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**Qualification Code: NARQ/50003**

**List of documents submitted in support of the Qualifications File**

1. Annexure 1 - Model Curriculum document
2. Annexure 2 – Detailed Training Module
3. Annexure 3 – Notification - Assessments and Certification Board for RSETIs.
4. Annexure 4 - SVEP – Concept Note
5. Annexure 5 – SVEP Master Circular Guidelines
6. Annexure 6 – State wise and block wise CRP-EPs data
7. Annexure 7 –SVEP notification of MoRD
8. Annexure 8 – CRP – EP Selection Criteria and process

**Model Curriculum to be added which will include the following:**

- **Indicative list of tools/equipment to conduct the training**
- **Trainers qualification**
- **Lesson Plan**

- **Distribution of training duration into theory/practical/OJT component**

NSQC Approved

## SUMMARY

1	<b>Qualification Title</b>	Community Resource Person for Enterprise Promotion (CRP-EP) (Level 3)
2	<b>Qualification Code, if any :</b>	NARQ/50003
3	<b>NCO code and occupation :</b>	Personal and Career Professionals, Other – NCO2015/2423.9900 <i>under sub-division 24 - Business &amp; Administration Professionals</i>
4	<b>Nature and purpose of the qualification (Please specify whether qualification is short term or long term) :</b>	The proposed qualification is short term qualification and it will help in creation of Micro Enterprise Promotion and hand holding to rural entrepreneurs.
5	<b>Body/bodies which will award the qualification :</b>	Assessment and Certification Board for RSETI will award the certificate to successful candidates
6	<b>Body which will accredit providers to offer courses leading to the qualification</b>	A. State Rural Livelihood Missions (SRLM) set up under the Rural Development Departments of respective State Government to implement the National Rural Livelihood Mission (NRLM) and its various components/ schemes including Start-up Village Entrepreneurship Programme (SVEP). B. Agency as designated by SRLM/ NRLM for the purpose. C. Rural Self Employment Training Institutes (RSETIs)
7	<b>Whether accreditation/affiliation norms are already in place or not , if applicable (if yes, attach a copy)</b>	Yes (Annexure 5. Master Circular Guidelines of SVEP defines the norms for the Project Implementation Agencies (PIAs) who are responsible for CRP-EP selection and training.
8	<b>Occupation(s) to which the qualification gives access</b>	Enterprise Consultant This qualification provides access to the trainee to be a facilitator/counsellor for those who are engaged rural micro enterprises and thereby cater to the growing demand of this sector. Besides skills in this field the qualification will give access to the trainee to:

		<p>1. Acquire and internalize the required Entrepreneurial Competencies (skill as well as attitude).</p> <p>2. Develop the problem solving and decision making capacity.</p> <p>3. Build confidence in one's own abilities</p>
9	<b>Job description of the occupation</b>	<p>CRP-EP for Enterprise Promotion will be responsible for identifying the entrepreneurs/ probable entrepreneurs, business opportunities, create awareness about SVEP, mobilize and motivate them setting up new businesses, collecting information for preparing plans, analyzing the information, proposals preparation and facilitating the support extension.</p> <p>These CRPs-EP will also ensure handholding of entrepreneur for carrying business activities including market access and thus ensure timely repayment of loan.</p> <p>CRP-EP is part of the Human Resources pool at the Block Resource Centre(BRC) that comprises of Mentors, Block Programme Managers(BPM) who support entrepreneurs. The consultant job is taken as a self-employment option</p>
10	<b>Licensing requirements</b>	N/A
11	<b>Statutory and Regulatory requirement of the relevant sector (documentary evidence to be provided)</b>	NA
12	<b>Level of the qualification in the NSQF</b>	<b>Level 3</b>
13	<b>Anticipated volume of training/learning required to complete the qualification</b>	<b>250 hours</b> ( <i>Theory 125hr + practical 125hr</i> ) See Annexure 1 for Model Curriculum /Syllabus and Annexure 2 for Detailed Training Module
14	<b>Indicative list of training tools required to deliver this qualification</b>	White board, Marker, Overhead projector, Laptop, Internet access
15	<b>Entry requirements and/or recommendations and minimum age</b>	10 <sup>th</sup> Pass and 18 years.  The candidates for engagement as CRP-EP under SVEP program of NRLM, are identified

