



QUALIFICATION FILE – PM Vishwakarma

Concrete Mason – Basic

NCrF/NSQF Level: 2.5

Submitted By:

Construction Skill Development Council of India

Tower 4B, DLF Corporate Park, 201&, 202 4B, Mehrauli-Gurgaon Rd, DLF Phase 3, Gurugram, Haryana 122002

Table of Contents

Section 1: Basic Details	3
Section 2: Tools and Equipment Details	5
Section 3: Performance Criteria & Assessment Criteria	11
Section 4: Trainers & Assessors	22
Annexure: Acronym and Glossary	23
Annexure: Marketing and Branding	24

Section 1: Basic Details

1.	PM Vishwakarma -Qualification Name	Concrete Mason - Basic			
2.	Sector	Construction			
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-CO-00748-2023-V1-CSDCI	5. NCrF/NSQF Level: 2.5		
6.	Brief Description of the Job Role	A Concrete Mason is responsible for casting or pouring horizontal and flat concrete slabs, which are used as the foundation or flooring in different types of buildings and structures. It involves concrete mixing and pouring, screeding, finishing and curing. The individual works as a small entrepreneur, taking responsibility for the basic planning, marketing, branding, and financial, operational, and risk management of the enterprise.			
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
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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 255 1949 473"> <thead> <tr> <th data-bbox="1017 255 1567 314">Modules</th> <th data-bbox="1567 255 1949 314">Notional Hours (hh:mm)</th> </tr> </thead> <tbody> <tr> <td data-bbox="1017 322 1567 362">Upskilling on Modern Toolkit</td> <td data-bbox="1567 322 1949 362">15:00 hours</td> </tr> <tr> <td data-bbox="1017 362 1567 401">Employability and Entrepreneurial skills</td> <td data-bbox="1567 362 1949 401">23:30 Hours</td> </tr> <tr> <td data-bbox="1017 401 1567 441">Feedback and Interactive session</td> <td data-bbox="1567 401 1949 441">01:30 Hours</td> </tr> <tr> <td data-bbox="1017 441 1567 481">Total</td> <td data-bbox="1567 441 1949 481">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>	Name: Neha Sharma Dave Email: neha@csdcindia.org Contact No.: 0124-4513915-18 Ext-22 Website: www.csdcindia.org											
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:

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size	Tool Image/ Image URL
1	Wheel Barrow	<p>Size/Dimension: Length (L): 760 mm Width (W): 450 mm Depth (D): 300 mm</p> <p>Chassis: Type: Heavy Duty Material: Robust Steel Structure: Angle and Pipe</p> <p>Body: Material: 14-gauge sheet metal (14 swg) Finish: Galvanized</p> <p>Wheel Type: Single rubber wheel</p> <p>Capacity: Min. 200 kg</p> <p>Tool/ item should be of reputed make and conforming to standard quality</p>	2	

2	Standard Trowel	Handle Length: Approximately 140mm (with a tolerance of +/- 10mm) Handle Material: Wood Blade Length: Approximately 200mm (with a tolerance of +/- 2mm) Blade Width: Approximately 120mm (with a tolerance of +/- 2mm) Blade Material: High-Grade Steel Blade Treatment: Hardened, Tempered, and Ground Polished	12	
3	Aluminium straightedge	Dimensions: Length: 5 feet (60 inches) Width: 4 inches Thickness: 1 inch Tool/ item should be of reputed make and conforming to standard quality	6	
4	Shovel	Item Weight : 3 kg	6	

5	Quality Spade	Weight: Minimum 1.9 Kg Handle Material: Wooden Handle Length: 75-90 cm Tool/ item should be of reputed make and conforming to standard quality	6	
6	Concrete Vibrator	Power: 1200 W Armature Material: Copper Pipe Type: Needle Pipe Material: Wire-Braided Hose Pipe Diameter: 35 mm Hose Pipe Length: 3 meters Maximum Speed: 13,000 rpm Tool/ item should be of reputed make and conforming to standard quality	2	
7	Cross Line Laser Level	Levelling Range: Horizontal: 360 degrees Vertical: 180 degrees Working Range: 10-25 meters Self-Levelling Range: +/- 3 degrees Levelling Accuracy: +/- 1.5 mm in a range of 5 meters to 7 meters Working Voltage: 6V Laser Power: Minimum 30 mW Material: High-density plastic	6	

		Tool/ item should be of reputed make and conforming to standard quality		
8	Drilling Machine	<p>Power: 500W</p> <p>Product Name: 500 RE Tool Set (Blue)</p> <p>Included in Combo: Hand Tool Kit (Blue, 12 Pieces)</p> <p>Tool/ item should be of reputed make and conforming to standard quality</p>	1	
9	Mortar Pan/Ghamela	<p>Material: Galvanized Steel</p> <p>Thickness: Minimum 3mm</p> <p>Shape: Semi-Circular</p> <p>Diameter: 1.5 feet</p> <p>Tool/ item should be of reputed make and conforming to standard quality</p>	12	
10	Safety Jackets	<p>Material: High-visibility polyester or similar fabric.</p> <p>Features:</p> <ul style="list-style-type: none"> • Reflective strips • Zip or Velcro closure • Pockets <p>Sizes: Various sizes for different body types.</p> <p>Purpose: Enhances visibility and safety in low-light or high-risk environments, often worn by construction workers,</p>	30	

