



QUALIFICATION FILE – PM Vishwakarma

Traditional Malakar

NCrF/NSQF Level: 2.5

Submitted By:

Handicrafts and Carpet Sector Skill Council-HCSSC

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Section 1: Basic Details

1.	PM Vishwakarma -Qualification Name	Traditional Malakar			
2.	Sector	Handicrafts and Carpet Sector Skill Council			
3.	Related Qualification Available on NQR (wherever applicable)	Name: NA	NQR Code & version: NA & Version 1.0		
4.	National Qualification Register (NQR) Code & Version (Will be issued after NSQC approval.)	NG-2.5-HC-00757-2023-V1-HCSSC	5. NCrF/NSQF Level: 2.5		
6.	Brief Description of the Job Role	A traditional mala maker is an artisan who specializes in creating malas and bouquet which is made from natural flowers and artificial flowers			
7.	Eligibility Criteria for Entry for a Student/Trainee/Learner/Employee	<p>a. Entry Qualification & Relevant Experience:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px; text-align: center;">Academic/Skill Qualification (with Specialization - if applicable)</td> </tr> <tr> <td style="padding: 5px; text-align: center;">Existing Vishwakarmas duly verified as per the Scheme</td> </tr> </table> <p>b. Age: NA</p>		Academic/Skill Qualification (with Specialization - if applicable)	Existing Vishwakarmas duly verified as per the Scheme
Academic/Skill Qualification (with Specialization - if applicable)					
Existing Vishwakarmas duly verified as per the Scheme					
8.	Credits Assigned to this Qualification, Subject to Assessment (as per National Credit Framework (NCrF))	1.5	9. Common Cost Norm Category (I/II/III): I		
10.	Any Licensing Requirements for Undertaking Training on This Qualification (wherever applicable)	NA			

11. Training Duration by Modes of Training Delivery <i>(as per requirement of the qualification)</i>	<table border="1" data-bbox="1017 250 1942 473"> <thead> <tr> <th data-bbox="1017 250 1560 314">Modules</th> <th data-bbox="1560 250 1942 314">Notional Hours (hh:mm)</th> </tr> </thead> <tbody> <tr> <td data-bbox="1017 314 1560 357">Upskilling on Modern Toolkit</td> <td data-bbox="1560 314 1942 357">15:00 hours</td> </tr> <tr> <td data-bbox="1017 357 1560 400">Employability and Entrepreneurial skills</td> <td data-bbox="1560 357 1942 400">23:30 Hours</td> </tr> <tr> <td data-bbox="1017 400 1560 443">Feedback and Interactive session</td> <td data-bbox="1560 400 1942 443">01:30 Hours</td> </tr> <tr> <td data-bbox="1017 443 1560 485">Total</td> <td data-bbox="1560 443 1942 485">40:00 Hours</td> </tr> </tbody> </table>		Modules	Notional Hours (hh:mm)	Upskilling on Modern Toolkit	15:00 hours	Employability and Entrepreneurial skills	23:30 Hours	Feedback and Interactive session	01:30 Hours	Total	40:00 Hours
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Feedback and Interactive session	01:30 Hours											
Total	40:00 Hours											
12. Is the Qualification Amenable to Persons with Disability	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If "Yes", specify applicable type of Disability: SHI, LD											
13. Name and Contact Details Submitting / Awarding Body SPOC <i>(In case of CS or MS, provide details of both Lead AB & Supporting ABs)</i>	Mr. Krishan Kumar Email: ceo@hcssc.in Contact No.: 011-26139834 Website: www.hcssc.in											
14. Final Approval Date by NSQC: 14th September 2023	15. Validity Duration: Co-terminus with the PM Vishwakarma Scheme subject to midway changes in the qualification	16. Next Review Date:										

Section 2: Tools and Equipment Details

List of Tools and Equipment

Batch Size: 30

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size	Tool Image/ Image URL
1	Needles	Facilitates threading beads onto the string, making the process efficient and precise, even with smaller beads	10 set	
2	Blades	Easily cuts the threads safely	4 Pair	
3	Water spray bottle	Easy spray of water instead of using hand to sprinkle water on flowers	4 Eqpt NOS	
4	Bead reamer	Ensures smooth holes in beads for easy threading, preventing thread breakage and allowing seamless stringing	4 bundle	

5	Water Bucket	The water bucket is used to store fresh water, so that the water can be used to sprinkle on flowers to keep them fresh for a long time. Also to put the flowers in the bucket for maintaining freshness	4 Eqpt Nos	
6	Jewel beads (ceramic, glass, pearl, metal, bone, stone, horn, etc.)	Diverse materials offer unique designs, textures, and colors. They add elegance and variety to create eye-catching jewelry	Glass Beads (5 Kg)- 3000 Brass Beads (2 Kg)- 3100 Stone Beads (60 Pieces)-1200 Wooden Beads (2 Kg)- 1000	
7	Thick and colorful Threads	Different types and colours of threads are used in making malas. (3 sets of all each type: white, grey, yellow, brown, pink, violet, light blue, and dark blue.)	5 bundle	
8	Colour Papers	Use to decorate the bouquet	200 pc set for Rs 1000, 30*15 cm, and 100 GSM thickness (different colours of papers)	

