

## QUALIFICATION FILE – PM Vishwakarma

**Goldsmith (Sunar)**

**NCrF/NSQF Level: 2.5**

**Submitted By:**

**Gem & Jewellery Skill Council of India**

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

### Table of Contents

Section 1: Basic Details	3
Section 2: Tools and Equipment Details	4
Section 3: Performance Criteria & Assessment Criteria	6
Section 4: Trainers & Assessors	7



## Section 1: Basic Details

1.	<b>PM Vishwakarma -Qualification Name</b>	<b>Goldsmith (Sunar)</b>	
2.	<b>Sector</b>	<b>Gem and Jewellery Skill Council of India</b>	
3.	<b>Related Qualification Available on NQR (wherever applicable)</b>	<b>Name: NA</b>	<b>NQR Code &amp; version: NA &amp; Version 1.0</b>
4.	<b>National Qualification Register (NQR) Code &amp; Version(Will be issued after NSQC approval.)</b>	<b>NG-2.5-GJ-00751-2023-V1-GJSCI</b>	<b>5. NCrF/NSQF Level: 2.5</b>
6.	<b>Brief Description of the Job Role</b>	<p>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 Sunar or Goldsmith is a metalworker who specializes in working with precious metals like Gold and silver. Historically they not only specialize in jewellery making but also in silverware, platters, goblets, decorative utensils, etc.</p> <p>They are skilled in making jewellery or ornaments using handmade precious metal forming and finishing processes like filing, sawing, sawing, soldering, polishing, etc. These hand skills are included in our job role or trade named, Jewellery Frame and Component Maker.</p>	
7.	<b>Eligibility Criteria for Entry for a Student/Trainee/Learner/Employee</b>	<p><b>a. Entry Qualification &amp; Relevant Experience:</b></p> <div style="border: 1px solid black; padding: 10px; margin-bottom: 10px;"> <b>Academic/Skill Qualification (with Specialization - if applicable)</b> </div> <div style="border: 1px solid black; padding: 10px; margin-bottom: 10px;">           Existing Vishwakarmas duly verified as per the Scheme         </div> <p><b>b. Age:</b> NA</p>	
8.	<b>Credits Assigned to this Qualification, Subject to Assessment (as per National Credit Framework (NCrF))</b>	1.5	<b>9. Common Cost Norm Category (I/II/III): I</b>
10.	<b>Any Licensing Requirements for Undertaking Training on This Qualification (wherever applicable)</b>	NA	
11.	<b>Training Duration by Modes of Training Delivery (as per requirement of the qualification)</b>		

		<b>Modules</b>	<b>Notional Hours (hh:mm)</b>
		Upskilling on Modern Toolkit	15:00 hours
		Employability and Entrepreneurial skills	23:30 Hours
		Feedback and Interactive session	01:30 Hours
		<b>Total</b>	<b>40:00 Hours</b>
<b>12.</b>	<b>Is the Qualification Amenable to Persons with Disability</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If "Yes", specify applicable type of Disability: SHI, LD	
<b>13.</b>	<b>Name and Contact Details Submitting / Awarding Body SPOC</b> <i>(In case of CS or MS, provide details of both Lead AB &amp; Supporting ABs)</i>	<b>Name:</b> Mrs. Shefali Kirit Parab <b>Email:</b> standards.qa@gjsci.org <b>Contact No.:</b> 02228293943 <b>Website:</b> www.gjsci.org	
<b>14.</b>	<b>Final Approval Date by NSQC:</b> 14 <sup>th</sup> September 2023	<b>15. Validity Duration:</b> Co-terminus with the PM Vishwakarma Scheme subject to midway changes in the qualification	<b>16. Next Review Date:</b>

## Section 2: Tools and Equipment Details

### List of Tools and Equipment

**Batch Size:**20-30

<b>S. No.</b>	<b>Tool / Equipment Name</b>	<b>Specification</b>	<b>Quantity for specified Batch size</b>	<b>Unit type</b>	<b>Tool Image/ Image URL</b>
1	Protective goggles (eye gear)		5	Nos	