		<p>road crews, and others working in hazardous conditions.</p> <p>Tool/ item should be of reputed make and conforming to standard quality</p>		
11	Safety Helmets	<p>Shell: Hard shell made of impact-resistant materials like ABS (Acrylonitrile Butadiene Styrene) or HDPE (High-Density Polyethylene).</p> <p>Features:</p> <ul style="list-style-type: none"> • Adjustable suspension system • Chin strap • Ventilation holes. <p>Tool/ item should be of reputed make and conforming to standard quality</p>	30	
12	Safety Goggles	<p>Style: Wrap-around design featuring clear, impact-resistant lenses.</p> <p>Material: Polycarbonate lenses for durability and protection</p> <p>Features:</p> <ul style="list-style-type: none"> Anti-fog coating Adjustable strap Cushioned frame <p>Purpose:</p> <ul style="list-style-type: none"> • Shields eyes from debris, chemicals, and potential hazards in various work environments. • Essential for eye protection and preventing injuries <p>Compliance: Meets safety standards to guarantee proper protection.</p>	30	

		Tool/ item should be of reputed make and conforming to standard quality		
13	Safety Shoes	<p>Material: Leather or synthetic upper with protective toe cap (steel or composite).</p> <p>Features:</p> <ul style="list-style-type: none"> • Slip-resistant sole • Puncture-resistant midsole • Cushioning. <p>Types:</p> <ul style="list-style-type: none"> • Steel-toed • Composite-toed • Metatarsal guard options. <p>Purpose: Provides foot protection against impact, compression, and puncture hazards in industrial and construction settings, reducing the risk of foot injuries.</p> <p>Tool/ item should be of reputed make and conforming to standard quality</p>	5	

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 Concrete Mason - Basic to perform stitching 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 					

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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, designs, introduction to the larger value chain of the sector; digital, financial, and soft skills; and imbued 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

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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				
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 “Concrete Mason – Basic” to perform operations using modern tools		30	60		10
Select and use the appropriate PPE		10	15		2
PC1.	check the availability of appropriate Personal Protective Equipment (PPE), e.g. safety jacket, helmet, shoes, gloves, goggles, etc.				
PC2.	examine the PPE to ensure it is in usable condition, and repair or replace the faulty PPE				
PC3.	use the appropriate PPE while performing various activities during brick masonry activities				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
	Select and use the appropriate tools and equipment for brick masonry	20	45	-	8
PC4.	use the quality spade and shovel in concrete masonry				
PC5.	use the wheelbarrow to shift construction material efficiently in large quantities				
PC6.	use the bricklaying trowel for quick and efficient bricklaying				
PC7.	use the crossline laser level to project accurate horizontal and vertical laser lines				
PC8.	use the drill machine to drill holes for fixing pipes and conduits				
PC9.	use the electric repair toolkit for minor electrical repairs				
PC10.	use the concrete vibrator for compacting freshly poured concrete				
PC11.	use the power trowel for concrete finishing to achieve a smooth, level and polished concrete surface				
PC12.	use the tile and square layout laser level				
Digital Literacy		30	70		
Basics of using mobile phones (Feature phones and Smart Phones)		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				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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
Importance of being financially literate					5

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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				
PC 18.	Select appropriate saving products				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 19.	Explain different types of insurance plans and products Preparing and Maintaining Bahi- Khata (Book-keeping)				
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				
PC 23.	Identify potential fraudulent transactions.				
PC 24.	Apply preventive measures to avoid financial frauds. Filing complaints on business related issues with appropriate authority				
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				
Engaging with customers to establish long-term relationships			5		5

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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
Introduction to Self-Employment		5	5		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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		70	160	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>
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</i>	<p>Assessor:</p> <ul style="list-style-type: none"> a) <i>Certified Assessors of the recognized Assessment Agencies</i>

<p><i>in relevant trade. Certified assessor will also take the Life Skills Module assessment.)</i></p>	<p><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 (Acquisition; Possession; Usage)	- Financial
- Emotional (bonding)	- Income			- Time

<ul style="list-style-type: none"> - Social (Recognition) - Experiential (Design; Service; Brand) 			<ul style="list-style-type: none"> - Time & Energy - Psychological 	<ul style="list-style-type: none"> - 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 Mason Services

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
- Long lasting work.	- Work will remain for generation.	- Reasonable charges for work on daily basis.	- Can avoid untimely repairs.
- No complaints.	- Less repairs will save money and earn better returns on building.	- Can work on task basis as well.	- Can rest assured of work done.
- You will love the work.		- Will put in all the time needed to make the structure good.	- Can avoid any unnecessary accidents due to poor structure quality.
- People around will also notice the work and ask			

<p>for reference. I will be able to work on any simple or complex design for mason work.</p> <p>- Will also do repair work of existing structures if needed.</p>		<ul style="list-style-type: none">- Customer will get complete satisfaction.	
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