

Revised by NSDA 25th May, 2015

QUALIFICATION FILE – CONTACT DETAILS OF SUBMITTING BODY

Name and address of submitting body:

Apparel, Made ups & Home furnishing Sector Skill Council

Apparel House 4th Floor

Sector 44, Institutional Area

Gurgaon

Name and contact details of individual dealing with the submission

Name: Ms NidhiTrehan / Mr.AtulMadan

Position in the organisation - Joint Director Projects / Deputy Director Projects & Training

Address if different from above

Tel number(s) 9999684164 / 9971932299

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List of documents submitted in support of the Qualifications File

1. Qualification Pack
2. Occupational Map
3. Assessment Criteria
4. Industry Endorsements – already submitted

5. QUALIFICATION FILE SUMMARY

Qualification Title	Export Assistant AMH/Q1601		
Body/bodies which will assess candidates	Apparels, Made ups & Home Furnishings Sector Skill Council		
Body/bodies which will award the certificate for the qualification.	Apparels, Made ups & Home Furnishings Sector Skill Council		
Body which will accredit providers to offer the qualification.	Apparels, Made ups & Home Furnishings Sector Skill Council		
Occupation(s) to which the qualification gives access	EXPORT MARKETING & DOCUMENTATION		
Proposed level of the qualification in the NSQF.	4		
Anticipated volume of training/learning required to complete the qualification.	270 hours		
Entry requirements / recommendations.	12th standard, preferably Minimum entry age as per the law – 18 years		
Progression from the qualification.	Can reach the next level as a export executive. (Progression as per vertical mobility)		
Planned arrangements for RPL.	5 days (1-3 day – Capsule Training, 4 th – written test, 5 th day – practical)		
International Comparability	It is yet to be established		
Formal structure of the qualification			
Title of unit or other component (include any identification code used)	Mandatory/Optional	Estimated size (learning hours)	Level
AMH/N 1601 (Manage export marketing operations)	Mandatory	90Hrs	4
AMH/N 1602 (Carry out export processes & complete documentation)	Mandatory	80 Hrs	4
AMH/N 1603 (Comply with industry and organisational requirements)	Mandatory	35Hrs	4
AMH/N 1604 (Analyze foreign trade logistics)	Mandatory	35Hrs	4
AMH/N 1605 (Maintain health, safety and security at workplace)	Mandatory	30Hrs	4

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:

SECTION 1

ASSESSMENT

Name of assessment body:

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

Apptex Manpower Development Services Ltd
Trendsetters Skill Assessment Pvt Ltd
METTL
Skill Mantra
Methods Apparel Consultancy India Pvt Ltd
PVR Skill Central Pvt Ltd
The Assessors Guild
Think Skills
Prima Competencies Pvt Ltd
Base Research
IQAG
Fashion Futures

Will the assessment body be responsible for RPL assessment?

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

The workers will be assessed by empaneled Assessing Bodies and skill gaps will be analyzed, Those who are not passing, for them based on skill gaps a short term training will be conducted for 1-5 days depending on the requirement, to bridge the gap. The workers will then be reassessed and after passing the assessment will be certified by AMHSSC.

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:

1. Introduction

1.1 This methodology is for "Assessing bodies & Assessors" to provide them a clear understanding of assessment policy for AMSSC certification of trainees.

1.2 For assessments to be fair, the assessment bodies are to ensure that the assessment process is valid, reliable, flexible and fair. Assessments are to be planned in conjunction with the training timelines and periodicity, as defined for specific trainings based on National Occupational Standards (NOS).

Assessors must ensure that assessment decisions involve collection and evaluation of sufficient evidence to enable a judgement to be made on the student's competence. An assessment should not place unnecessary demands on students which may prevent them from demonstrating competence.

2. Key Components of the Assessment Process

(a) Competence: Individuals are considered competent when they are able to consistently apply their knowledge and skills to the standard of performance required in the workplace. Both workplace and off the job training and assessment shall aim to ensure that individuals participating in the training have the competence to undertake their work role to the standard expected in a range of employment situations.

(b) Competency based Assessment: Is the process of collecting evidence and making judgements on whether competence has been achieved. This confirms that an individual can perform to the standard expected in the workplace as expressed in the National Occupational Standards.

(c) Collection of Evidence: Evidence collected may be direct, such as observation of workplace performance/hands on exercises or indirect, such as formal testing. The evidence gathered is to be valid,

sufficient, current and authentic.

(d) Judging Competence: An individual is considered competent after he/she has completed an assessment that verifies that all aspects of the Occupational Standards can be applied in an industry context. Assessment may involve a variety of assessment methods. Evidence is to be used by an assessor to make a judgement about whether a student is competent.

