QUALIFICATION FILE – PM Vishwakarma

Creative Malakar (Advance)

NCrF/NSQF Level: 3

Submitted By:

Handicrafts and Carpet sector skill council-HCSSC

Tel number(s): 011-26139834

E-mail address: ceo@hcssc.in

Table of Contents

Creative Malakar (Advance)

Section 1: Basic Details

1.	PM Vishwakarma -Qualification Name	Creative Malakar	
2.	Sector	Handicrafts and Carpet Sector skill council	
3.	Related Qualification Available on NQR *(wherever applicable)*	Name: NA	Qualification Code NG-03-HC-02336-2024-V1-HCSSC
4.	National Qualification Register (NQR) Code & Version *(Will be issued after NSQC approval.)*	NQR Code: NA Version: 1.0	5. NCrF/NSQF Level: 3
6.	Brief Description of the Job Role	A creative mala maker is an artisan who specializes in crafting unique and aesthetically pleasing malas and a bouquet maker is an artist who transforms flowers and foliage into stunning and unique arrangements.	
7.	Eligibility Criteria for Entry for a Student/Trainee/Learner/Employee	a. Entry Qualification & Relevant Experience: 	Academic/Skill Qualification (with Specialization - if applicable)

Existing Vishwakarmas duly verified as per the Scheme	 b. Age: NA	
8.	Credits Assigned to this Qualification, Subject to Assessment *(as per National Credit Framework (NCrF))*	4	9. Common Cost Norm Category (I/II/III):I
10.	Any Licensing Requirements for Undertaking Training on This Qualification *(wherever applicable)*	NA	

Creative Malakar (Advance)

11.	**Training Duration by Modes of Training Delivery** *(as per requirement of the qualification)*		
		Modules	**Notional Hours (hh:mm)**
		Domain Knowledge along with usage of any new machinery/tools/techniques	45:00 Hours
		Entrepreneurship skills and design workshops	30:00 Hours
		Digital Skills	15:00 Hours
		Financial Skills	15:00 Hours
		Marketing and Outreach	15:00 Hours
		Total	**120:00 Hours**
12.	**Is the Qualification Amenable to Persons with Disability**	☒ **Yes** ☐ **No If "Yes", specify applicable type of Disability:**	
13.	**Name and Contact Details Submitting / Awarding Body SPOC** *(In case of CS or MS, provide details of both Lead AB & Supporting ABs)*	**Name: Mr. Krishan Kumar** **Email: ceo@hcsc.in** **Contact No.: 011-26139834** **Website: www.hcssc.in :**	
14.	**Final Approval Date by NSQC:**	**15. Validity Duration:** Co-terminus with the PM Vishwakarma Scheme subject to midway changes in the qualification	**16. Next Review Date:**

Creative Malakar (Advance)

Section 2: Tools and Equipment Details

List of Tools and Equipment

Batch Size:

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size	Tool Image/ Image URL
1.	Fresh flowers	Fresh flowers are the main element in making flower malas and bouquets	5 Kg	
2.	Scissors	Scissors are used to cut and trim the stems of fresh flowers to the desired length	6 Pairs	
3.	Bead Organizer	A bead organizer may be repurposed to hold small decorative elements like beads	3 Eqpt Nos	

Creative Malakar (Advance)

4.	Stringing tool	The stringing tool is used to thread beads onto the string, creating the mala	6 Eqpt Nos	
5.	Measuring tape	A measuring tape ensures that the mala is the desired length and helps maintain uniformity in the size	5 Eqpt Nos	
6.	Decorative tassel	A decorative tassel can be added to the end of the flower mala for aesthetic purposes	6 Packets	
7.	Pruning Shears	Pruning shears are essential for cutting and shaping the stems of flowers in a bouquet	4 Eqpt Nos	

Creative Malakar (Advance)

8.	Floral Tape	Floral tape is used to bind together the stems of the flowers in a bouquet	5 Packets	
9.	Decorative Wrapping material	Decorative wrapping material, such as paper, fabric or jute-based sheets is used to wrap the base of the bouquet stems to make eco-friendly bouquet	6 Packets	
10.	Pins	Pins may be used to secure the wrapping material in place	6 Packets	
11.	Floral Wire	Floral wire is used to reinforce or shape individual flower stems	4 Bundles	

Creative Malakar (Advance)

12.	Water container	Placing the bouquet in a water container helps keep the flowers hydrated before they are presented	3 Eqpt Nos	
13.	Floral foam	Floral foam is placed in the water container to provide a stable base for arranging the flowers	5 Bundles	
14.	Spray Bottle	Used to spray flowers to keep them fresh	3 Eqpt Nos	
15.	Different types of Beads	Primary material in bead mala making	5 Packets	

