



QUALIFICATION FILE – PM Vishwakarma

Plaster 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

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Section 1: Basic Details

1.	PM Vishwakarma -Qualification Name	Plaster 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-00749-2023-V1-CSDCI	5. NCrF/NSQF Level: 2.5
6.	Brief Description of the Job Role	A Plaster Mason is responsible for applying and finishing plaster on the interior and exterior surfaces of buildings. The person creates smooth, durable, and aesthetically pleasing finishes on walls and ceilings. 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> <div style="border: 1px solid black; padding: 10px; text-align: center;"> Academic/Skill Qualification (with Specialization - if applicable) </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> Existing Vishwakarmas duly verified as per the Scheme </div> <p>b. Age: NA</p>	
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="1028 250 1949 473"> <thead> <tr> <th data-bbox="1028 250 1567 314">Modules</th> <th data-bbox="1567 250 1949 314">Notional Hours (hh:mm)</th> </tr> </thead> <tbody> <tr> <td data-bbox="1028 314 1567 362">Upskilling on Modern Toolkit</td> <td data-bbox="1567 314 1949 362">15:00 hours</td> </tr> <tr> <td data-bbox="1028 362 1567 409">Employability and Entrepreneurial skills</td> <td data-bbox="1567 362 1949 409">23:30 Hours</td> </tr> <tr> <td data-bbox="1028 409 1567 457">Feedback and Interactive session</td> <td data-bbox="1567 409 1949 457">01:30 Hours</td> </tr> <tr> <td data-bbox="1028 457 1567 481">Total</td> <td data-bbox="1567 457 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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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	Angle Grinder	No load speed: Min 11000 Rpm, Power: Min 800 W, Wheel dia.: Min. 100 mm 220 V, 50 Hz	1	 A blue and silver angle grinder with a red abrasive wheel attached.
2	Mortar Mixing Tray	Material: Mild steel – 5 mm thick Size: 6x4 Feet	6	 A blue rectangular mortar mixing tray with a metal frame, sitting on a wooden surface.

3	Cross-Line Laser Level	<p>Levelling Range: Horizontal: 360 degrees Vertical: 180 degrees</p> <p>Working Range: 10-25 meters</p> <p>Self-Levelling Range: +/- 3 degrees</p> <p>Levelling Accuracy: +/- 1.5 mm in a range of 5 meters to 7 meters</p> <p>Working Voltage: 6V</p> <p>Laser Power: Minimum 30 mW</p> <p>Material: High-density plastic</p> <p>Tool/ item should be of reputed make and conforming to standard quality</p>	6	
4	Quality Spade	<p>Weight: Minimum 1.9 Kg</p> <p>Handle Material: Wooden</p> <p>Handle Length: 75-90 cm</p> <p>Tool/ item should be of reputed make and conforming to standard quality</p>	6	
5	Mortar Pan	<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	

6	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 Capacity: Min. 200 kg</p> <p>Tool/ item should be of reputed make and conforming to standard quality</p>	2	
7	Pointed Trowel	<p>Blade Size: 4.5 inches x 2.25 inches Blade Material: Metal Handle Material: Durable Wooden Handle Length: 5 inches</p>	6	
8	Aluminium Straight Edge	<p>Dimensions: Length: 5 feet (60 inches) Width: 4 inches Thickness: 1 inch</p>	6	

		Tool/ item should be of reputed make and conforming to standard quality		
9	Steel Float	<p>Blade Material: Durable, non-reactive materials like magnesium or aluminum.</p> <p>Blade Type: Flat or slightly curved.</p> <p>Sizes: 12 inches length, 3 inches in width.</p> <p>Handle: Often made of wood, aluminum, or other lightweight materials.</p> <p>Purpose: Used to smooth and level wet concrete surfaces.</p>	6	 A photograph of a steel float, which is a long, flat metal blade with a wooden handle, used for smoothing concrete surfaces.
10	Brick Hammer	<p>Head Material: Made from hardened steel for enhanced durability.</p> <p>Head Shape: Dual-sided, featuring one side for splitting and the other for trimming.</p> <p>Sizes: Typically measures around 16 inches in length.</p> <p>Handle: Available in either wooden or fiberglass options for a comfortable grip.</p> <p>Purpose: Used for cutting and shaping bricks, stones, and masonry units in construction applications.</p> <p>Tool/ item should be of reputed make and conforming to standard quality</p>	6	 A photograph of a brick hammer, which has a large, flat, rectangular head with a sharp edge and a wooden handle.