(e) Methodology of Assessment: Can vary from assessor to assessor. However, the process is to broadly comprise of Knowledge & Skill assessments, with the later involving practical's/on work assessment.

(f) Standards against which the students are to be assessed: National Occupational Standards pertaining to the concerned job role.

3. Planning Assessments

3.1 For assessments to be effective, the assessing body is to ensure following –

(a) Clear understanding Knowledge & Skills as defined in National Occupational Standards

(b) Selecting right assessment method. This is a key activity and would involve the following –

(i) Identify unit(s) of competency to cluster for assessment.

(ii) Develop competency profile.

(iii) Identify evidence requirements.

(iv) Review and select assessment methods.

(v) Select assessment tools and record evidence matrix.

(vi) Develop assessment plan.

3.2 The assessing body will have defined methods and mechanism to evaluate the competence of candidate's skill and knowledge.

(a) The assessing body shall have "question banks" for random selection of questions to evaluate knowledge levels for specific job roles. Process for regular maintenance and update the question bank should be defined.

(b) The assessing body shall have an appropriate mechanism to ensure that the assessors prepare results within stipulated time and send these to the assessing body.

(c) The assessing bodies shall have a mechanism to consolidate results and enter the result in web based software and communicate to concerned agencies.

3.3 Assessment: Assessments are to be a mix of knowledge and skills. For each job role, this mix is predefined in consultation with all stakeholders.

AMSSC decision will be final and binding in this regard.

3.4 Assesse details: The assessment agency is to obtain details of candidates to be assessed from training provider.

3.5 Assessment Plan : With all the above inputs, the assessing body is to have an assessment plan, covering the following :-

(a) what will be assessed, i.e., Performance criteria, Knowledge and Skills as defined in NOS

(b) how assessment will occur, i.e. the methods that will be used

(c) when the assessment will occur

(d) where the assessment will take place, i.e. the context of the assessment;

(e) the criteria for decision making, i.e. those aspects that will guide judgements; and

4. Empanelling of Assessors for AMSSC

4.1 Empanelling of assessors is the most crucial activity and is central to the success of the assessing process. The assessing body should have well-defined process for enrolling/empanelling assessors. The assessing body should have on-role/empanelled assessors with expertise in/similar to Apparel and Made ups domain or should be able to empanel such assessors within 60 days from affiliation. Due diligence is to be ensured by assessing bodies while empanelling the assessors.

4.2 The Assessor will be appointed on approval by the panel where the assessor will be judged on basis of his basic educational qualification, overall experience in the field, practical competency, market knowledge & his ability to handle the students/VTP(s).

4.3 Generic aspects for the assessors are to be ensured as follows –

(a) Familiarity with assessment schemes.

- (b) Thorough knowledge of the relevant assessment/ examination methods and examination documents.
- (c) fluent in communication in the language of examination, and
- (d) free from any interest so that they can make impartial and non-discriminatory judgment / assessment.

4.4 On successful evaluation, assessors will be affiliated with AMSSC for specific job roles/NVQF level. Each assessor will be awarded a unique identity number.

5. Conduct of Assessments

- 5.1 The assessments are to be conducted by pre-approved (by AMSSC) assessors for specific job roles.
- 5.2 Assessments are to be based on the criteria defined by AMSSC.
- 5.3 The theoretical assessments, if manual, are to follow different question paper for each candidate
- 5.4 Skill assessments are to be based on practical, hands-on work by candidates. For soft skills, role plays, structured activities, on-field assessments etc. are to be considered.
- 5.5 For candidates who are not literate, assessment should be done based on observation of practical skills.
- 5.5 Evidence gathering and recording of evidence is to be ensured.
- 5.6 The entire assessment process is to be video-graphed.

6. Assessment Records & Results

- 6.1 Record of all candidates having enrolled and gone through the training process is to be separately maintained by the assessing body.
- 6.2 Documentation, which needs to be maintained for each specific assessment include the following –
 - (a) Reference to relevant QP/NOS
 - (b) Competency profile for the job role
 - (c) Assessment tools, equipment, checklist
 - (d) Assessment plan & details of Assessor
 - (e) Record of evidence presented and assessed
 - (f) Records and reporting of assessment decision
 - (g) Appeals information
 - (h) Assessments filled by Assessor for trainees

The Process

1. Skill Assessment Examination Pattern

Theory and Practical assessment: The assessment will have 2 separate sections.

