing it with industry outlets, asking industry influencers to share it, putting paid advertising behind it so it gets in front of the target audience, or sharing it via an email newsletter or on your own YouTube channel.</p>	15	35		
	Total Marks	30	70		
Adopt practices to enhance user engagement	<p>11. Adopt practices to enhance user engagement</p> <p>11.1 setup analytics to monitor results and user engagement over the published videos Analytics: Google Analytics, paid platforms such as Wistia, Vimeo, etc.</p> <p>11.2 create a periodic schedule for applying analytics as per business needs</p> <p>11.3 track the progress and evaluate metrics to be optimised in consultation with the team Metrics: view count, play rate, social sharing and comments, video completions, completion rate, click-through rate, conversion rate, bounce rate, time on page, etc.</p> <p>11.4 derive useful insights and make constant improvements to the strategies adopted for video marketing</p>	50	50		

	<p>11.5 measure performance on each platform and communicate important findings to the relevant teams for improvements</p> <p>Important findings: product experience, customer feedback, etc.</p> <p>11.6 refine strategy after evaluating market trends and as per discussions with key decision-makers</p> <p>11.7 incorporate changes, innovate and revise the video content in agreement with concerned stakeholders</p> <p>11.8 run a demo before decision-makers before uploading it over social media platforms and distribution.</p>				
	Total Marks	50	50		
Health and Safety in a Digital Workspace	<p>12 Maintain good health and hygiene</p> <p>12.1. maintain workplace cleanliness</p> <p>12.2. maintain personal cleanliness and hygiene such as sanitizing hands at regular intervals and wearing clean clothes.</p> <p>12.3. monitor sanitization of mobile phones, computers, laptops and accessories regularly.</p> <p>12.4. ensure the team is adhering to good cleanliness and hygiene practices</p> <p>12.5. ensure that your desk and workspace are cleaned and organised regularly.</p> <p>12.6. manage workstation ergonomic risks by taking care of the chair and desk design, height, support and adjustability, monitor size, positioning, height and visibility, keyboard and mouse height, positioning and arm or wrist posture, etc.</p> <p>12.7. take measures to avoid strain on the eyes or body due to extended sitting and computer viewing hours.</p> <p>12.8. implement and adhere to fatigue management techniques</p> <p>12.9. follow your organisation’s procedures for promoting mental health and well-being</p> <p>12.10. identify and address workplace health hazards related to injury, food, air and infectious disease within the scope of your role and report any unresolved hazards that may affect the health of self and others.</p>	16	16		
	<p>13 Implement safety measures</p> <p>13.1. identify safety hazards in remote, home and office environments work</p> <p>13.2. provide information about risks and hazards to colleagues responsible for health and safety</p> <p>13.3. implement measures to protect from physical, electrical, fire, hazardous materials, and bio-hazards.</p> <p>13.4. select, use and maintain personal protective equipment and clothing appropriate to working long hours on the computer or laptop in closed ac offices</p>	16	16		

	13.5. follow safety signs and symbols to prevent accidents				
	14 Respond to an emergency	10	10		
	14.1. identify standard procedures for dealing with accidents, fires, natural disasters and medical emergencies				
	14.2. take measures specified by the organisation for loss minimization and personnel and asset protection				
	14.3. organise and participate in emergency and fire drills and training				
	14.4. use emergency equipment in accordance with manufacturers' specifications and workplace requirements.				
	14.5. recognise the need for first aid response.				
	14.6. provide basic first aid.				
	14.7. seek assistance from emergency services.				
	14.8. accurately convey incident details to emergency services.				
	14.9. report details of the incident in line with appropriate workplace or site procedures.				
	15 Implement effective waste management and recycling practices at the workplace	8	8		
	15.1. identify and segregate recyclable, non-recyclable and hazardous waste at the workplace				
	15.2. segregate waste into different coloured dustbins				
	15.3. handle waste as per SOP				
	15.4. recycle waste wherever applicable				
	15.5. dispose of PPEs in a plastic bag, sealed and labelled as infectious waste				
	Total Marks	50	50		
Employability Skills	16 Introduction to Employability skills	9			
	17 Constitutional values	8			
	18 Becoming a professional in the 21st century	9			
	19 Basic English skills	8			
	20 Career development and goal setting	8			
	21 Communication skills	9			
	22 Diversity and inclusion	8			
23 Financial and legal literacy	8				

	24 Essential digital skills	8			
	25 Entrepreneurship	9			
	26 Customer service	8			
	27 Getting ready for apprenticeship and job	8			
	Total Marks	100			
Grand Total		320	380		

Annexure 7: Assessment Strategy

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

Mention the detailed assessment strategy in the provided template.

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 Madhavi Skills University (MSU)
- Assessment agency deploys the ToA-certified Assessor for executing the assessment
- MSU 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 for 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 SMEs
- 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 the 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 and copies of the documents are stored

On the Job:

1. Each module (which covers the job profile) will be assessed separately.
2. The candidate must score 60% in each module to complete the OJT.

3. Tools of Assessment that will be used for assessing whether the candidate is having desired skills and aptitude are:
 - Videos of Trainees during OJT
 - Portfolio of items produced
 - Viva
 - Demonstrations
4. Assessment of each Module will ensure that the candidate is able to:
 - Perform the skills mentioned in the assessment criteria.
 - Apply underpinning knowledge and understanding to the tasks performed to achieve desired level of competencies
 - Demonstrate behavioral and attitudinal soft skills as mentioned in the assessment criteria.

Annexure 8: Acronym and Glossary

Acronym

Acronym	Description
AA	Assessment Agency
AB	Awarding Body
ISCO	International Standard Classification of Occupations
NCO	National Classification of Occupations
NCrF	National Credit Framework
NOS	National Occupational Standard(s)
NQR	National Qualification Register
NSQF	National Skills Qualifications Framework
OJT	On-the-Job Training

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 is obtained when a The 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 about 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 based on their main economic function, product, service or technology.
Long Term Training	Long-term skilling means any vocational training program undertaken for a year and above. https://ncvet.gov.in/sites/default/files/NCVET.pdf