2	Face Mask	<p>Safety Goggle &amp; face Mask. Non-hazardous material Tool/ item should be of reputed make and conforming to standard quality</p>	30	Nos	
3	Gas Torch with refill cylinder	<p>Micro Torch Burner Type: Piezo Gas Burner Type: Refillable Flame temperature: 1300 Degree Centigrade Cylinder Capacity: 270g (500 ml) Type of Gas: Butane Tool/ item should be of reputed make and conforming to standard quality</p>	2	Nos	
4	Digital weighing balance	<p>Portable Digital Weighing Balance CE/ISI marked Type: Digital Body: ABS plastic Display: LCD Backlit: Yes</p>	1	No	

5	Heavy Duty Cutter	Cutter made with Carbon steel with plastic insulation Size 200mm Tool/ item should be of reputed make and conforming to standard quality	2	Nos	
6	Jeweler's Needle file set	File set Qty : 6 files ( 1 Set) Length : 140 mm / Material : Hardened Steel Tool/ item should be of reputed make and conforming to standard quality	3	set	
7	Doming block with Punches	Doming Block with Dapping Punch set Doming Block Size : 2 " x 2" Dapping Punch Qty : Set of 24 punches Range of Dapping Punch Ball Diameters: 2.3 mm to 25mm Material : High density hardened Steel Tool/ item should be of reputed make and conforming to standard quality	2	Pair	

8	Groover Block/ Forming Block	<p>Grooving / Forming Block            Size : Length – 3” , Width – 2” , Height – 2”            Material : High density Hardened Steel            Tool/ item should be of reputed make and conforming to standard quality</p>	2	Nos	
9	Digital Vernier Caliper	<p>High precision digital Vernier Caliper            CE/ISI marked.            Type: Digital            Body: Stainless Steel            Display: LCD            Operating Temp.: 5- 40 Deg C            Measuring Range: 150 mm            Least Count: 0.01mm            Accuracy: 0.02mm &lt; 100mm            0.03 mm for 100- 150mm            Supply: Battery Operated (Alkaline Lithium Button cell, 1.5V,180 mAH)            Tool/ item should be of reputed make and conforming to standard quality</p>	2	Nos	

10	Jeweler's saw frame	Saw frame with Blades no 2,3,4,5,6 Frame size 150 mm Tool/ item should be of reputed make and conforming to standard quality	6	Nos	
11	Micro -Motor with accessories	Type of motor: Carbon brush motor Power : 65w Torque :280 gf.cm Direction Control Speed Range: 0-40,000 rpm Tool/ item should be of reputed make and conforming to standard quality Foot pedal for variable speed control	2	Nos	

12	Ceramic Solder plate	Bur size: 2.35mm Material: Non- hazardous Ceramic Tool/ item should be of reputed make and conforming to standard quality	2	NOs		
----	----------------------	--	---	-----	---	--

#### 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 Goldsmith (Sunar) to perform operations using modern tools:**

- Skill Upgradation to modern tools

#### **3. Digital Literacy:**

- Basics of using mobile phones (Feature phones and Smart Phones)
- Using Basic Internet and mobile applications (Apps)
- Privacy and security related to Internet and mobile phones

#### **4. Financial Literacy:**

- Importance of being financially literate
- Process of opening and operating a bank account
- Applying and managing loans
- Using Digital Tools for receipts and payments
- Selecting savings and insurance products
- Preparing and Maintaining Bahi- Khata (Book-keeping)
- Awareness and prevention of financial frauds
- Filing complaints on business related issues with appropriate authority

## **5. Marketing and Branding**

- Introduction to Marketing and Branding
- Building Customers Relations.
- Physical and Digital Marketplaces
- Success stories of doing collective business

## **6. Self-Employment**

- Introduction to Self-Employment
- Making a plan for small business.
- Managing and expanding business.
- Knowing Government schemes and using ecommerce platforms.

