



QUALIFICATION FILE – PM Vishwakarma

Senior Goldsmith (Varishtha Sunar)

NCrF/NSQF Level: 3

Submitted By:

Gem & Jewellery Skill Council of India

Business Facilitation Centre, 4th Floor, Special Economic Zone, Andheri (E). Mumbai 400 096

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Section 1: Basic Details


1.	PM Vishwakarma -Qualification Name	Goldsmith (Sunar)- Advance	
2.	Sector	Gem and Jewellery Skill Council of India	
3.	Related Qualification Available on NQR (wherever applicable)	Name: NA	NQR Code & version: NG-03-GJ-02342-2024-V1-GJSCI
4.	National Qualification Register (NQR) Code & Version (Will be issued after NSQC approval.)		5. NCrF/NSQF Level: 3
6.	Brief Description of the Job Role	Goldsmith (Sunar) is the name of the community and is derived from the word Sona meaning Gold and people who work with gold are called Sunar or Sonar or Swarnkar or Goldsmiths or Silversmiths. A Varishtha Sunar or Senior Goldsmith is a metalworker who specializes in working with precious metals like Gold and silver. Goldsmith (Sunar) is proficient in making intricate jewellery pieces using complex finishing or decorating techniques or processes like Mass finishing, plating, etc.	
7.	Eligibility Criteria for Entry for a Student/Trainee/Learner/Employee	a. Entry Qualification & Relevant Experience: <div> Academic/Skill Qualification (with Specialization - if applicable) Existing Vishwakarma's duly verified as per the Scheme </div> 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	
11.			



	Training Duration by Modes of Training Delivery <i>(as per requirement of the qualification)</i>	<table border="1"> <thead> <tr> <th data-bbox="1008 260 1532 333">Modules</th> <th data-bbox="1532 260 1933 333">Notional Hours (hh:mm)</th> </tr> </thead> <tbody> <tr> <td data-bbox="1008 333 1532 399">Usage of any new machinery/tools/equipment</td> <td data-bbox="1532 333 1933 399">45:00 hours</td> </tr> <tr> <td data-bbox="1008 399 1532 494">Entrepreneurship skills, design workshops and Bureau of Indian Standards (BIS) Modules</td> <td data-bbox="1532 399 1933 494">30:00 Hours</td> </tr> <tr> <td data-bbox="1008 494 1532 536">Advanced Digital Skills</td> <td data-bbox="1532 494 1933 536">15:00 Hours</td> </tr> <tr> <td data-bbox="1008 536 1532 576">Advanced Financial skills</td> <td data-bbox="1532 536 1933 576">15:00 Hours</td> </tr> <tr> <td data-bbox="1008 576 1532 617">Advanced Marketing and Outreach skills</td> <td data-bbox="1532 576 1933 617">15:00 Hours</td> </tr> <tr> <td data-bbox="1008 617 1532 655">Total</td> <td data-bbox="1532 617 1933 655">120:00 Hours</td> </tr> </tbody> </table>		Modules	Notional Hours (hh:mm)	Usage of any new machinery/tools/equipment	45:00 hours	Entrepreneurship skills, design workshops and Bureau of Indian Standards (BIS) Modules	30:00 Hours	Advanced Digital Skills	15:00 Hours	Advanced Financial skills	15:00 Hours	Advanced Marketing and Outreach skills	15:00 Hours	Total	120:00 Hours
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12.	Is the Qualification Amenable to Persons with Disability	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If “Yes”, specify applicable type of Disability: SHI, LD															
13.	Name and Contact Details Submitting / Awarding Body SPOC <i>(In case of CS or MS, provide details of both Lead AB & Supporting ABs)</i>	Name: Mrs. Shefali Kirit Parab Email: standards.qa@gjsci.org Contact No.: 02228293943 Website: www.gjsci.org															
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:														



Section 2: Tools and Equipment Details


List of Tools and Equipment

Batch Size:20-30

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size	Unit type	Tool Image/ Image URL
1	Artisans Work Bench with Air Suction / Dust Collector mechanism	Power: 230/440 volt Frequency: Standardized Voltage: Standardized Country of Origin: Made in India	1	NOS	

2	Magnetic Polisher	Auto Forward Stainless & Reverse Rotation, Inbuilt Speed Variation, With Digital Timer Programmer, Input Electrical Supply :- Single Phase, 230 V AC, HP:- 0.50 Hp for 1/2 Kg Capacity , 1 hp for 1 Kg Capacity and 2 hp for 2 Kg Capacity, Media:- 0.3 or 0.5 mm Shot Pins.	1	NOS	
3	Pen Rhodium Set Up with Plating consumables	Digital voltages display, Ripple free regulated output, Variable voltage for effective plating, Pen set with fine tip.	1	NOS	