Section A – Theory

25 Objective type questions of 1 Marks each. Total 25 Marks. [Time duration – 45 min]

The objective type theory questions shall be drawn in prescribed format from the available question bank by AMSSC, Govt. of India or in case of unavailability of the same the expert assessors will make the question paper. For this work a team of educationalist (Teachers / Diploma / Degree holders / Professors / Ph.D) of the same field are contacted and they prepare the question bank.

Section B – Practical Exam and
Viva Voce

5 practical questions, the candidate has to perform any 3, each practical is of 20 marks. Total 60 marks.
[Time duration – 2 hrs for all given 3 practical tasks]

The marks will be distributed as per following –

Theory	Viva Voce	Practical Marks (60)			Total Marks
		Written & Practical	Quality & Safety	Attitude	
25	15	50	5	5	100

The candidate has to write the methodology adopted with tools used in a separate answer sheet.

The practical questions shall be drawn from the prescribed question bank by AMSSC, Govt. of India or in case of unavailability of the same the expert assessors will make the questions for the same.

2. Minimum passing marks for candidates

As per MES guidelines the minimum passing marks in each

Theory – 40%

Practical – 60%

In order to get certified the candidate has to secure minimum passing marks in theory and practical paper separately. Passing marks minimum 50% average.

3. The essential Documentation and procedures

a. Pre Exam

- Contacting VTPs for scheduling of the exam dates for generation of ABN nos.
- Allocation of Assessor for the particular ABN(s)
- Setting of theory and practical paper based on NOS curriculum & drawn from question banks provided by AMSSC, Govt. of India and in absence of the same will be set by the expert assessor's panel.
- Preparation of customised exam related documents, generation of attendance sheets & results sheets with other allied documents. Sealing of paper set envelopes (theory & practical) of various trades along with other necessary documents by the confidential section of the assessing agency.

b. During Examination

- Opening of the sealed question paper envelope/s in the presence of Principal/Centre Head with their signature and seal.
- Accountability statement/Guidelines for the invigilators/examiners/assessors (Annex – 1).
- Attendance of the candidates with verification (Annex – 1)
- Declaration by the candidate. (Annex – 1)
- After examination all the papers, documents (including practical madeups) will be sealed back in an envelope & will be taken back by the assessing body for valuation and post exam work.

c. Post Exam

- Valuation of theory papers/practical papers by the assessors: The theory paper and practical will be evaluated by the allocated authorised assessors on the same day and the marks will be entered in the prescribed format. (Annex – 1)

- Preparation of results in prescribed format. (Annex – 1)
- Verification of results by Assessing body

4. Results

The result will be prepared by assessing agency within 3 days in prescribed format (as per guidelines) and the same will be send to AMSSC in soft copy.

Documentation required in the process of assessment

Accountability statement

Candidate Attendance Sheet

Declaration form to be filled by candidates

Exam Result Sheets

Practical Exam Sheets

Feedback Sheets (optional) for students & VTP

Assessor Empanelment Format

Observation Checklists

Tests (Written papers/records)

Evidence Record Sheets

Result Submission format

Please attach any documents giving further information about assessment and/or RPL.
Give details of the document(s) here:

ASSESSMENT EVIDENCE

Complete the following grid for each grouping of NOS, assessment unit or other component as per the assessment criteria. Insert the required number of rows.

CRITERIA FOR ASSESSMENT OF TRAINEES

Export Assistant

AMH/Q1601

AMHSSC

Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria
5. To pass the Qualification Pack, every trainee should score a minimum of 50% in every NOS.
6. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack

Assessable Outcomes	Assessment Criteria	Total Marks	Out of	Theory	Skills Practical	ViVa
1. AMH/N1601 Framework of Export Marketing Management	PC1. Analyse the export marketing business & the operations involved	100	8	4	2	2
	PC2. Interpret the export marketing terms & understand the processes involved		8	3	3	2
	PC3. Apply export-market entry strategies		8	4	2	2
	PC4. Analyse the factors that affect cost in export marketing		8	4	2	2
	PC5. Be adept in understanding foreign currencies & conversion		8	4	2	2
	PC6. Be updated on current market trade in respect of various foreign currencies		8	2	4	2
	PC7. Manage the export distribution across geography		8	4	2	2
	PC8. Understand the Institutional Framework for Export Promotional Council & World Trade Organization		7	2	4	1
	PC9. Coordinate with Export Promotional Council/Ministry of commerce & Industry for affiliation & documentation formalities		4	1	2	1
	PC10. Understand & interpret the various export schemes		6	2	1	3
	PC11. Interpret Export Financing Methods and Terms of Payment		6	2	2	2
	PC12. Carry out Export Credit and Foreign		8	4	3	1