### Performance Criteria & Assessment Criteria

S. No.	Performance Criteria	Assessment Criteria				
		Theory Marks	Practical Marks	Project Marks	Viva Marks	
<b>Overview of PM Vishwakarma Scheme</b>				<b>20</b>		
<b>Introduction to PM Vishwakarma scheme</b>				5		
PC 1.	Hon'ble Prime Minister's vision for artisans and craftspeople, who work with their hands and tools, are usually self-employed and are generally considered to be a part of the informal or unorganized sector of the economy					
PC 2.	Understanding of the scheme objective - to improve the quality and reach to ensure that the Vishwakarmas are integrated with the domestic and global value chains					
PC 3.	Explain the scheme components: <ul style="list-style-type: none"> <li>○ Recognition: PM Vishwakarma Certificate and ID Card</li> <li>○ Skill Upgradation</li> <li>○ Toolkit Incentive</li> <li>○ Credit Support</li> <li>○ Incentive for Digital Transactions</li> <li>○ Marketing Support</li> </ul>					
PC 4.	List the 18 trades covered under the scheme					
<b>Benefits under PM Vishwakarma Scheme</b>				10		
PC 5.	Importance of the PM Vishwakarma Certificate and ID Card, emphasizing their role in giving artisans a unique identity and validating their skills and legacy					

PC 6.	Highlight the core aim of Basic Training to enable the Vishwakarmas to improve their skill levels through exposure to modern tools and best practices, designs, introduction to the larger value chain of the sector; digital, financial, and soft skills; and imbued with marketing and entrepreneurial knowledge				
-------	--	--	--	--	--

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

PC 15.	Elaborate on market support				
PC 16.	The Scheme envisages to incentivize digital transactions undertaken importance of digital transactions and the incentives they would receive for adopting this modern method				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 17.	List other Government schemes which may cater to their various requirements				
PC 18.	Facilitate linking the beneficiaries with the suitable exporters and traders operating under this sector				
<b>Upskilling on working with the listed modern Tool- kit for Goldsmith (Sunar)to perform operations using modern tools</b>		<b>16</b>	<b>19</b>		
<b>Introduction and orientation of the Gems and Jewellery sector</b>					
PC 1.	Understand about the Gem and Jewellery sector in India	0.5	0		
PC 2.	Understand about the various jewellery clusters in India	0.5	0		
PC 3.	Understand about history of Indian jewellery	0.5	0		
PC 4.	Understand about the various types of Indian jewellery	1.5	0		

<b>Make basic jewellery components using advanced tools and equipment</b>					
PC 4.	Use protective goggles and a face mask	0.5	2		
PC 5.	Preparing raw materials, consumables, and tools like cutter, etc. for various component-making processes	0.5	2		
PC 6.	Use advanced measuring devices like a digital vernier calliper, digital weighing	1	2		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
	balance, etc.				
PC 7.	Make a round tube using a groover block	1	2		
PC 8.	Make a half balls or hemispheres tube using a doming block and dapping punches	1	2		
PC 9.	Join the components by soldering using a ceramic soldering plate, Gas Micro Torch, etc.	2	2		
PC 10.	prepare jewellery products like pendants with filigree using a jeweler's saw	2	2		
PC 11.	finish the components using the appropriate files	2	2		

PC 12.	polish the final components or jewellery product using micro motor and accessories	1	2		
PC 13.	check the quality of the product made using advanced tools and equipment	2	1		
<b>Digital Literacy</b>		<b>30</b>	<b>70</b>		
<b>Basics of using mobile phones (Feature phones and Smart Phones)</b>		10	20		
PC 1.	Identify and name basic parts of a smart phone and feature phone				
PC 2.	Switch on and off the phone along with inserting sim card, charging the phone				
PC 3.	Configure phone settings such as setting passwords, saving and transferring contacts, adjusting display, volume, mobile data, hotspot, back up etc.				
PC 4.	Transfer data from one mobile to another, recharge phones				
PC 5.	Use camera features like photos and video recording and other features like				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
	dictation and voice recording				
PC 6.	Use of one phone number especially for government schemes, banking, Aadhar etc				
<b>Using Basic Internet and mobile applications</b>		10	30		
PC 7.	Installing and configure applications such as whatsapp, gmail, google maps, paytm and other social media applications such as facebook and you tube				
PC 8.	Using WhatsApp effectively				
PC 9.	Creating a gmail account				
PC 10.	Geo-tag your location your workshop/office location, shop				
PC 11.	Setting up of account, and Upload and share content on social media like Facebook, You tube, Instagram, etc				
PC 12.	Use platforms for skilling and learning, including government portals				