		and selected through a set selection criteria and process comprises of preliminary screening for basic aptitude, written examination and group activities. This selection process is conducted by concerned SRLM. The detailed selection criteria and process are defined in <b>Annexure 8</b> enclosed with this file.	
16	<b>Progression from the qualification (Please show Professional and academic progression)</b>	This qualification will enable the trainees to become self-employed. They will be able to become a consultant or trainer to the rural micro enterprises in due course by acquiring information on latest update of various schemes, processes and market demand of rural products undergoing advanced training sessions.	
17	<b>Arrangements for the Recognition of Prior learning (RPL)</b>	Not Applicable	
18	<b>International comparability where known (research evidence to be provided)</b>	NA	
19	<b>Date of planned review of the qualification.</b>	30/04/2023	
20	<b>Formal structure of the qualification Mandatory components</b>		
	<b>Title of component and identification code/NOSs/Learning outcomes</b>	<b>Estimated size (learning hours)</b>	<b>Level</b>
(i)	NAR/N5301: Understand the Start-up Village Entrepreneurship Programme (SVEP) and functioning of Community Organizations	20	3
(ii)	NAR/N5302: Identify Enterprise, Entrepreneur, Customer, markets and business opportunities	65	3
(iii)	NAR/N5303: Carry out basic mathematical operations	15	3
(iv)	NAR/N5304: Acquire knowledge in business operation and business finance	60	3
(v)	NAR/N5305: Communicate effectively and get acquainted	45	3

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	with technological advance in smart phone usage & SVEP software.		
(vi)	NAR/N5306:Conduct Training & Orientation and comply with administrative functions	<b>45</b>	<b>3</b>
	<b>Sub Total (A)</b>	<b>250</b>	
<b>Optional components</b>			
	<b>Title of component and identification code/NOSs/ Learning outcomes</b>	<b>Estimated size (learning hours)</b>	<b>Level</b>
	<b>Sub Total (B)</b>	<b>0</b>	
<b><u>Total (A+B)</u></b>		<b>250</b>	<b>3</b>

**SECTION 1**  
**ASSESSMENT**

<b>21</b>	<p><b>Body/Bodies which will carry out assessment:</b></p> <p>This qualification will be used by the Rural Self Employment Training Institutes (RSETIs) / State Rural Livelihoods Mission (SRLMs) and its associated bodies across the country.</p> <p>The assessments and certification will be carried out by RSETIs under the Assessment and Certification Board for RSETIs (ACB for RSETIs). The notification to effect this has been issued on February 19, 2019 and the copy of the notification is enclosed under Annexure 3.</p> <p>In addition, related Sector Skill Councils, NIESBUD and associated agencies of NRLM/ SRLM may also be engaged in Future for carrying out the assessment using this qualification.</p>
<b>22</b>	<p><b>How will RPL assessment be managed and who will carry it out?</b></p> <p style="text-align: center;">Not Applicable</p>
<b>23</b>	<p><b>Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, reliable and fair and show that these are in line with the requirements of the NSQF.</b></p>

Assessment tools for the Qualification are decided on the basis of composition of knowledge and skill in that particular Course. All assessments shall have at least two tools viz. 1. Practical test and 2. Written test and/or Viva.

**1. Assessment process:**

The assessment will be primarily carried out by collecting evidence of competence gained by the trainees by observing them at work, asking questions and initiating formative discussions to assess understanding and by evaluating their practical work. The question papers for the theory Examinations contain objective/descriptive type questions, drawings etc.

Minimum pass mark: Overall 60% of marks allotted

**2. Testing and certifications for the course:**

Arrangements will be made by RSETIs/ Affiliated agency nominated by NRLM/ SRLM to ensure that the evidence on which assessment / judgments made are comparable for all trainees and that the judgments made does not vary from assessor to assessor. Arrangements relating to the conduct and monitoring process of assessment are as follows:

- Questions papers will be prepared by RSETIs/ Affiliated agency nominated by NRLM/ SRLM in consultation with vocation experts in the field.
- Structured tests at the Institute level will be administered in the presence of the assessors.
- The tests will be supervised and monitored at every Centre
- Theory and practical Examinations will be carried out with invigilators/examiners with the overall supervision of the certified assessors.
- Examiners called for evaluation of practical will have technical expertise in the field.

