



## QUALIFICATION FILE – PM Vishwakarma

### Tile 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	Tile 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-00750-2023-V1-CSDCI	5. NCrF/NSQF Level: 2.5
6.	<b>Brief Description of the Job Role</b>  A Tile Mason is responsible for installing various types of tiles, such as ceramic, porcelain, glass, or stone tiles, on surfaces in residential, commercial, and industrial settings to create durable and visually appealing surfaces. 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.	<b>Eligibility Criteria for Entry for a Student/Trainee/Learner/Employee</b>  a. <b>Entry Qualification &amp; Relevant Experience:</b>  <div style="border: 1px solid black; padding: 10px; text-align: center;"> <b>Academic/Skill Qualification (with Specialization - if applicable)</b>   Existing Vishwakarmas duly verified as per the Scheme </div> b. <b>Age:</b> NA		
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	

<b>11.</b> <b>Training Duration by Modes of Training Delivery</b> <i>(as per requirement of the qualification)</i>	<table border="1" data-bbox="1017 250 1949 473"> <thead> <tr> <th data-bbox="1017 250 1567 314">Modules</th> <th data-bbox="1567 250 1949 314">Notional Hours (hh:mm)</th> </tr> </thead> <tbody> <tr> <td data-bbox="1017 314 1567 362">Upskilling on Modern Toolkit</td> <td data-bbox="1567 314 1949 362">15:00 hours</td> </tr> <tr> <td data-bbox="1017 362 1567 409">Employability and Entrepreneurial skills</td> <td data-bbox="1567 362 1949 409">23:30 Hours</td> </tr> <tr> <td data-bbox="1017 409 1567 457">Feedback and Interactive session</td> <td data-bbox="1567 409 1949 457">01:30 Hours</td> </tr> <tr> <td data-bbox="1017 457 1567 481"><b>Total</b></td> <td data-bbox="1567 457 1949 481"><b>40:00 Hours</b></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	<b>Total</b>	<b>40:00 Hours</b>
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<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>	Name: Neha Sharma Dave Email: neha@csdcindia.org Contact No.: 0124-4513915-18 Ext-22 Website: <a href="http://www.csdcindia.org">www.csdcindia.org</a>											
<b>14.</b> <b>Final Approval Date by NSQC: 14<sup>th</sup> September 2023</b>	<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:**

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size	Tool Image/ Image URL
1	Tile Cutting machine	1,450W, 125 mm Disc Dia, 12,000 rpm, Double Insulation, Overload Capacity, 3 kg + Hex Key & Hexagon Socket Wrench, 1 Year Warranty	2	
3	Spirit level	<b>Size:</b> 30 cm Tool/ item should be of reputed make and conforming to standard quality	3	
4	Angle Grinder	1,450W, 125 mm Disc Dia, 12,000 rpm, Double Insulation, Overload Capacity, 3 kg + Hex Key & Hexagon Socket Wrench, 1 Year Warranty	2	

5	Notched Trowel	Blade Material: Hardened steel. Notch Patterns: Varies for tile adhesive type and size. Sizes: Typically, 9 inches in length. Handle: D-shaped or ergonomic for control. Used for spreading adhesive in tiling.	6	 A notched trowel with a red handle and a grey blade featuring a double notched pattern.
6	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	1	 An open blue tool case containing a corded electric drill, various drill bits, a hammer, and other accessories.
7	Cross line laser Level	<b>Levelling Range:</b> Horizontal: 360 degrees Vertical: 180 degrees <b>Working Range:</b> 10-25 meters <b>Self-Levelling Range:</b> +/- 3 degrees <b>Levelling Accuracy:</b> +/- 1.5 mm in a range of 5 meters to 7 meters <b>Working Voltage:</b> 6V	6	 A yellow and black Stanley cross line laser level device.