PC 13.	Basics of Online Shopping and using digital payment modes such as Paytm, credit card etc				
	<b>Privacy and security related to Internet and Mobile Phone</b>	10	20		
PC 21.	Identify and save oneself from cyber frauds				
PC 22.	Use social media appropriately and ethically				
PC 23.	Safeguard mobile phones and data by using passwords, not clicking on suspicious links and sharing data securely				
<b>Financial Literacy</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>50</b>
<b>Importance of being financially literate</b>					<b>5</b>
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				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 4.	Understand the importance of savings and expenses				
	<b>Process of opening and operating a bank account</b>				<b>10</b>
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				
	<b>Applying and managing loans</b>				<b>10</b>

PC 9.	Understanding of secured and unsecured loans				
PC 10.	Process of applying for loans.				
PC 11.	Understanding the repayment schedule of the loan based on the interest rate and duration				
PC 12.	Impact of delayed payment of loan instalment				
<b>Using Digital Tools for Receipts and Payments</b>					10
PC 13.	Using UPI for digitally receiving and making payments				
PC 14.	Using QR Codes for digitally receiving and making payments				
PC 15.	Use internet and mobile banking for fund transfer and payment				
PC 16.	Perform transactions using ATM cum debit cards and credit cards, Rupay Card, etc.				
<b>Selecting savings and insurance products</b>					5
PC 17.	Explain different saving products				
PC 18.	Select appropriate saving products				
PC 19.	Explain different types of insurance plans and products				
<b>Preparing and Maintaining Bahi- Khata (Book-keeping)</b>					5
PC 20.	Creating accounts for Bahi- Khata (Book-keeping)				
PC 21.	Maintain Bahi-Khata				
PC 22.	Prepare income statement				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>Awareness and prevention of financial frauds</b>					3
PC 23.	Identify potential fraudulent transactions.				
PC 24.	Apply preventive measures to avoid financial frauds.				
<b>Filing complaints on business related issues with appropriate authority</b>					2

PC 25.	Reporting of fraud to the appropriate authority				
<b>Marketing and Branding</b>		<b>0</b>	<b>30</b>	<b>0</b>	<b>20</b>
<b>Know the benefits of Marketing and Branding for Products and Services</b>		<b>15</b>			<b>5</b>
PC 1.	Give accurate meaning for branding, marketing, and sales				
PC 2.	Provide the reason for obtaining quality certifications like ISI mark, Agmark, and Hallmark				
PC 3.	Create photographs and videos that effectively represent the overall brand identity				
PC 4.	Use social media platforms effectively for marketing of products and services				
PC 5.	Select preferred social media, online or traditional marketing platforms/ channel as per the needs of the customer				
PC 6	Include geotagged videos and pictures appropriately to enhance the advertisement's effectiveness				
PC 7	Design and develop printed marketing materials (pamphlets, brochures, banners) that are visually appealing and informative				
PC 8	Plan and implement promotional offers and campaigns customized to local festive seasons and special occasions				
<b>Engaging with customers to establish long-term relationships</b>		<b>5</b>			<b>5</b>
PC 9.	Maintain a well-groomed and presentable appearance and behavior				
PC 10.	Engage effectively with customers to gather information about their specific needs				
PC 11.	Identify and confirm customers' expectations				
PC 12.	Recognize the value of customer feedback in improving products and services				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 13.	Gather feedback from customers that will help in improving customer service				