	Exchange Risk Management					
	PC13. Apply export promotional strategies where appropriate		6	2	3	1
	PC14. Carry out all export marketing functions effectively		7	2	3	2
	Total		100	40	35	25
2.AMH/N 1602 Documentation related to export transactions	PC1. Create and manage Documentation related to pre & post shipment		8	2	2	2
	PC2. Create and manage Export Sales Contract		7	3	3	1
	PC3. Handle the Central Excise/Customs Clearance: Regulations, Procedures and Documentation		6	2	2	2
	PC4. Do Processing of an Export Order		8	4	3	1
	PC5. Use the correct tools and equipment's		8	4	2	2
	PC6. Prepare & check all pre-shipment documents including: <ul style="list-style-type: none"> • invoice • packing list • gr form • ar-4/ ar4a form • etc licence • indent • acceptance of contract • letter of credit (loc) • qc certificate • port trust date • any other • sign of inspector/ customs div 	100	8	4	2	2
	PC7. To complete, file and maintain EXIM documents pertaining to Pre and Post Shipment.		6	3	2	1
	PC8. Liaise with customs and excise officials		7	2	3	2
	PC9. Handle duty backward matters		6	3	1	2
	PC10. Take care of applications for export incentives		7	3	2	2
	PC11. Obtaining advance license from Jt DGFT (Director General of Foreign Trade), Adherence with contracts and agreements		6	3	2	1
	PC12. Looking after freight forwards, CHA (Customs House Agent), Transporter		7	3	4	2
	PC13. Communication with suppliers, consignee, agents, transporters		7	2	2	3
	PC14. To follow up regularly and diligently with logistics companies to ensure timely shipments of goods		5	1	2	2

	PC15. Negotiation & co-ordination with customs agents for Freight Rates, Customs clearances		4	1	2	1
	Total		100	40	34	26
3.AMH/N1603 Comply with legal and ethical requirements	PC1. Carry out work functions in accordance with legislation and regulations, organizational guidelines and procedures	50	10	4	4	2
	PC2. Seek and obtain clarifications on policies and procedures, from your Supervisor or other authorized personnel		10	4	4	2
	PC3. Apply and follow these policies and procedures within your work practices		10	5	3	2
	PC4. Provide support to your supervisor and team members in enforcing these considerations		10	3	3	4
	PC5. Identify and report any possible deviation to these requirements		10	3	4	3
	Total		50	19	18	13
4 AMH/N1604 Fundamentals of trade logistics as applied in international trade	PC1. Check pre shipment document	50	7	3	2	2
	PC2. Understand and identify the best suitable logistics as per buyer's standard		8	5	2	1
	PC3. Interpret and negotiate the logistics cost with different type of shipment mode		7	2	2	3
	PC4. Track the shipment and follow up for payment		8	2	4	2
	PC5. Communicate with logistic agency, buying offices and buyers		5	2	2	1
	PC6. Apply knowledge of different types of Transport and the best suitable method		7	1	5	1
	PC7. Manage logistics processes as per norms		8	2	5	1
	Total		50	17	22	11
5 AMH/N1605 Comply with health, safety and security requirements at work	PC1. Comply with health and safety related instructions applicable to the workplace	50	4	1	2	1
	PC2. Carryout own activities in line with approved guidelines and procedures		4	1	2	1
	PC3. Maintain a healthy lifestyle and guard against dependency on intoxicants		5	2	2	1
	PC4. Follow environment management system related procedures		3	1	1	1
	PC5. Minimize health and safety risks to self and others due to own actions		4	1	1	2

	PC6. Seek clarifications,from supervisors or other authorized personnel in case of perceived risks		4	1	1	2
	PC7. Monitor the workplace and work processes for potential risks and threats		3	1	1	1
	PC8. Carryout periodic walk-through to keep work area free from hazards and obstructions, if assigned		3	1	1	1
	PC9. Report hazards and potential risks/ threats to supervisors or other authorized personnel		3	1	1	1
	PC10. Participate in mock drills/ evacuation procedures organized at the workplace		5	1	3	1
	PC11. Undertake first aid, fire-fighting and emergency response training, if asked to do so		5	1	3	1
	PC12. Take action based on instructions in the event of fire, emergencies or accidents		4	1	2	1
	PC13. Follow organization procedures for shutdown and evacuation when required		3	1	1	1
	Total		50	14	21	15
	Grand Total		350	130	130	90

SECTION 2

EVIDENCE OF NEED

What evidence is there that the qualification is needed?