9	Spray	For fragrance and colour	10 Eqpt Nos	
10	Colour ribbons	Use to decorate the bouquet	12 sets of colour ribbons	
11	Sponge	Use to fix the flowers	20 pcs	

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 Malakar 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	
Overview of PM Vishwakarma Scheme					20	
Introduction to PM Vishwakarma scheme					5	
PC 1.	Hon'ble Prime Minister's vision for artisans and craftspeople, who work with their hands and tools, are usually self-employed and are generally considered to be a part of the informal or unorganized sector of the economy					
PC 2.	Understanding of the scheme objective - to improve the quality and reach to ensure that the Vishwakarmas are integrated with the domestic and global value chains					
PC 3.	Explain the scheme components: <ul style="list-style-type: none"> ○ Recognition: PM Vishwakarma Certificate and ID Card ○ Skill Upgradation ○ Toolkit Incentive ○ Credit Support ○ Incentive for Digital Transactions ○ Marketing Support 					
PC 4.	List the 18 trades covered under the scheme					
Benefits under PM Vishwakarma Scheme					10	
PC 5.	Importance of the PM Vishwakarma Certificate and ID Card, emphasizing their role in giving artisans a unique identity and validating their skills and legacy					
PC 6.	Highlight the core aim of Basic Training to enable the Vishwakarmas to improve their skill levels through exposure to modern tools and best practices,					