Classroom Aids

The aids required to conduct sessions in the classroom are:

1. PC/Laptop
2. Screen Projector

Creative Malakar (Advance)

3.   Screen
4.   Marker
5.   White Board
6.   Duster
7.   Smart Phone

Section 3: Performance Criteria & Assessment Criteria

Description:
A creative mala maker is an artisan who specializes in crafting unique and aesthetically pleasing mala and a bouquet maker is an artist who transforms flowers and foliage into stunning and unique arrangements.
Scope:

The scope covers the following:

Creative Malakar:

- process to create traditional garland (mala)
- process to create a bouquet
- carry out the design workshops on garlands and bouquets
- entrepreneurship on malas and bouquet sector

Digital Literacy-Advanced:

- Advanced features of using mobile phones (Smart Phones)
- Using advanced Internet and mobile applications (Apps)
- Privacy and security related to the Internet and mobile phones

Advanced Financial Literacy:

- Understand importance of being financially literate
- Manage bank account
- Managing Loans
- Basic Understanding Taxes
- Using advanced features of digital payment applications
- Awareness and Prevention of Financial Frauds

Marketing and Outreach – Advanced:

- Marketing and Customer insights.
- Quality assurance and certification in craftsmanship
- Brand identity and promotion
- E-Commerce and building trade networks

Performance Criteria & Assessment Criteria:

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
Usage of new machinery/tools/equipment					
process to create a traditional garland (mala)		**8**	**17**	**-**	**-**
PC 1.	select fresh flowers or materials like beads, leaves, or other decorative elements based on the type of mala to create.	1	2	-	-
PC 2.	select sturdy thread or string for stringing the beads or flowers.	1	2	-	-
PC 3.	trim the stems of fresh flowers to a uniform length.	1	2	-	-
PC 4.	ensure beads are clean and organized in a way that facilitates easy stringing	-	2	-	-
PC 5.	start by tying a knot at one end of the thread	-	1	-	-
PC 6.	begin stringing the flowers or beads onto the thread, alternating with leaves or other decorative elements	2	1	-	-
PC 7.	continue until achieve the desired length, ensuring the mala is balanced and visually appealing	-	1	-	-
PC 8.	tie a secure knot at the end to keep the flowers or beads in place.	1	2	-	-

Creative Malakar (Advance)

PC 9.	trim any excess thread, leaving enough for tying the mala around the neck or for hanging	1	2	-	-
PC 10 .	add a decorative tassel or pendant at the center or end of the mala	1	2	-	-
process to create a bouquet		**8**	**17**	**-**	**-**
PC 11.	gather flowers, foliage, and any additional elements like ribbons, pins, or decorative wire	1	2	-	-
PC 12.	trim the stems of the flowers at an angle, removing any excess leaves	2	1	-	-
PC 13.	create a clean and even base by cutting the stems to a uniform length	2	1	-	-
PC 14.	start with the focal flowers in the center and gradually add complementary flowers and foliage around them	1	2	-	-
PC 15.	secure the bouquet by holding the stems together in one hand	2	1	-	-
PC 16.	use floral tape or a rubber band to bind the stems tightly, creating a stable base	-	2	-	-
PC 17.	cover the bound stems with decorative wrapping material, such as ribbon or fabric	-	2	-	-
PC 18.	use pins or floral wire to secure the wrapping in place	-	2	-	-
PC 19.	trim any excess wrapping material and adjust the length of the stems if needed	-	1	-	-
PC 20.	ensure that the bouquet is well-balanced and visually pleasing from all angles	-	2	-	-
PC 21.	place the bouquet in water or a damp cloth until it is ready to be presented to maintain its freshness	-	1	-	-
Entrepreneurship skills and design workshops					
carry out the design workshops on garlands and bouquets		**9**	**16**	**-**	**-**
PC 22.	understand the principles of floral arrangement according to the elements of design	1	-	-	-
PC 23.	choose a theme or color scheme for garlands (mala) and bouquets	1	2	-	-
PC 24.	compile a list of materials and tools needed for the workshop. this may include various flowers, different types of beads, greenery, floral foam, wires, scissors, pruners, ribbons, and decorative elements	2	1	-	-
PC 25.	cover basic floral design principles, color theory and the different types of flowers and greenery	1	2	-	-
PC 26.	teach basic floral design techniques, including how to cut and condition flowers, create focal points, and balance arrangements	1	3	-	-
PC 27.	demonstrate the importance of proportion and symmetry in both garlands and bouquets	1	3	-	-
PC 28.	start with a demonstration of how to create a creative garland, bead malas and eco- friendly jute wrapped flower bouquet and techniques	-	2	-	-
PC 29.	uses of different styles, such as asymmetrical or symmetrical designs	2	3	-	-
entrepreneurship on malas and bouquet sector		**6**	**19**	**-**	**-**
PC 30.	explain the meaning of entrepreneurship and what entrepreneurs do	1	2	-	-
PC 31.	research existing malas and bouquet businesses in particular areas	1	2	-	-