4	Ear Piercing Gun	Size of parts: Ear Studs: 2.95 in (7.5cm) Mirror: 1.9in	1	NOS	
5	Small Rolling mill Machine	Compact Rolling Mill Premium Model, roller Size : 3"(76 MM) W & S Combination Rollers	1	NOS	

6	Wire drawing Machine	Hand Powered Single Pass (Reverse & Forward)	1	NOS	
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Classroom Aids

The aids required to conduct sessions in the classroom are:

1. PC/Laptop
2. Screen Projector
3. Screen
4. Marker
5. White Board
6. Duster
7. Smart Phone

Section 3: Performance Criteria & Assessment Criteria

Scope:

The scope covers the following:

1. Make use of specialized machinery/ tools/ equipment

- Upskilling on working with the listed advanced machinery/ tools/ equipment used for dust collection like dust collector, Jewellery mass finishing like magnetic polisher, for decorating like plating and Jewellery component making like rolling, wire drawing machine, etc.

2. Entrepreneurship skills, design workshops and Bureau of Indian Standards (BIS) Modules

- Upskilling with the knowledge of jewellery designing, Entrepreneurship skills
- Introduction to Hallmarking scheme and guidelines by BIS

3. 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

4. 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

5. Marketing and Outreach

- 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		28	42		
PC 1.	Use protective goggles and a face mask	2	3		
PC 2.	Preparing raw materials, consumables, and tools like cutter, etc. for various component making processes	2	3		
PC 3.	Make different sizes and cross section of rod and wire using rolling and wire drawing machine	4	6		
PC 4.	Make sheets of different gauge size using rolling and wire drawing machine	4	6		
PC 5.	use the ear-piercing machine	4	6		
PC 6.	Finish jewellery components using magnetic polisher	4	6		
PC 7.	use duct collection machine for better metal loss control	4	6		
PC 8.	Use pen rhodium machine for plating small jewellery pieces	4	6		
Entrepreneurship skills, design workshops and Bureau of Indian Standards (BIS) Modules		18	15		12
	Introduction to Employability Skills	1	1		
PC 10.	identify employability skills required for jobs in various industries				
PC 11	identify and explore learning and employability portals				
	Becoming a Professional in the 21st Century	2	4		
PC 14.	recognize the significance of 21st Century Skills for employment				

PC 15.	practice the 21st Century Skills such as Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life				
	<i>Basic English Skills</i>	2	3		
PC 16	use basic English for everyday conversation in different contexts, in person and over the telephone				
PC 17.	read and understand routine information, notes, instructions, mails, letters etc. written in English				
PC 18.	write short messages, notes, letters, e-mails etc. in English				
	<i>Communication Skills</i>	2	2		
PC 19.	follow verbal and non-verbal communication etiquette and active listening techniques in various settings				
PC 20	work collaboratively with others in a team				
PC 21	<i>Entrepreneurship</i>	2	3		
PC 22.	identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research				
PC 23	develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion				
PC 24	identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity				
	<i>Customer Service</i>	1	2		
PC 25	identify different types of customers				

PC 26	identify and respond to customer requests and needs in a professional manner.				
PC 27	follow appropriate hygiene and grooming standards				
	<i>Introduction to Hallmarking guidelines by Bureau of Indian standards</i>	4			6
PC 28	Explain Hallmarking scheme				
PC 29	Explain the guidelines for the grant, operation, surveillance and cancellation of certificate of registration of jewelers				
PC 30	Explain the Procedure for Obtaining Registration by Jeweller for Sale of Hallmarked Jeweller / Artefacts				
PC 31	Explain of Assaying and Hallmarking process carried out in the Assaying and Hallmarking labs				
	<i>Introduction to Jewellery designing</i>	4			6
PC 32	Explain importance of jewellery designing				
PC 33	Explain Elements and principles of design				
PC 34	Identify different types of gemstones and gemstone setting				
PC 35	Read the technical jewellery drawing				

PC 36	Explain the latest jewellery trends in the domestic as well as international market				
PC 37	List various known jewellery brands in the domestic as well as international market				
Digital Literacy		45	55		
Advanced features of using mobile phones (Smart Phones)		10	10		
PC 1	Use the mobile phone in a secure way by locking/unlocking phone/apps using various options like face recognition, fingerprint etc.				
PC 2	Use advanced camera features for business tasks, like scanning QR codes.				
PC 3	PC3: Crop photos, take screenshots, and share them as attachments.				
PC 4	PC4: Understand how to use features like conference calls, call recording, and call forwarding.				
PC 5	PC5: Access and manage documents stored in different folders in phone. Eg. File folder, download folder, etc.				
PC 6	PC6: Manage phone memory and data storage.				
PC 7	PC7: Use other features of smartphone such as Airplane mode, Do Not Disturb, Bluetooth, other sharing services etc.				
PC 8	PC8: Using voice assistant on Smartphones for tasks like setting reminders, asking questions, etc.				
Using advanced Internet and mobile applications (Apps)		20	30		
PC 1	Connect to internet using Wi-Fi, Mobile Data.				
PC 2	How to secure various apps installed on phone.				
PC 3	Using mobile applications to compress pictures and documents.				
PC 4	Access, store, and share documents using Google Drive from your phone.				
PC 5	Use apps for managing schedules and appointments.				

PC 6	Utilize Advanced Features of WhatsApp, Gmail, Google Maps, PayTM, and other social media applications such as Facebook and YouTube.				
PC 7	Using Video conferencing features in different apps (Zoom etc.)				
PC 8	Create and improve business profiles on relevant social media platforms to reach more customers using features of geo-tagging.				
PC 9	Interact with customers by responding to messages and comments promptly, and share business-related content effectively.				
PC 10	Using applications for customer service interaction (chat and voice calls)				
PC 11	Usage of common applications like currency conversion, interest calculation etc.				
PC 12	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)				
Privacy and security related to Internet and mobile phones		15	15		
PC 1	PC 1: Identification of authentic calls and blocking SPAM calls				
PC 2	PC 2: Apply safe and ethical browsing practices (protecting identity) online privacy and the potential risks associated with social media use.				
PC 3	PC 3: Understand how to safely store passwords and apply the same.				
PC 4	PC 4: Identify common online harassment scenarios (e.g., hate speech etc, cyberbullying), prevention, consequences and ways to deal with them.				
PC 5	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	PC 6: Learn to identify deep fake AI generated frauds and reporting to the concerned authorities				
Financial Literacy		0	0	0	60
Importance of Being Financial Literate		0	0	0	10

	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)				
Managing bank account		0	0		10
	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				
Managing Loans		0	0		10
	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				
Basic Understanding of taxes		0	0		10
	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				
Using advanced features of Digital Payment Applications		0	0		10
	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.				
Awareness and Prevention of Financial Frauds		0	0		10
	PC 1: Identify common online financial frauds and spams and associated potential risks PC 2: Apply safe and ethical practices for securing online transactions				
Marketing and Outreach		50	50	0	20
Marketing and Customer Insights		10	10		
	PC 1: Conduct marketing activities for artesian products				
	PC 2: Evaluate customer feedback to improve product offerings and marketing strategies				
Quality Assurance and Certification in Craftsmanship		10	10		
	PC 3: Obtain relevant quality certifications such as e ISI mark, Agmark and Hallmark.				
	PC 4: Manage product quality as per quality standards.				
Brand Development and Promotion Strategies		10	10		
	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.				
E-Commerce Management for Artisans					
	PC 8: Onboarding e-commerce platform.	10	10		
	PC 9: Understand process of cataloguing the products and services of Vishwakarma's				
	PC 10: Apply strategies for e-commerce linkage with Gem, Khadi India, MSME Mart.				
	PC 8: Onboarding e-commerce platform.				
Building Trade Network for Craft Business		5	5		
	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.				
Trade Fairs and Exhibitions		5	5		
	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.				
Grand Total Marks		141	162	0	92

(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.	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>	Assessor: <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>
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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: $\{(\text{benefits} + \text{Returns}) - (\text{Costs} + \text{Risks})\}$ 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
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- Functional	- Rent		- Monetary (Acquisition; Possession; Usage)	- Financial
- Emotional (bonding)	- Income			- Time
- Social (Recognition)			- Time & Energy	- Psychological
- Experiential (Design; Service; Brand)			- Psychological	

Each craftsperson should be able to learn the importance of communicating the value that his / her profession offers to the customers. Generally, it is observed that craftsmen have some idea about the value they contribute, but is not clearly articulated. The aim of this exercise is to make the knowledge of craftsperson explicit in terms of their value contributions. Table-1 is a generic descriptive table which explains the sub-components of the elements of value. This is for trainer's understanding. It is expected that the trainer would use the given tables customized for the concerned crafts. This is to make the craftsperson come up with the value they are creating for the customers. **Goldsmith**

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
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<ul style="list-style-type: none"> - Best gold / silver product as per your expressed or latent needs. - You will fall in love with the designs. - People also know that your quality/ workmanship are best. - Gold products are guaranteed for purity as they are hallmarked 	<ul style="list-style-type: none"> - The good quality gold/silver ornaments would last a life time. - They can be passed down to the next generation. - They are the safest investment. 	<ul style="list-style-type: none"> - Price of making are as per the quality of the product - Easy to maintain so less expense in future - No need to look for alternatives - Can rest assured that you got the best product 	<ul style="list-style-type: none"> - Fear of not knowing good designs can be avoided - Have peace of mind with our designs and products
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