While collecting data from the companies for the occupational map, we also took feedback from industry, which was collected with respect to roles for which qualification packs development, was to be prioritized. This was largely based on volume of people required, quantitative and qualitative shortfall which the Industry feels they face. Governing council of AMHSSC gave final approval and endorsement for the same. The number of industries which validated the job role are 30. (Small – 10 , Medium – 10 and Large – 10)

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, though these do not lend to accurate demand projection.

- 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

The employment in clothing and textile industry will be 21.54 million by 2022 and there is an incremental human resource requirement of 6.31 % from the year 2013 till year 2022. Manufacturing of wearing apparels will require 4.58 million people by the year 2022.

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

- NSDC list of Approved and Under-Development QPs was checked prior to commissioning the work
- NSDC QRC team also confirmed the same

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?

- Agencies have been appointed by the SSC to interact with training providers to gather feedback in implementation.
- Monitoring of results of assessments
- Employer feedback will be sought post-placement
- A formal review is scheduled in two year time

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

Give details of the document(s) here:

SECTION 3

SUMMARY EVIDENCE OF LEVEL

Justify the NSQF level allocated to the QP by building upon the five descriptors of NSQF. Explain the reasons for allocating the level to the QP.

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

EXPORT ASSISTANT AMH/Q1601					
Process required	Professional Knowledge	Professional Skills	Core Skills	Responsibility	Level
The skill of an Export Assistant prepares him to carry out export procedures from the time the sample is prepared till the dispatchment of the shipment. From the beginning	Export assistant gains the knowledge of logistics, various modes of shipment, foreign trade policies and basic principles of marketing and export procedure. He is aware of terms related to exports and marketing, and terminologies associated with foreign trade. In his	The export assistant takes care of documentation related to exports which is a routine based work. There are minor variations in work associated with the buyer's specifications etc. His work	An export assistant is able to write and communicate in an effective way, such that information is conveyed accurately. He needs to communicate with suppliers, consignee, agents,	An export assistant is responsible for handling all the processes in the export department of a company. This includes preparation & management of all shipment related documents, interpret export financing methods and terms of payment, understand	4

<p>an export assistant assists the export executive in the various functions of export marketing and documentation processes. He is given a standard set of procedures, guidelines to be followed based on the trade policies and organizational guidelines. His work is routine based and the tasks are defined as completing the pre-shipment and post shipment related documentation, create and handle export sales contract and follow up regularly and diligently with logistics companies to ensure timely shipments of goods. Some of the other processes in which an export assistant is involved includes negotiation & co-ordination with customs agents for</p>	<p>profession, some fundamental knowledge of garments is required such as garment parts, materials and construction. His knowledge further extends to conceptual understanding of foreign trade, business and export marketing. Knowledge of documents related to exports is critical for his role.</p>	<p>involves limited Decision Makingskills and he follows rule-based decision-making processes. He plans and organizes his work to achieve targets and deadlines. He has to apply problem-solving approaches in different situations and refer anomalies to the supervisor. He seeks clarification on problems from others. He has to apply good attention to detail and check that his work is complete and free from errors. He keeps work area free from potential hazards. Reports to export executive and other authorized personnel for assistance and guidance.</p>	<p>transporters. He is able to complete an accurate well written work with attention to detail, and is able to communicate with others in writing. He also has good reading skills as he reads& follows guidelines, rules, processes, export documents & agreements related to his profession. He needs to listen effectively and orally communicate information accurately and ask for clarification and advice from others if required. He has some basic Problem Solving abilities and refers anomalies to his superior. He seeks clarification on problems from others. He has basic analytical thinking capability and provides relevant information to others. He analyzes needs, requirements</p>	<p>foreign trade practices & procedures, handle the Central Excise/Customs Clearance: Regulations, Procedures and Documentation. An export assistant needs to have thorough knowledge of Indian and Foreign trade policies & operations to ensure effective management of the exports business. He is responsible only for his own work associated with export documentation and learning.</p>	
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Freight Rates, Customs clearancesetc.			and dependencies in order to meet his work requirements His work routine is based on company procedure and is guided by his supervisor. He participates in organizational activities directed toward the organization's goals.		
Level 4	Level 4	Level 4	Level 4	Level 4	Level 4

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):

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?

The extent to which a labour is trained and educated effects its mobility. To ensure horizontal and vertical mobility the Qualifications pack have been tailored in a manner that it states all the required skills for a particular job role and ensures increase in developmental level when skills are practiced over time. With experience an export assistant can reach the next level as an export executive. (Progression as per vertical mobility)

Please attach any documents giving further information about any of the topics above.
Give details of the document(s) here: