

## QUALIFICATION FILE – PM Vishwakarma

### Traditional Basket Maker

NCrF/NSQF Level: **NSQF Level 2.5**

**Submitted By:**

**Handicrafts and Carpet Sector Skill Council-HCSSC**

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## Section 1: Basic Details




1.	PM Vishwakarma -Qualification Name	Traditional Basket Maker	
2.	Sector	Handicrafts and Carpet Sector Skill Council	
3.	Related Qualification Available on NQR (wherever applicable)	Name: Bamboo Work Artisan	NQR Code & version: NA and Version: 1.0
4.	National Qualification Register (NQR) Code & Version (Will be issued after NSQC approval.)		5. NCrF/NSQF Level: 2.5
6.	Brief Description of the Job Role	Traditional basket making is an intricate craft that focuses on basket making which involves weaving jute, moonjh and other village based local materials into both functional and ornamental baskets. The process intricately involves and skillful sewing of the strips to construct the foundation and sides of the basket. This artistry may also encompass the integration of weaving patterns, culminating in the final steps of shaping the basket and adding optional handles to infuse a unique, personalized flair	
7.	Eligibility Criteria for Entry for a Student/Trainee/Learner/Employee	<div>a. Entry Qualification &amp; Relevant Experience:</div> <div><div>Academic/Skill Qualification (with Specialization - if applicable)</div><div>Existing Vishwakarmas duly verified as per the Scheme</div></div> <div>Age: NA</div>	
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.	<b>Training Duration by Modes of Training Delivery</b> <i>(as per requirement of the qualification)</i>	<table border="1"> <thead> <tr> <th data-bbox="1025 256 1547 325">Modules</th> <th data-bbox="1561 256 1946 325">Notional Hours (hh:mm)</th> </tr> </thead> <tbody> <tr> <td data-bbox="1025 331 1547 363">Upskilling on Modern Toolkit</td> <td data-bbox="1561 331 1946 363">15:00 hours</td> </tr> <tr> <td data-bbox="1025 370 1547 402">Employability and Entrepreneurial skills</td> <td data-bbox="1561 370 1946 402">23:30 Hours</td> </tr> <tr> <td data-bbox="1025 408 1547 440">Feedback and Interactive session</td> <td data-bbox="1561 408 1946 440">01:30 Hours</td> </tr> <tr> <td data-bbox="1025 446 1547 478"><b>Total</b></td> <td data-bbox="1561 446 1946 478"><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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12.	<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											
13.	<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>	Mr. Krishan Kumar <b>Email:</b> ceo@hcssc.in <b>Contact No.:</b> 011-26139834 <b>Website:</b> www.hcssc.in											
14.	<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: 30

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size	Tool Image/ Image URL
1	Jet Saw	To cut larger stock faster.	3 Eqpt NOS	
2	Bamboo grinder	Polishes fast and smoothly	3 Eqpt Nos	
3	Advanced Hammer combo	Hammer Easy handling and grip.	4 Eqpt NOS	

4	Professional wood carving chisel set	Use for sliving thinner bamboo stripes	4 packets	
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### Classroom Aids

The aids required to conduct sessions in the classroom are:

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

## Section 3: Performance Criteria & Assessment Criteria

### Scope:

The scope covers the following:

#### 1. 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 Traditional Basket Maker 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.

### 1. 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: <div><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></div>				
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 imbibed 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				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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				
PC 17.	List other Government schemes which may cater to their various requirements				