		<p><b>Laser Power:</b> Minimum 30 mW  <b>Material:</b> High-density plastic</p> <p>Tool/ item should be of reputed make and conforming to standard quality</p>		
8	Aluminium Straight Edge	<p><b>Dimensions:</b>  Length: 5 feet (60 inches)  Width: 4 inches  Thickness: 1 inch</p> <p>Tool/ item should be of reputed make and conforming to standard quality</p>	6	
9	Tile leveling Piler	<p><b>Material-</b> Metal, handles covered with plastic  <b>Size</b> 24 cm x 12 cm  <b>Weight:</b> Min 250 gms</p>	6	
10	Safety Jacket	<p><b>Material:</b> High-visibility polyester or similar fabric.  <b>Features:</b> <ul style="list-style-type: none"> <li>• Reflective strips</li> <li>• Zip or Velcro closure</li> <li>• Pockets</li> </ul> <b>Sizes:</b> Various sizes for different body types.  <b>Purpose:</b> Enhances visibility and safety in low-light or high-risk environments, often worn by construction workers, road crews, and others working in hazardous conditions.</p>	30	

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

13	Safety Gloves	Nitrile Coated, Nylon Knitted, Cut Resistant, Palm Coated Safety Gloves, Free Size	30	
14	Safety shoes	<p><b>Material:</b> Leather or synthetic upper with protective toe cap (steel or composite).</p> <p><b>Features:</b></p> <ul style="list-style-type: none"> <li>• Slip-resistant sole</li> <li>• Puncture-resistant midsole</li> <li>• Cushioning.</li> </ul> <p><b>Types:</b></p> <ul style="list-style-type: none"> <li>• Steel-toed</li> <li>• Composite-toed</li> <li>• Metatarsal guard options.</li> </ul> <p><b>Purpose:</b> 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 Tile 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
	<b>Overview of PM Vishwakarma Scheme</b>				<b>20</b>
	<a href="#">Introduction to PM Vishwakarma scheme</a>				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"> <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				
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				
<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				
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 “Tile Mason – Basic” to perform operations using modern tools</b>		<b>30</b>	<b>60</b>		<b>10</b>
<b>Select and use the appropriate PPE</b>		<b>10</b>	<b>15</b>		<b>2</b>

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 tiling work		20	45	-	8
PC4.	prepare different types of surfaces, e.g. masonry plastered surfaces, reinforced concrete surfaces, concrete block timber, and vinyl surfaces, for tiling work				
PC5.	use the wet marble cutter to cut tiles in the required design, shape and size to fit around obstacles, and into odd spaces and corners				
PC6.	apply and spread cement mortar, mastic, glue or other adhesives on the base of tiles using the appropriate tools				
PC7.	apply grout and sealant using the appropriate tool to seal the void or gap between the tiles, stones, marble, and granite				
PC8.	use the portable mixing machine to mix concrete				
PC9.	use a notched trowel effective and durable tiling work				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10.	use the tile levelling pliers to achieve accurate levelling				
PC11.	check the line, level and alignment in tiling work				
PC12.	use the cross-line laser level to project accurate horizontal and vertical laser lines				
PC13.	use the angle grinder with a polishing wheel to polish the tile surface for better aesthetics and smoother joints after the application of grout				
<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 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				

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				
<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				
PC 3.	Setting short term, medium term, and long-term financial goals				
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				

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

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

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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>					<b>5</b>
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>		<b>30</b>	<b>70</b>	<b>0</b>	<b>0</b>
<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.				
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.				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
	<b>Knowing Government schemes and using ecommerce platforms</b>	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.				
<b>Grand Total Marks</b>		<b>70</b>	<b>160</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>	<b>Domain Trainer:</b> <p>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></p>
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	<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><b>Life Skills Trainer:</b></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><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.	<p><b>Assessor's Qualification and experience in relevant sector (in years)</b></p> <p><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><b>Assessor:</b></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

<b>NSQF</b>	National Skills Qualifications Framework
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## Glossary

Term	Description
<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.

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