Creative Malakar (Advance)

PC 32.	identify the strengths and weaknesses	-	1	-	-
PC 33.	outline the business goals, target market, products, pricing, and marketing strategy	-	1	-	-
PC 34.	develop a budget for initial startup costs	-	1	-	-
PC 35.	register business and obtain any necessary licenses or permits	-	2	-	-
PC 36.	familiarize with local regulations regarding floral businesses, and health and safety standards.	-	1	-	-
PC 37.	develop regulatory considerations for quality standards and packaging	-	1	-	-
PC 38.	reliable artisans with relevant skills such as floral design, craftsmanship, or knowledge of spiritual and wellness practices for the malas sector.	2	1	-	-
PC 39.	set up a workspace with proper storage for flowers, worktables, and tools	1	2	-	-
PC 40.	design a logo and develop a brand identity that reflects the style and values of the business	-	1	-	-
PC 41.	identify local artisans who specialize in complementary sector such as garlands, bead malas and bouquet making	1	2	-	-
PC 42.	focus on team building satisfaction through timely production, responsive communication, and addressing customer concerns	-	2	-	-
Total Marks		**31**	**69**		

Module No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
Digital Literacy Advanced					
Module 1: Advanced features of using mobile phones (Smart Phones)	PC1: Use the mobile phone in a secure way by locking/unlocking phone/apps using various options like face recognition, fingerprint etc. PC2: Use advanced camera features for business tasks, like scanning QR codes. PC3: Crop photos, take screenshots, and share them as attachments. PC4: Understand how to use features like conference calls, call recording, and call forwarding. PC5: Access and manage documents stored in different folders in phone. Eg. File folder, download folder, etc. PC6: Manage phone memory and data storage. PC7: Use other features of smartphone such as Airplane mode, Do Not Disturb, Bluetooth, other sharing services etc. PC8: Using voice assistant on Smartphones for tasks like setting reminders, asking questions, etc.	10	10	-	-

Module No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
Digital Literacy Advanced					
Module 2: Using advanced Internet and mobile applications (Apps)	PC1: Connect to internet using Wi-Fi, Mobile Data. PC2: How to secure various apps installed on phone. PC3: Using mobile applications to compress pictures and documents. PC4: Access, store, and share documents using Google Drive from your phone. PC5: Use apps for managing schedules and appointments. PC6: Utilize Advanced Features of WhatsApp, Gmail, Google Maps, PayTM, and other social media applications such as Facebook and YouTube. PC7: Using Video conferencing features in different apps (Zoom etc.) PC8: Create and improve business profiles on relevant social media platforms to reach more customers using features of geo-tagging. PC9: Interact with customers by responding to messages and comments promptly, and share business-related content effectively. PC10: Using applications for customer service interaction (chat and voice calls) PC11: Usage of common applications like currency conversion, interest calculation etc. PC12: Usage of apps to help in various trades like carpenter, tailor etc. (Measurement and calculation apps, find and obtain construction material, manage inventory, learn new techniques and best practices in their specific trade)	20	30		
Module 3: Privacy and security related to Internet and mobile phones	PC 1: Identification of authentic calls and blocking SPAM calls PC 2: Apply safe and ethical browsing practices (protecting identity) online privacy and the potential risks associated with social media use. PC 3: Understand how to safely store passwords and apply the same. PC 4: Identify common online harassment scenarios (e.g., hate speech etc, cyberbullying), prevention, consequences and ways to deal with them. PC 5: Understanding fake and real information, importance of verifying the content available on the net and also understanding the responsibility while sharing any content. PC 6: Learn to identify deep fake AI generated frauds and reporting to the concerned authorities.	15	15		
TOTAL MARKS		**45**	**55**		

Creative Malakar (Advance)

Module No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
Advanced Financial Literacy					
Module 1: **Importance of Being Financial Literate**	PC1: Explain advanced financial terms such as long and short-term assets, liabilities, investments, debit, credit, etc PC2: Understand various types of business-related financial transactions and their uses in business scenarios PC3: Describe various types of payment methods such as cheques, UPI, RTGS etc PC4: Use mobile applications and online platforms to track expenses and manage financial goals (mention some names). PC5: Know about various Government schemes such as Pradhan Mantri Jan Dhan Yojana, Jeevan Jyoti Bima Yojana, Suraksha Bima Yojana, Sukanya Samriddhi Yojana, National Pension Scheme (NPS), Atal Pension Yojna (APY)	0	0	0	10
Module 2: **Managing bank account**	PC1: Know various banking services offered by bank such as transfer-receipt of money, deposit-withdrawal etc. PC2: Operate ATM, Deposit Cash/ Cheque through machines or manually PC3: Visit branch to operate and manage bank accounts PC4: Use mobile and net banking to operate and manage bank accounts PC5: Follow safety measures while managing bank accounts	0	0	0	**10**
Module 3: **Managing Loans**	PC 1: Know various types and features of secured and unsecured loans PC 2: Identify appropriate type of loan as per need, purpose, and loan terms and conditions PC 3: Select the loan repayment structure based on the interest rate and duration. PC 4: Legal process for resolution of delay/ default in payment of loan instalment	0	0	0	**10**
Module 4: **Basic Understanding of taxes**	PC 1: Know various types of Taxes such as Income tax, Goods and Services Tax (GST), etc. PC 2: Explain simple terms related to taxation such as taxable income, tax rates, Tax Deductible at Source (TDS), Value of Goods etc. PC 3: Understand important concepts and applicability of income tax and GST PC 4: Understand Basic guidelines for filing income tax and GST returns, including deadlines	0	0	0	**10**
Module 5 : **Using advanced features of Digital Payment Applications**	PC 1: Install and configure Digital Payment Applications PC 2: Learn and practice advanced features of Digital Payment Applications such as wallets, bill payments, recharge etc. PC 3: Perform transactions using Digital Payment Applications such as UPI, RTGS, NEFT, IMPS etc.	0	0	0	**10**

Creative Malakar (Advance)

Module No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
Advanced Financial Literacy					
Module 6: **Awareness and Prevention of Financial Frauds**	PC 1: Identify common online financial frauds and spams and associated potential risks PC 2: Apply safe and ethical practices for securing online transactions	0	0	0	**10**
TOTAL MARKS		**0**	**0**	**0**	**60**

Module No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
Marketing and Outreach- Advanced					
Module 1: Marketing and Customer Insights	PC 1: Conduct marketing activities for artisian products. PC 2: Evaluate customer feedback to improve product offerings and marketing strategies.	10	10	-	-
Module 2: Quality Assurance and Certification in Craftsmanship	PC 3: Obtain relevant quality certifications such as e ISI mark, Agmark and Hallmark. PC 4: Manage product quality as per quality standards.	10	10		
Module 3: Brand Development and Promotion Strategies	PC 5: Understand brand identity to enhance sales and promotion. PC 6: Promote products through Social media and digital marketing. PC 7: Leverage National Marketing Committee support in operations and logistics.	10	10		
Module 4: E-Commerce Management for Artisans	PC 8: Onboarding e-commerce platform. PC 9: Understand process of cataloguing the products and services of Vishwakarmas PC 10: Apply strategies for e-commerce linkage with GeM, Khadi India, MSME Mart.	10	10		
Module 5: Building Trade Network for Craft Business	PC 11: Use digital marketing for wider reach and publicity of the Vishwakarma Scheme. PC 12: Identify and collaborate with relevant Industry Bodies. PC 13: Create links with suitable exporters and traders operating under the sector.	5	5		
Module 6: Trade Fairs and Exhibitions	PC 14: Participate in trade fairs, exhibitions related to the products. PC 15: Set up collective display of PM Vishwakarma Products to associations of the artisan groups.	5	5		
TOTAL MARKS		**50**	**50**		

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

Creative Malakar (Advance)

Section 4: Trainers & Assessors

	Trainer's Qualification and experience in the relevant sector (in years)	**Domain Trainer:** a) 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 b) Certified trainers from the NCVET recognized Awarding Bodies c) Working professionals from the industry or clusters who have good knowledge and experience about the working/ operations of the listed modern tools in the relevant trades **Life Skills Trainer:** a) ITI Instructors from Directorate General of Training (DGT) ecosystem* b) Certified trainers from the recognized Awarding Bodies* *Mandatory Training of Trainers (ToT) of existing certified trainers on employability and entrepreneurship skills modules District-wise list of trainers/ Assessors is to be identified and made available
	Assessor's Qualification and experience in relevant sector (in years)	**Assessor:** a) Certified Assessors of the recognized Assessment Agencies b) Certified trainers may also get certified as an Assessor to conduct assessments in relevant trades (A Trainer can also act as an Assessor for a different location)

Creative Malakar (Advance)

Annexure: Acronym and Glossary

Acronym

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

Glossary

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