The trainees will be assessed through a structured test process. The test will comprise of both written, practical and viva voce. Standard question paper will be devised keeping in view the expected outcome of the training. The test will be administered by certified and empaneled assessors at RSETI/ Affiliated agency nominated by NRLM/ SRLM level.

The technical skill component will be tested through practical examination. Both of these tests will be followed by personal interview wherein the entrepreneurial competencies will be tested. The extent of internalization of the inputs given will be tested. The face-to-face interview will assess the overall ability of the trainee concerned to perform the defined job role including behavioral aspects of entrepreneurial competencies. On getting the results of these tests from the assessors at ground level, a senior expert in

entrepreneurship at RSETIs/ Affiliated agency nominated by NRLM/ SRLM will review the marks and on his validation, system generated certificates will be issued to the successful candidates online.

The assessment guides are developed to ensure the maximum possible consistency in the assessment by different assessors and elaborate on the following

- Qualification Pack Structure
- Guidance for the assessor to conduct theory, practical and viva assessments
- Guidance for trainees to be given by assessor before the start of the assessments.
- Guidance on assessments process, practical brief with steps of operations practical observation checklist and mark sheet
- Viva guidance for uniformity and consistency across the batch.

The assessment by assessment agency is completely based on the assessment criteria as mentioned in the Qualification Pack. Each NOS in the Qualification Pack (QP) is assigned a relative weightage for assessment based on the criticality of the NOS. Therein each Performance Criteria in the NOS is assigned marks for or practical based on relative importance, criticality of function and training infrastructure.



Complete a grid for each component as listed in “Formal structure of the qualification” in the Summary.

*NOTE: this grid can be replaced by any part of the qualification documentation which shows the same information – ie Learning Outcomes to be assessed, assessment criteria and the means of assessment.*

#### 24. Assessment evidences

**Title of Component: Community Resource Person for Enterprise Promotion (CRP-EP)**

<b>Compulsory NOS</b>		<b>Marks Allocation</b>		
<b>Total Marks: 500</b>				
<b>Assessment outcomes</b>	<b>Assessment Criteria for outcomes</b>	<b>Total Mark</b>	<b>Theory</b>	<b>Application</b>
NAR/N5301: Understand the Start-up Village Entrepreneurship Programme (SVEP) and functioning of Community Organizations	<b>PC 1-</b> Understand the need for promoting entrepreneurship	5	5	0
	<b>PC 2-</b> Understand the relevance and importance of SVEP	6	6	0
	<b>PC 3-</b> Understand the provisions and stakeholders under the programme.	5	5	0
	<b>PC 4-</b> Be aware of roles and responsibilities of CRPs-EP and BRC.	6	2	4
	<b>PC 5-</b> Understand and comprehend the Detailed Project Report (DPR) for the block.	5	3	2
	<b>PC 6-</b> Analyze the business opportunities for CRPs-EP in their role as business development service provider	5	3	2
	<b>PC 7-</b> Know about the income generation opportunities in enterprise management services through BRC services	5	3	2
	<b>PC 8-</b> Get acquainted with influence of social norms, customs, culture, and traditions on enterprises and enterprise promotion	8	5	3
	<b>PC 9-</b> Understand government administrative structure at the district and block level	10	8	2

	<b>PC 10-</b> Be familiar with the working style of State Rural Livelihoods Mission (SRLM), Community Based Organizations (CBOs) and their structure and function.	5	5	0
	<b>PC 11-</b> Study the need for financial institutions Introduction to business partners, such as banks, implementing agencies for various government schemes, procurement norms, etc.	10	5	5
		<b>70</b>	<b>50</b>	<b>20</b>
NAR/N5302: Identify Enterprise, Entrepreneur, Customer, markets and business opportunities	<b>PC 1-</b> Analyze the characteristics and traits of an entrepreneur	4	2	2
	<b>PC 2-</b> Assess entrepreneurial capabilities in a person	4	2	3
	<b>PC 3-</b> Understand the enterprise objectives	4	2	2
	<b>PC 4-</b> Understand enterprise types	4	2	2
	<b>PC 5-</b> Identify operations and processes involved in different types of businesses	5	2	3
	<b>PC 6-</b> Be aware of the Overview of business cycle and seasonal fluctuations	4	2	2
	<b>PC 7-</b> Understand business risk and mitigation strategies	4	1	3
	<b>PC 8-</b> Know about key business terms	4	2	2
	<b>PC 9-</b> Understand customers and customer profiling	4	2	3
	<b>PC 10-</b> Understand market segmentation	5	2	3
	<b>PC 11-</b> Assess the availability of skills, time, and equipment in the enterprise	5	2	3
	<b>PC 12-</b> Analyze existing	4	2	2