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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 Traditional Basket Maker to perform operations using modern tools</b>		<b>20</b>	<b>80</b>		
<b>understanding the basic techniques and principals involved in crafting baskets from local village based raw materials</b>		<b>2</b>			
PC 1.	learning the significance and history of basic traditional basket making.	1	-		
PC 2.	overview of basic basket making techniques involved in crafting baskets	1	-		
	<b>learning how to utilize essential tools and materials required for jute basket making, ensuring precision and efficiency in the crafting process</b>	<b>1</b>	<b>2</b>		
PC 3.	understand the range of tools required in basket making including scissors, sewing needle, measuring tape, pins or clips and thread.	1			
PC 4.	gathering of required high quality materials of thin branches, twigs, reeds, grasses.		2		
	<b>understanding the fundamental weaving techniques to construct the base and sides of the baskets, achieving structural integrity and desired aesthetics</b>	<b>2</b>	<b>7</b>		
PC 5.	selecting a sturdy material for the base, such as thicker branches	1	-		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 6.	arranging them in a circular or oval shape to create the foundation.	1	2		
PC 7.	using flexible materials like vines or long grasses to bind the base together, securing the elements and forming the initial structure		2		
PC 8.	weaving the sides of the basket by adding more natural materials vertically or diagonally around the base.		1		
PC9.	utilizing weaving technique and using thinner branches or reeds to create a sturdy and visually appealing pattern.		1		
PC10.	completed base should be sturdy, level, and capable of supporting the weight of the basket's contents.		1		
	<b>carry out the process of making innovative bamboo basket</b>	<b>4</b>	<b>28</b>		
PC 11.	understanding of bamboo's properties and their significance in India	1			
PC 12.	understand the advanced techniques involved in more intricate weaving patterns and innovative design elements	1			
PC 13.	collect raw materials like bamboo poles, twine or thin bamboo strips, water and decorative elements	1			
PC 14.	collect tools like knife or billhook/cutter, soaking container, drying rack, scissors, weaving tools, sandpaper and measuring tools	1			

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 15.	cuts bamboo into two halves using billhook as a cutter	1			
PC 16.	remove leaves and branches from the bamboo poles		2		
PC 17.	split the bamboo poles into thinner strips by using knife for weaving and make sure that the strips have an equal width		2		
PC 18.	dip the bamboo strips into the colour mixed boiling water to softens the bamboo and keep the Dyes strips outside for drying		2		
PC 19.	using colored strips to create an attractive pattern on the basket		2		
PC 20.	select the thicker bamboo strips for the base of the basket		2		
PC 21.	place them parallel to each other, slightly overlapping to create a rectangular or circular shape		2		
PC 22.	use thinner bamboo strips or twine to weave over and under the base strips		2		
PC 23.	weaving the thinner bamboo strips vertically from the base		2		
PC 24.	weaving over and under the base strips to forming the sides of the baskets		2		
PC 25.	weave gaps in the weaving where the handles will be attached		2		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 26.	weave additional strips around the gaps to reinforce them and create a sturdy attached point for the handles		2		
PC 27.	insert the long strip between weaved patterns for more grip		2		
PC 28.	excess strips are cut down and adding glue on the intersection points where the long strips and basket collide		2		
	<b>carry out the process of creative willow basket</b>	<b>6</b>	<b>22</b>		
PC 29.	collect raw materials like willow wicker crop, zelan, dye powder, water, etc.	1			
PC 30	collect tools like iron vessel, bodkin, knife, scissors, etc.	1			
PC 31	collect stem of the plant called withy	1			
PC 32	boil the stems in iron vessels inside a kiln for 12 hours		2		
PC 33	keep the withy under direct sunlight for a few days for drying		2		
PC 34	dye the willow wicker twigs with natural dye powder and boil them in hot water, add mordant and soak the twigs for some time when done leave for drying in open area		2		
PC 35	use a bodkin to make a split of 5 cm on three twigs at the centre	1	2		

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 36	take one twig and insert the bodkin through the split made. pick the other two twigs through the bodkin and push them through the splits made on them		2		
PC 37	insert the non-split sticks through the centres of the split sticks to form a cross called a slath	1	2		
PC 38	weave between each individual slath stick		2		
PC 39	prepare the stakes, take few twigs and cut the end of each twig to make a long point	1	2		
PC 40	push the bodkin deep into the base weave beside a spoke. remove, and then insert a stake twig down into the weave as far as it will go		2		
PC 41	bent up the stakes and held them up by tying them tightly together	1	2		
PC 42	to finish the basket the upright stakes are turned down and woven into a border	1	2		
	<b>carry out the process of creative moonjh basket</b>	<b>4</b>	<b>16</b>		
PC 43	collect raw material like Sarpat grass, Dyeing powder	1			
PC 44	collect tools like Stainless steel vessel and tools like Salai - the needle, etc	1			