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

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 16.	The Scheme envisages to incentivize digital transactions undertaken importance of digital transactions and the incentives they would receive for adopting this modern method				
PC 17.	List other Government schemes which may cater to their various requirements				
PC 18.	Facilitate linking the beneficiaries with the suitable exporters and traders operating under this sector				
Upskilling on working with the listed modern Tool- kit for Traditional Malakar to perform operations using modern tools		20	80		
selection of variety of natural flowers and artificial flowers		2	5		
PC1	collect artificial flowers and natural flowers with sturdy stems that can be easily threaded.	1	2		
PC2	collect different mala's colors, shapes, and fragrances, these blooms set the stage for the mala's overall aesthetic and significance.	1	2		
PC3	trim the flowers, removing excess leaves, thorns and any damaged parts and make sure the flowers are clean and free from dirt or insects.		1		
prepare raw material and tools		1	2		
PC4	collect raw materials and tools such as natural flowers, artificial flowers, floral tape, floral wire, wire cutter or scissors, hot glue gun, rubber bands, twine or ribbon,	1	2		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
	strong/thin thread or string, cord, ribbon, scissors or pruning shears, needle, and water spray bottle				
	carry out the process of making bouquet from the different types of natural flowers and artificial flowers	2	10		
PC5	cut leaves off of the stem on the lower 2/3 approx. of the stem leaving leaves near the blooms	1	2		
PC6	use stems of flowers as per the base and add stems to this focal point	1	2		
PC7	add smaller focal flowers around the center bloom		1		
PC8	create a bunch of flowers and use some greenery or leaves to fill out bouquet		1		
PC9	use ribbon to secure the bouquet or use floral tape or wire to hold the stems together		1		
PC10	trim the stems to a uniform length		1		
PC11	tie a knot or bow at the end and trim excess ribbon		1		
PC12	use variety of textures to make a bouquet visually appealing		1		
	carry out the process of making mala from the different types of natural flowers and artificial flowers	3	14		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13	insert the thread through the eye of the needle and tie a knot at the other end.	1	2		
PC14	begin threading the flowers onto the string one by one.	1	2		
PC15	insert the thread through the stem of each flower, starting from the bottom of flowers		1		
PC16	passing the string through the center of each flowers		1		
PC17	make a pattern or different arrangement on mala can alternate between the different types of flowers or create a specific sequence that holds personal meaning	1	2		
PC18	threading each flower and tie a secure knot to keep it in place.		1		
PC19	make sure the knots are tight enough to prevent the flowers from sliding along the string.		2		
PC20	measure the length of your mala to ensure it reaches the desired size.		1		
PC21	tie a final knot to secure the last flower		1		
PC22	trim any excess string and leaving a small tail.		1		
gather and arrange the required raw materials for making bead mala		2	3		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC23	ensure all the raw materials required such as beads, beading thread, wire, clasp and pearls, thread etc.	1	3		
PC24	collect and arrange the materials to begin the process	1			
	prepare the materials to begin stringing	4	19		
PC25	select the appropriate beads such as ceramic, glass, metal, bone, stone, horn, etc. as per design requirement	1	2		
PC26	select the appropriate thread for the selected type of beads to be used and as per design specification	1	2		
PC27	ensure the selected string will not cause the sharp edges of certain beads to break it		1		
PC28	ream out the sharp-edged beads with a bead reamer giving the jewel better chances of not breaking		1		
PC29	ensure the colour, shape and type of selected beads and the selected string are in line with the design and quality requirements and client specifications		1		
PC30	ensure to use light and delicate pearls and beads on strings to ensure no breakage /chipping.		1		
PC31	check the design for length of the jewel.	1	2		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC32	cut the selected type of wire or thread to the appropriate length according to the design and as per the type of jewel.	1	2		
PC33	ensure to have some extra wire / thread / string length cut, to tuck the wire inside beads to sit close or to tie knots in between		1		
PC34	bend and prepare the thread or wire or string to the shape requirement as per designround, square, half round, twisted.		1		
PC35	prepare the thread or wire or string for single or multiple layers as per requirement		2		
PC36	ensure the strand is sized shorter than the next for multiple strand jewels, so that it lays flat and does not interfere with each other when worn		1		
PC37	ensure the proportion of size of beads to the size of string is appropriate		1		
PC38	use a bead board to measure the length of the thread and to check the beads by placing on them for the jewel		1		
string the beads or pearls to the thread		2	15		
PC39	arrange the beads in the order to be stringed and according to the colour specifications of the design	1	2		
PC40	ensure to place the beads in a steady place and ascertain that they do not roll over / get mixed up or get damaged	1	2		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC41	tie the end of the thread to avoid the beads or pearl to fall out		1		
PC42	slide the bead onto the string, then the crimping bead (if being used) and then another bead, until all beads are stringed according to the length of the thread		1		
PC43	ensure to begin stringing with crimp bead		1		
PC44	if using the threading technique, use the needle and insert the thread through the eye of the needle		1		
PC45	slide the pearls or beads through the thread		1		
PC46	ensure to leave adequate and appropriate spacing between the pearl or the beads as per requirement		1		
PC47	use the pliers or other similar equipments to crimp the bead into place		1		
PC48	knot the string after every bead or pearl if the design has specified gaps between each bead, or if multiple varieties of beads are to be used		1		
PC49	glue the beads to the thread if required to ensure the beads stay on		1		
PC50	ensure not to pull the stringing material too tight causing it to break		1		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC51	ensure the beads are stringed tight enough that the jewels look rigid and not keep moving and slinging		1		
	prepare the clasp	4	12		
PC52	attach the closure loops such as spring ring, lobster, s hook, or toggle to one end of the string making up the clasp for the jewel	1	2		
PC53	attach the crimp bead to the other end of the string for making the clasp	1	2		
PC54	draw the beads next to the clasp	1	2		
PC55	use pliers or other similar equipments if using fingers is difficult to slide the beads near the clasp		1		
PC56	press hard the crimp and ensure it's tight enough to hold the final jewel together		1		
PC57	once the clasp is fixed, check for the length of the jewel and if it matches the requirement	1	2		
PC58	if the length is not as per requirement, add more beads or remove excess beads as required		1		
PC59	use sharp scissors to trim off the remaining thread or wire		1		
Digital Literacy		30	70		
Basics of using mobile phones (Feature phones and Smart Phones)		10	20		