11	Drilling Machine	Electric Corded Drill Machine Set (Power Tool), Rated Power Mlin 500W' No Load Speed: Min 2600 RPM, Chuck Capacity:1.5-10mm, Complete Kit of 100 Pcs, Warranty: Min 1year With standard box accessories	2	
12	Electric Repair Tool Kit	Hand Tool Kit for Home & DIY Use (126-Piece) Kit Contents: <ul style="list-style-type: none"> • Screwdriver • Wrench • Ratchet • Utility Knife • Saw • Claw Hammer Tool/ item should be of reputed make and conforming to standard quality	1	
13	Safety Helmets	Shell: Hard shell made of impact-resistant materials like ABS (Acrylonitrile Butadiene Styrene) or HDPE (High-Density Polyethylene). Features:	30	

		<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>		
14	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> <p>Anti-fog coating Adjustable strap Cushioned frame</p> <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> <p>Tool/ item should be of reputed make and conforming to standard quality</p>	30	

15	Safety Gloves	Nitrile Coated, Nylon Knitted, Cut Resistant, Palm Coated Safety Gloves, Free Size	30	
16	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				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 3.	<p>Explain the scheme components:</p> <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, 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				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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				
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 “Plaster Mason – Basic” to perform operations using modern tools		30	60		10
Select and use the appropriate PPE		10	15		2

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC1.	check the availability of appropriate Personal Protective Equipment (PPE), e.g. safety jacket, helmet, shoes, gloves, 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				
Select and use the appropriate tools and equipment for Plastering work		20	45	-	8
PC4.	Use the wheelbarrow to shift construction material efficiently in large quantities				
PC5.	Use the mortar-mixing tray to mix mortar				
PC6.	Use the quality spade and mortar pan for efficient plastering work				
PC7.	Use the pointed trowel for mortar application and surface smoothening in tight spaces				
PC8.	Use the steel float to smoothen materials such as mortar, plaster, and concrete				
PC9.	Use the automatic plaster machine to achieve durable adhesion				
PC10.	Use the concrete mixer to improve the quality of the mortar				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11.	Use the drilling machine to drill holes for fixing pipes and conduits				
PC12.	Use the electric repair toolkit for minor electrical repairs				
PC13.	Use the angle grinder with a polishing wheel for different purposes				
PC14.	Use the crossline laser level to project accurate horizontal and vertical laser lines				
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				
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				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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
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

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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				
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

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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
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				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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		
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.				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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)	Domain Trainer:
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	<p><i>a) ITI Instructors from Directorate General of Training (DGT) ecosystem who have preferably worked in the industry and have technical know-how about the operations of the modern listed tools in relevant trades</i></p> <p><i>b) Certified trainers from the NCVET recognized Awarding Bodies</i></p> <p><i>c) Working professionals from the industry or clusters who have good knowledge and experience about the working/ operations of the listed modern tools in the relevant trades</i></p> <p>Life Skills Trainer:</p> <p><i>a) ITI Instructors from Directorate General of Training (DGT) ecosystem*</i></p> <p><i>b) Certified trainers from the recognized Awarding Bodies*</i></p> <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.	<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></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>

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
- Social (Recognition)				- Psychological
- Experiential (Design; Service; Brand)			- Time & Energy - 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.

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
<ul style="list-style-type: none"> - Long lasting work. - No complaints. - You will love the work. - People around will also notice the work and ask for reference. I will be able to work on any simple or complex design for mason work. - Will also do repair work of existing structures if needed. 	<ul style="list-style-type: none"> - Work will remain for generation. - Less repairs will save money and earn better returns on building. 	<ul style="list-style-type: none"> - Reasonable charges for work on daily basis. - Can work on task basis as well. - Will put in all the time needed to make the structure good. - Customer will get complete satisfaction. 	<ul style="list-style-type: none"> - Can avoid untimely repairs. - Can rest assured of work done. - Can avoid any unnecessary accidents due to poor structure quality.