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
PC 45	keep the grass in the open sun for drying at least for 2 days	1			
46	divide the dried grass into two parts. : The upper portion is called Kaasa. The Lower portion is tied into knots called balla		2		
47	pour the colored powder into the vessel and allow it to boil for some more time		2		
48	soak the strips of moonjh grass into the boiling water for 30-40 minutes at high temperature		1		
49	use the dried moonjh grass to make small knots which are called 'Balla'		2		
50	soak balla in cold water for some time before coiling to ensure flexibility		2		
51	use kaasa grass for inside stuffing and balla to wrap around kaasa grass to make coil		2		
52	tie a bundle of strips and roll continuously to form a particular shape		1		
53	after making the base make the walls of the basket using the same technique		2		
54	use the colored grass to make the patterns on top of the coils at a repetitive series to form the design		2		
	<b>carrying out perfect shaping and finishing</b>	<b>1</b>	<b>5</b>		



S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
55	gradually angling the weaving to shape the sides of the basket which can be done by tightening the weaves or bending the materials as needed		1		
56	shaping to achieve the desired height and form of the basket		1		
57	applying different weaving techniques to create texture and unique designs.		1		
58	tucking the ends neatly		1		
59	thoroughly inspecting the basket for uneven weaving or imperfections	1			
60	using flexible materials like vines, twine, or braided grasses and to attach them securely to the sides of the basket		1		
<b>Digital Literacy</b>		<b>30</b>	<b>70</b>		
<b>Basics of using mobile phones (Feature phones and Smart Phones)</b>		<b>10</b>	<b>20</b>		
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				

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

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

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

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

S. No.	Performance Criteria	Assessment Criteria			
		Theory Marks	Practical Marks	Project Marks	Viva Marks
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		80	250	0	90

(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> <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> </ul>
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		<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.	<b>Assessor's Qualification and experience in relevant sector (in years)</b>	<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

<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

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
<ul style="list-style-type: none"> <li>- Functional</li> <li>- Emotional (bonding)</li> <li>- Social (Recognition)</li> <li>- Experiential (Design; Service; Brand)</li> </ul>	<ul style="list-style-type: none"> <li>- Rent</li> <li>- Income</li> </ul>		<ul style="list-style-type: none"> <li>- Monetary (Acquisition; Possession; Usage)</li> <li>- Time &amp; Energy</li> <li>- Psychological</li> </ul>	<ul style="list-style-type: none"> <li>- Financial</li> <li>- Time</li> <li>- Psychological</li> </ul>

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.

#### **4.13 Basket Maker/ Basket Weaver / Mat maker/ Coir Weaver/ Broom maker**

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>- Eco-friendly products at reasonable prices.</li> <li>- Low maintenance.</li> <li>- Easy maintenance.</li> <li>- Easily available in all places.</li> <li>- Made keeping convenience in mind.</li> </ul>	<ul style="list-style-type: none"> <li>- Last for reasonable time.</li> <li>- Feel good factor in using the product.</li> <li>- Environmental friendliness.</li> <li>- Good name in the society for using eco-friendly products.</li> </ul>	<ul style="list-style-type: none"> <li>- Affordable pricing for all segments of society.</li> <li>- Easy to acquire, maintain and dispose.</li> <li>- No need for maintenance.</li> <li>- Worry free products.</li> </ul>	<ul style="list-style-type: none"> <li>- Avoid risk of using plastic products.</li> <li>- Avoid risk of disposal issues.</li> </ul>