PC 14.	Develop long term relationship with customers to increase business profitability				
PC 15.	Evaluate the effectiveness of incentive plans, deals, offers etc. in retaining and engaging customers				
<b>Physical and Digital Marketplaces</b>			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				
<b>Benefits of doing business collectively</b>					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				
<b>Self-Employment</b>		30	70	0	0
<b>Introduction to Self-Employment</b>		5	5		
PC 1.	Explain the meaning of self-employment and its benefits				
PC 2.	Identify and categorize various types of self-employments				
<b>Making a plan for small business</b>		10	20		
PC 3.	Create a plan for a small business with defined goals, customers, costs, competitors, resource utilization etc.				
<b>S. No.</b>	<b>Performance Criteria</b>	<b>Assessment Criteria</b>			
		<b>Theory Marks</b>	<b>Practical Marks</b>	<b>Project Marks</b>	<b>Viva Marks</b>

PC 4.	Develop a cost sheet planning the utilization of INR 1 Lakh loan amount to start their business and the roadmap ahead.				
PC 5.	Summarize the legal pre-requisites set by the local authority for starting and operating a small business.				
<b>Managing and expanding business</b>		10	30		
PC 6.	Manage effectively and efficiently various resources such as money, labour, raw materials, tools and machinery, etc. using the loan fund and mitigate risks.				
PC 7.	Develop ways to increase sales, maintain quality of products and services and healthy customer relations.				
<b>Knowing Government schemes and using ecommerce platforms</b>		5	15		
PC 8	Identify various relevant Government schemes for small businesses and selfemployed individuals and explain their terms and conditions.				
PC 9.	List various e-commerce platforms such as on ONDC, Amazon, Flipkart, India Mart, Urban Clap, Yes Madam, etc. and register as vendor on the same.				
<b>Grand Total Marks</b>		<b>76</b>	<b>189</b>	<b>0</b>	<b>90</b>

(Assessment

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

## Section 4: Trainers & Assessors

1. <b>Trainer's Qualification and experience in the relevant sector (in years)</b>	<p><b>Domain Trainer:</b></p> <ul style="list-style-type: none"> <li>a) <i>ITI Instructors from Directorate General of Training (DGT) ecosystem who have preferably worked in the industry and have technical know-how about the operations of the modern listed tools in relevant trades</i></li> <li>b) <i>Certified trainers from the NCVET recognized Awarding Bodies</i></li> <li>c) <i>Working professionals from the industry or clusters who have good knowledge and experience about the working/ operations of the listed modern tools in the relevant trades</i> <b>Life Skills Trainer:</b></li> </ul> <ul style="list-style-type: none"> <li>a) <i>ITI Instructors from Directorate General of Training (DGT) ecosystem*</i></li> <li>b) <i>Certified trainers from the recognized Awarding Bodies*</i></li> </ul> <p><b>*Mandatory Training of Trainers (ToT) of existing certified trainers on employability and entrepreneurship skills modules</b></p> <p><b>District-wise list of trainers/ Assessors is to be identified and made available</b></p>
2. <b>Assessor's Qualification and experience in relevant sector (in years)</b> <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><b>Assessor:</b></p> <ul style="list-style-type: none"> <li>a) <i>Certified Assessors of the recognized Assessment Agencies</i></li> <li>b) <i>Certified trainers may also get certified as an Assessor to conduct assessments in relevant trades (A Trainer can also act as an Assessor for a different location)</i></li> </ul>

### Annexure: Acronym and Glossary

Acronym

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

### Glossary

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

## Annexure: Marketing and Branding

### Exercises for the Participants

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

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

#### 4.1 Creating Value Table

Table-1: Value:  $\{(benefits + Returns) - (Costs + Risks)\}$  All the elements given of value are to be defined from consumer's perspective. Benefits that the customers will receive because of the craftsperson's work. Returns, i.e., long term benefits that customers will receive. Costs are the payments (monetary and non-monetary) incurred by customers in availing the service or purchasing the product made by craftsperson. Risks to be avoided by customers by purchasing the product or service given by the concerned craftsperson. Overall customer's perspective is to be talked about in this exercise.

Benefits	Returns	-	Costs	Risks
- Functional	- Rent		- Monetary (Acquisition; Possession; Usage)	- Financial
- Emotional (bonding)	- Income		- Time & Energy	- Time
- Social (Recognition)				- 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
----------	---------	-------	-------

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