

Revised Application Documentation: Version 5 /22 May, 2015

QUALIFICATION FILE – CONTACT DETAILS OF SUBMITTING BODY

Name and address of submitting body:

Life Sciences Sector Skill Development Council

13, Palam Marg, 3rd Floor, Vasant Vihar, New Delhi, PIN 110057

Phone: +91 11 41042407/ 408, E-mail: info@lssdc.in

Name and contact details of individual dealing with the submission

Name: Mr. AnshulSaxena

Position in the organisation: Director- NOS Development & Curriculum Advisory

Address if different from above

Same as Above

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List of documents submitted in support of the Qualifications File

1. Qualifications Pack
2. RFP for development of Occupational Standards detailing the selection process as well
3. Profile of Project Team from Consultant (Inclusive of Industry Expert)
4. LSSDC Protocol for Accreditation of Assessment Agencies and Assessment Guideline Ver 1.00.
5. Sample of Assessors Guide
6. Minutes of meeting of Governing Body
 - a. Composition of National Committee of NOS
 - b. Approval of Occupational Standards by National Committee and Governing Body
7. NSDC Sector Skill Gap Report for Life Sciences Sector is available at
<http://nsdcindia.org/sites/default/files/files/Pharmaceuticals.pdf>
8. Occupational Map and Career Progression Map

9. Draft MoU with Industry
10. List of companies and Industry associations participated in the development of these qualification packs
11. List of QP/NOS validating companies (Under Development)

QUALIFICATION FILE SUMMARY

Qualification Title	Associate Brand Manager - Life Sciences (LFS/Q0405)
Body/bodies which will assess candidates	Life Sciences Sector Skills Council
Body/bodies which will award the certificate for the qualification.	Life Sciences Sector Skills Council
Body which will accredit providers to offer the qualification.	Life Sciences Sector Skills Council
Occupation(s) to which the qualification gives access	Associate Brand Manager-Life Sciences falls under Sales and Marketing occupation. The individual is responsible for enabling the creation of a lasting impression among consumers to improve product sales and market share. They are responsible for assisting in formulating the brand's long-term strategy and developing and executing marketing plans. The job role requires individual to use knowledge of life sciences Industry, promotional and marketing strategies, knowledge of key markets and compliance policies. The individual uses skills like customer centricity, analytical thinking, plan and organizing and decision making and communication skills. The individual is responsible for own work and learning and has some responsibility of others work and learning.
Proposed level of the qualification in the NSQF.	Level 5
Anticipated volume of training/learning required to complete the qualification.	250 Hours
Entry requirements / recommendations.	B. Pharma/ Graduate specifically in marketing, advertising or a business related subject with min 2 years of relevant experience in sales and marketing. MBA / Master's degree - specifically in pharma, marketing, advertising or a business related subject with no prior experience
Progression from the qualification.	Upward progression: <ul style="list-style-type: none"> • Brand Manager • Market Research Manager Lateral/ Horizontal progression: -
Planned arrangements for RPL.	RPL arrangements and policies are under development.
International Comparability	While preparing the NOSs, a detailed secondary desk research was conducted. The European, South African and Australian NOSs were referred to. The relevant International NOSs for the job role are listed below for reference: UK NOS <ul style="list-style-type: none"> • COGLS309 Make presentations in the work place for life sciences and related industries • COGLS202 Maintain effective and efficient working relationships in life Sciences and related industries • SFHPHARM23 check documentation and materials

<p>Switzerland NOS</p> <ul style="list-style-type: none"> • Refer page no. 162 Unit Group 2431, page no. 106 Unit Group 1222; International Standard Classification of Occupations ILO Geneva, ISCO–08 Volume I (http://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/---publ/documents/publication/wcms_172572.pdf) <p>Australia NOS</p> <ul style="list-style-type: none"> • Participate in work teams and groups <p>South Africa NOS</p> <ul style="list-style-type: none"> • Interact with clients in a health and pharmaceutical environment • Act in accordance with ethical and legal codes of pharmaceutical representation and the laws of the country 			
Formal structure of the qualification			
Title of unit or other component (include any identification code used)	Mandatory/ Optional	Estimated size (learning hours)	Level
LFS/N0414 Assist in building and executing innovative marketing strategies	Mandatory	100	Level 5
LFS/N0415 Support Market Research	Mandatory	70	Level 5
LFS/N0416 Assist in development of internal and external communication	Mandatory	80	Level 5

Please attach any document giving further detail about the structure of the qualification – eg a Curriculum or Qualification Pack.