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

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

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 18.	Select appropriate saving products				
PC 19.	Explain different types of insurance plans and products				
Preparing and Maintaining Bahi- Khata (Book-keeping)					5
PC 20.	Creating accounts for Bahi- Khata (Book-keeping)				
PC 21.	Maintain Bahi-Khata				
PC 22.	Prepare income statement				
Awareness and prevention of financial frauds					3
PC 23.	Identify potential fraudulent transactions.				
PC 24.	Apply preventive measures to avoid financial frauds.				
Filing complaints on business related issues with appropriate authority					2
PC 25.	Reporting of fraud to the appropriate authority				
Marketing and Branding		0	30	0	20
Know the benefits of Marketing and Branding for Products and Services			15		5
PC 1.	Give accurate meaning for branding, marketing, and sales				
PC 2.	Provide the reason for obtaining quality certifications like ISI mark, Agmark, and Hallmark				
PC 3.	Create photographs and videos that effectively represent the overall brand identity				
PC 4.	Use social media platforms effectively for marketing of products and services				
PC 5.	Select preferred social media, online or traditional marketing platforms/ channel as per the needs of the customer				
PC 6	Include geotagged videos and pictures appropriately to enhance the advertisement's effectiveness				
PC 7	Design and develop printed marketing materials (pamphlets, brochures, banners) that are visually appealing and informative				
PC 8	Plan and implement promotional offers and campaigns customized to local festive seasons and special occasions				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
	Engaging with customers to establish long-term relationships		5		5
PC 9.	Maintain a well-groomed and presentable appearance and behavior				
PC 10.	Engage effectively with customers to gather information about their specific needs				
PC 11.	Identify and confirm customers' expectations				
PC 12.	Recognize the value of customer feedback in improving products and services				
PC 13.	Gather feedback from customers that will help in improving customer service				
PC 14.	Develop long term relationship with customers to increase business profitability				
PC 15.	Evaluate the effectiveness of incentive plans, deals, offers etc. in retaining and engaging customers				
	Physical and Digital Marketplaces		10		5
PC 16.	Conduct market research to identify marketplaces relevant to the products and services				
PC 17.	Define the terms Physical and Digital marketplace				
PC 18.	Give the benefits of setting up shops, and stalls in events like melas, exhibitions, trade shows, etc.				
PC 19.	Demonstrate the process of registering and listing the products or services on the digital marketplaces				
PC 20.	Use of social media platforms effectively for the sale of goods and services				
	Benefits of doing business collectively				5
PC 21	Identify the benefits of collectively doing Business				
PC 22.	Apply the best practices of the organizations like “Amul”, “Lijjat”, “Javed Habib” etc. for coming together to produce a product or service and help people get out of poverty				
PC 23.	Give an overview on these success stories that has helped these companies succeed, grow, and remain in business				
Self-Employment		30	70	0	0

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
	Introduction to Self-Employment	5	5		
PC 1.	Explain the meaning of self-employment and its benefits				
PC 2.	Identify and categorize various types of self-employments				
	Making a plan for small business	10	20		
PC 3.	Create a plan for a small business with defined goals, customers, costs, competitors, resource utilization etc.				
PC 4.	Develop a cost sheet planning the utilization of INR 1 Lakh loan amount to start their business and the roadmap ahead.				
PC 5.	Summarize the legal pre-requisites set by the local authority for starting and operating a small business.				
	Managing and expanding business	10	30		
PC 6.	Manage effectively and efficiently various resources such as money, labour, raw materials, tools and machinery, etc. using the loan fund and mitigate risks.				
PC 7.	Develop ways to increase sales, maintain quality of products and services and healthy customer relations.				
	Knowing Government schemes and using ecommerce platforms	5	15		
PC 8	Identify various relevant Government schemes for small businesses and self-employed individuals and explain their terms and conditions.				
PC 9.	List various e-commerce platforms such as on ONDC, Amazon, Flipkart, India Mart, Urban Clap, Yes Madam, etc. and register as vendor on the same.				
Grand Total Marks		80	250	0	90

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

Section 4: Trainers & Assessors

1.	Trainer's Qualification and experience in the relevant sector (in years)	<p>Domain Trainer:</p> <ul style="list-style-type: none">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>b) <i>Certified trainers from the NCVET recognized Awarding Bodies</i>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> <p>Life Skills Trainer:</p> <ul style="list-style-type: none">a) <i>ITI Instructors from Directorate General of Training (DGT) ecosystem*</i>b) <i>Certified trainers from the recognized Awarding Bodies*</i> <p>*Mandatory Training of Trainers (ToT) of existing certified trainers on employability and entrepreneurship skills modules</p> <p>District-wise list of trainers/ Assessors is to be identified and made available</p>
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2.	<p>Assessor's Qualification and experience in relevant sector (in years) <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>Assessor:</p> <p><i>a) Certified Assessors of the recognized Assessment Agencies</i> <i>b) Certified trainers may also get certified as an Assessor to conduct assessments in relevant trades (A Trainer can also act as an Assessor for a different location)</i></p>
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Annexure: Acronym and Glossary

Acronym

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

Glossary

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

Annexure: Marketing and Branding

Exercises for the Participants

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

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

4.1 Creating Value Table

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

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

Benefits	Returns	-	Costs	Risks
- Functional	- Rent		- Monetary	- Financial

<ul style="list-style-type: none"> - Emotional (bonding) - Social (Recognition) - Experiential (Design; Service; Brand) 	<ul style="list-style-type: none"> - Income 		<ul style="list-style-type: none"> (Acquisition; Possession; Usage) - Time & Energy - Psychological 	<ul style="list-style-type: none"> - Time - 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 Garland Makers (Malakar)

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

Benefits	Returns	Costs	Risks
- Eco-friendliness	- Self-satisfaction	- Affordable to all segments of society	- Missing out prayer
- Seasonal designs	- Spiritual / devotional benefits	- Available in all places	- Missing out paying respects
- Easy to dispose			- Missing out wishing

<ul style="list-style-type: none">- Bio-degradable- Customisation possible- On-demand service		<ul style="list-style-type: none">- No need to waste time in search- Satisfaction 100%	important people or loved ones
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