Give details of the document here:

- Qualifications Pack is attached in Annexure 1

SECTION 1

ASSESSMENT

Name of assessment body:

If there will be more than one assessment body for this qualification, give details.

1. **Induslynk Training Services Pvt. Ltd (Mettl)**, having its registered office at 1004, Tower 4, The Palms, South City-1, Gurgaon, Haryana, PIN- 122001
2. **Manipal City & Guilds Pvt. Ltd**, having its registered office at 4th Floor, above Total Superstore, Sy. No 12/5, Kaikondarahalli, VarthurHobli, Sarjapur Main Road, Bangalore, Karnataka, PIN- 560034

Will the assessment body be responsible for RPL assessment?

Not all, only **Manipal City & Guilds Pvt. Ltd**, having its registered office at 4th Floor, above Total Superstore, Sy. No 12/5, Kaikondarahalli, VarthurHobli, Sarjapur Main Road, Bangalore, Karnataka, PIN- 560034

Give details of how RPL assessment for the qualification will be carried out and quality assured.

RPL arrangements and policies are under development.

Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, consistent and fair and show that these are in line with the requirements of the NSQF:

Assessment Agencies: An assessment agency is selected on the basis of

- Prior experience and understanding of Life Sciences or similar sector.
- Experience in conducting assessments for similar job roles.
- Manpower and Technical capabilities.
- Geographical reach
- Existing Network in the Life Sciences Sector
- Agencies internal policies to maintain Standards, Quality & professional Integrity
- Agencies policy in assessor management

Assessment development: The assessment development is done with close monitoring and support of LSSSDC at every stage.

Steps for assessment development:

- Selection of assessment tool(s) depending on the assessment criteria prescribed in that QP.
- Developing blue print of the question paper, Viva, Demonstration, whatever are selected tools.
- Development of lay-out of Question paper is such that the entire PCs (Performance Criteria) of that QP are covered.
- Score per question maps with the weightage given to that PC, in the assessment criteria and the level of difficulty of the question.
- **SME:** An expert from industry is selected who is called "Subject Matter Expert". This SME must have over 13-15 years of experience in the industry, on same job role.
- **SME** is screened and approved by LSSSDC. He is oriented by both LSSSDC and Assessment agency on – creating question Bank, level of questions, end desired outcome of the assessment.

Assessor: The Assessors are engaged to conduct the assessments. The selection takes place as follows

- LSSSDC defines the criteria for profile of an assessor.
- Assessor is a person who is currently working in the same industry on same or higher job role and has minimum 5-7 years of experience.
- Based on this, Assessment agency locates the right people from the Industry and LSSSDC approves them after screening (they are screened on basis of resume and interview).
- Once selected, the assessor is oriented by LSSSDC and Assessment agency on various aspects of the assessment and management of assessment, such as

- QP and its background.
- Training on Assessment methodology and how to use Assessment tools. Scoring system. (as per the attached assessment guide)
- Maintain integrity at the assessment site.
- Crisis handling and support system available for the same.
- Scope of his authorities
- Administrative responsibilities.
- Required documentation of Trainee credentials, VTP credentials, mark sheet management.
- Confidentiality management.
- Assessment agency signs the agreement letter with the Assessor.
- LSSSDC certifies the Assessor.

Assessment process:

- Assessment date is decided with common agreement of VTP and assessment agency.
- Assessment agency ensures the availability of required infrastructure, tools for the assessment.
- Assessor is provided with location details of the VTP. He contacts VTP a day prior to the assessment to ensure that all the aspects are well managed.
- The trainees are scheduled in such a way that an assessor shall not assess more than 20 candidates in a day.
- Assessor and a representative from Assessment agency are present on the day of assessment to manage the process at assessment location.
- They carry an identity card and letter from the council authorising to conduct the assessment.
- Assessor ensures authenticity of Trainee's identity by verifying the documents (any document issued by GOI, such as Ration card, Adhar Card, Driving Licence, Passport, election card etc)
- Assessor maintains the records of attendance, verified documents, Score sheets, answer sheets and whatever applicable.
- Assessor collects evidences of the assessment in best possible way (videos, pictures, voice recordings etc)
- Assessor maintains complete confidentiality of the score, compiles the data and document and sends it to assessment agency.
- The assessment agency after processing the results and putting them in standard format hands over to LSSSDC within 7 days of assessment.
- LSSSDC cross checks and validates the data and declares the result to VTP.
- Passed candidates are provided with certificate

Assessment tools: Assessment tools for a QP are decided on the basis of composition of knowledge and skill in that particular QP. All assessments shall have at least two tools unless indicated otherwise. All assessments carry time allotment required per trainee, within which the assessment should be completed.

Written test:

Scope – Is used to test the knowledge component of the QP.

Tools – Pen and Paper in form of OMR sheet, computer or tab based online or offline.

Method – objective type questions, match the columns, fill in the blanks, tick the odd man out, choose the correct option, choose the best answer, True or false, Identify the object, tool or machinery, arrange in proper sequence.

Analysis – Question paper is divided in sections. Each Section intends to assess a particular knowledge field of the trainee. Thus section wise calculation of marks gives the clear idea of the areas of improvement or expertise of the trainee. While a consolidated marks gives the overall rating of the trainee.

Viva

Scope – Is used to test the knowledge and understanding and breadth of awareness about the subject. Some personality traits and generic skills (such as – promptness, sharpness, communication skills, depth of knowledge, comprehension, presentation, patience etc) can also be tested required for the QP.

Tools – Direct dialogue between assessor and Trainee.

Method – Direct questions open and close ended questions, situation based questions, analytical questions, and decision making based questions. Different questions are included to test relevant PCs from the QP

Analysis – Assessor is provided with spectrum of ready answers to be expected from trainee. This reduces

effect of subjectivity of the assessor. Comparative quality of trainees with in a batch or different institutes can be gauged.

Practical Test

Scope – Is used to test primarily the Skill component of the QP. Trainee’s expertise in handling and managing the tools and situation is tested.

Tools – Demonstration, role play.

Method – A situation is narrated or created in front of the trainee and he is asked to react to it. The selected situations are based on real situations. They are predefined and provided to assessor. Assessor is provided with spectrum of reactions to be expected from trainee. Based on these guidelines the assessor fills the score sheet.

Analysis –Practical tests are analysed on knowledge and skill component.

Please attach any documents giving further information about assessment and/or RPL.

Give details of the document(s) here:

- LSSDC Protocol for Accreditation of Assessment Agencies and Assessment Guideline Ver1.00
- Sample of Assessors Guide

ASSESSMENT EVIDENCE

Assessable outcome	Assessment Criteria	Total Marks (300)	Out Of	Theory	Skills Practical
LFS/N0414 (Assist in building innovative marketing strategies)	PC1. assist in development of the brand goals and objectives in line with the brand strategy		4	2	2
	PC2. assist in developing concepts and final communication content		6	3	3
	PC3. support customer engagement initiatives		2	1	1
	PC4. assist in developing and executing annual marketing plans for the brand		5	2	3
	PC5. ideate and help execute promotional campaigns to deliver on the business objectives for the brand		6	3	3
	PC6. assist in enhancing brand equity thus improving market share		2	1	1
	PC7. refine the existing brand communication by ad website by advising style and content		5	2	3
	PC8. ensure that the key branding elements are delivered by either of the channels, such as, media, creative, packaging and other		6	3	3
	PC9. assist in innovative product and packaging development		4	2	2
	PC10. assist in implementing marketing strategies at point of sale, trade channels		6	3	3

	and ambient media campaigns as per business needs, including through social media				
	PC11. liaising with art designers, copywriters, media buyers and printers for generation of new product names	100	2	1	1
	PC12. assist in developing clear and compelling brand selling stories		5	2	3
	PC13. assist in effective creation of the company's story in key areas including: case studies, research, testimonials, marketing collateral, etc.		6	3	3
	PC14. assist in development of advertising briefs as required for specific products/categories		4	2	2
	PC15. assist the external and internal agencies/vendors involved in the execution of the brand communications campaign		2	1	1
	PC16. assist in development of the brand goals and objectives in line with the brand strategy		4	2	2
	PC17. obtain the necessary inputs from the sales team as well as customers for branding purpose		2	1	1
	PC18. provide needed inputs and incentivization to the sales force for marketing strategy execution		2	1	1
	PC19. ensure the right messages about the products and services are delivered in the right way in the right media at the right time		4	2	2
	PC20. active participation in road, trade shows and conferences (both Doctor-conference and Industry conferences)		3	2	1
	PC21. implement the brand planning process		3	2	1
	PC22. actively participate in production of adverts, newspaper and magazine advertisements, direct mail packs, email campaigns, exhibition stands		5	2	3
	PC23. coordinate the launch program to external customers as well as employees		6	3	3
	PC24. active involvement in brand's product lifecycle and interaction with multiple stakeholders who are involved in the product strategy at different stages		6	3	3
	Total		100	49	51
LFS/N0415 (Support Market Research)	PC1. identify and analyse market knowledge gaps		10	4	6
	PC2. analyze sales figures, market conditions and competitor performances		16	6	10
	PC3. study the market trends		14	6	8
	PC4. assist in identification of potential areas and product lines to invest		16	6	10

	PC5. assist in conducting price analysis		14	6	8
	PC6. assist in monitoring product distribution and consumer reactions through focus groups		14	6	8
	PC7. undertake field work for better market understanding and assessing effectiveness of marketing strategies		16	6	10
		100			
	Total		100	40	60
LFS/N0416 (Assist in development of internal and external communication)	PC1. assist in preparing briefs and coordinate with ad agency for development of ad campaigns, packaging designs etc.		18	8	10
	PC2. conduct evaluation with media agency for development of media campaigns		18	8	10
	PC3. assist in creating a lasting impression of company with insurance carriers, consumers, strategic partners, vendors and suppliers		16	8	8
	PC4. assist in coordinating external digital marketing firms		16	8	8
	PC5. assist in developing communication of the brand details to sales team		10	6	4
	PC6. collaborate and assist the creative team to ensure strategic objectives are met		14	6	8
	PC7. participate in the collaboration between brand and all internal departments to ensure that all teams are working towards shared objectives	100	8	4	4
	Total		100	48	52

SECTION 2

EVIDENCE OF NEED

What evidence is there that the qualification is needed?

While collecting data from the industry for development of the occupational map, we also took inputs on the list of unique roles and the roles to be prioritized, w.r.t. workforce volume and skilling needs. These inputs have been used for subsequent qualification packs development.

What is the estimated uptake of this qualification and what is the basis of this estimate?

Skills Gap analysis Reports for industry demand and secondary research data is the basis, though these do not lend to accurate demand projection. The link to NSDC Human Resource & Skills Requirement in Life Sciences Sector is <http://nsdcindia.org/sites/default/files/files/Pharmaceuticals.pdf>

- Feedback from industry for demand though again sample size may not lend to accurate figures
- Training duration, and current and potential training capacity envisaged
- An LMIS development initiative is being put in place to be more precise regarding the demand and supply

What steps were taken to ensure that the qualification(s) does/do not duplicate already existing or planned qualifications in the NSQF?

The NSDC list of Approved and Under-development QPs has been checked for overlap

Quality team of NSDC has done the 2nd level check before QRC presentation

The QP is under Industry validation and post completing the validation exercise, the QP will be resubmitted for QRC approval as per laid down protocol of NSDC.

What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated?

Workshops with Industry Associations of Employers are part of continuous awareness drive and will be utilized as a channel to get a continual feedback from Industry

The Qualification has been uploaded on SSC website for public with a request for feedback on qualification to be sent to an identified mail address

SSC will be engaged with Training Providers and Authorised educational institutions, who are imparting trainings as per QP guidelines, to gather feedback in implementation

Monitoring of candidate Assessment Result will be carried out

Employer feedback will be sought post placement of trainee's batch

A formal review is scheduled in two year time frame

Please attach any documents giving further information about any of the topics above.

Give details of the document(s) here:

- NSDC Human Resource & Skills Requirement in Life Sciences Sector is <http://nsdcindia.org/sites/default/files/files/Pharmaceuticals.pdf>

SECTION 3

SUMMARY EVIDENCE OF LEVEL

Summary of Direct Evidence:

Generic NOS is/are linked to the overall authority attached to the job role.

Associate Brand Manager - Life SciencesLFS/Q0405					
Process Required	Professional Knowledge	Professional Skills	Core Skills	Responsibility	Level
<p>Job role holder requires well developed skill, with clear choice of procedures in familiar context to perform job. For example:-</p> <ul style="list-style-type: none"> - develop brand goals and objectives in line with the brand strategy and support customer engagement initiatives - deliver key branding elements by either of the channels, such as, media, creative, packaging etc - implement marketing strategies at point of sale, trade channels and ambient media campaigns as per business needs, including through social media . Liaison with art designers, copywriters, media buyers and printers for generation of new product names - Create the 	<p>Job role holder requires knowledge of facts, principles, process and general concepts, in a field of Life Sciences Manufacturing. For example:-</p> <ul style="list-style-type: none"> - To develop brand goals and objectives in line with the brand strategy, uses knowledge of organizations range of products and maintain commercial awareness of pharmaceutical products and knowledge of overall healthcare sector - While delivering key branding elements uses knowledge of marketing in a B2B and B2C environment and demonstrate knowledge of brand marketing best practices - To develop and implement marketing 	<p>Job role holder uses a range of cognitive and practical skills required to accomplish tasks and solve problems by selecting and applying basic methods, tools, material and information. For Example:-</p> <ul style="list-style-type: none"> - uses skills like planning and organizing, critical thinking and decision making while he/she develop brand goals and objectives in line with the brand strategy - uses planning and organizing, analytical thinking, problem solving and decision making while delivering key branding elements vis marketing channels. - Analytical thinking and critical thinking and decision 	<p>Job role holder applies mathematical skill, understanding of social, political systems and some skill of collecting and organizing information, communication. For example:-</p> <ul style="list-style-type: none"> - He/she applies mathematical skills and logical reasoning while applying balanced judgement to different situations and provide sound, constructive, objective opinion and while conducting evaluation with media agency for development of media campaigns - He/she uses communication skills while participating in production of adverts, newspaper and 	<p>Job role holder has responsibility of own work and learning and some responsibility for other's work and learning. For example:-</p> <ul style="list-style-type: none"> - develop brand goals and objectives in line with the brand strategy and support customer engagement initiatives - deliver key branding elements by either of the channels, such as, media, creative, packaging etc - implement marketing strategies at point of sale, trade channels and ambient media campaigns as per business needs, including through social media 	Level 5

<p>company's story in key areas including: case studies, research, testimonials, marketing collateral, etc.</p> <p>- Monitor product distribution and consumer reactions through focus groups</p> <p>. Identify potential areas and product lines to invest and assist in conducting price analysis</p> <p>. Create a lasting impression of company with insurance carriers, consumers, strategic partners, vendors and suppliers</p>	<p>strategies applies knowledge of digital marketing, expertise with excel, PowerPoint and survey software and ability to recognize, embrace and exploit emerging technologies opportunities to gain a competitive marketing advantage</p>	<p>making skills are used to develop and implement marketing strategies.</p> <p>- Uses analytical thinking to understand the compliance standards set up by medico marketing team, work expectations and output requirements from marketing and branding campaign</p>	<p>magazine advertisements, direct mail packs, email campaigns, exhibition stands</p> <p>-</p> <p>Communication skills are used to interact with multiple stakeholders in each phase of branding exercise to take inputs and opinion about the proposed story board.</p> <p>- Applies mathematical skills in order to find solutions for branding related issues.</p>	<p>. Liaison with art designers, copywriters, media buyers and printers for generation of new product names</p> <p>- Create the company's story in key areas including: case studies, research, testimonials, marketing collateral, etc.</p> <p>- Monitor product distribution and consumer reactions through focus groups</p> <p>. Identify potential areas and product lines to invest and assist in conducting price analysis</p> <p>. Create a lasting impression of company with insurance carriers, consumers, strategic partners, vendors and suppliers</p>	
Level 5	Level 5	Level 5	Level 5	Level 5	

OTHER EVIDENCE OF LEVEL [This need only be filled in where evidence other than primary outcomes was used to allocate a level] **(Optional)**

Summary of other evidence (if used):

1. Internship Monitoring report available at VTP for each candidate for internship period duly signed by Industry authorized person

SECTION 4

EVIDENCE OF RECOGNITION OR PROGRESSION

What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?

Horizontal and vertical mobility options have been articulated while developing the standard. For Example:

Associate Brand Manager- Life Sciences can qualify for Brand Manager- Life Sciences after 4 years of experience as Associate Brand Manager- Life Sciences for the vertical progression.

Please attach any documents giving further information about any of the topics above.

Give details of the document(s) here:

- Occupational Map and progression matrix