	competition			
	<b>PC 13-</b> Understand avenues for establishing forward and backward linkages	4	1	3
	<b>PC 14-</b> Identify appropriate products and services for the business based on customer needs and business capabilities	5	2	3
	<b>PC 15-</b> Understand sources of data and key informants	5	2	3
	<b>PC 16-</b> Identify types of markets in area of operation	5	2	3
	<b>PC 17-</b> Understand market operations	4	1	3
	<b>PC 18-</b> Understand local demography	5	2	3
	<b>PC 19-</b> Identify places with high footfall in area of operation	5	2	3
	<b>PC 20-</b> Understand demand for goods and services	5	2	3
	<b>PC 21-</b> Identify indigenous products and services	4	2	2
	<b>PC 22-</b> Be aware of strategic planning techniques, such as SWOT	4	1	3
		<b>100</b>	<b>40</b>	<b>60</b>
NAR/N5303: Carry out basic mathematical operations	<b>PC 1-</b> Solve basic mathematic operations (addition, subtraction, multiplication, and division)	7	2	5
	<b>PC 2 -</b> Solve for percentages and fractions.	8	3	5
	<b>PC 3-</b> Solve simple equations	7	2	5
	<b>PC 4-</b> Find the averages	8	3	5
		<b>30</b>	<b>10</b>	<b>20</b>

NAR/N5304:Acquire knowledge in business operation and business finance	<b>PC 1-</b> Understand basic financial terms (including cost, price, profit, profitability) and their application	10	4	6
	<b>PC 2-</b> Understand sources capital	10	4	6
	<b>PC 3-</b> Understand different types of financial statements	10	4	6
	<b>PC 4-</b> Understand credit products and institutions providing credit	10	4	6
	<b>PC 5-</b> Identify state and central government schemes supporting entrepreneurship	10	4	6
	<b>PC 6-</b> Identify licenses, registrations, certifications required for various types of enterprises, including E-Aadhar, DIC registration	10	4	6
	<b>PC 7-</b> Understand the importance of bookkeeping and process of maintaining records in day-book	10	4	6
	<b>PC 8-</b> Understand the process of consolidating day-book entries at regular intervals	10	4	6
	<b>PC 9-</b> Be aware of basic business diagnostic techniques	10	4	6
	<b>PC 10-</b> Understand comparison of financial statements across time and other types of enterprises	10	4	6
		<b>100</b>	<b>40</b>	<b>60</b>
NAR/N5305:Communicate effectively and get acquainted with technological advance in smart phone usage & SVEP software	<b>PC 1-</b> Acquire effective communication and listening skills	10	3	7
	<b>PC 2-</b> Acquire networking and liaising skills	10	3	7
	<b>PC 3-</b> Be familiar with work ethics	10	3	7
	<b>PC 4-</b> Work in groups and find to resolve conflicts within the team	10	3	7
	<b>PC 5-</b> Operate a smartphone with ease	10	3	7
	<b>PC 6-</b> Practice the basic functions in a smartphone	10	3	7
	<b>PC 7-</b> Build familiarity with search engines and app stores	10	3	7

	<b>PC 8</b> -Understand the importance of PTS	10	3	7
	<b>PC 9</b> -Analyze various components of SVEP software and assist the beneficiaries	10	3	7
	<b>PC 10</b> -Upload and Download data and generate reports	10	3	7
		<b>100</b>	<b>30</b>	<b>70</b>
NAR/N5306:Conduct Training & Orientation and comply with administrative functions	<b>PC 1</b> - Conduct Training Needs Assessment	9	2	7
	<b>PC 2</b> - Customize training modules based on target group.	9	2	7
	<b>PC 3</b> - Develop assessments	9	3	6
	<b>PC 4</b> -Understand types of teaching aids and their uses	12	5	7
	<b>PC 5</b> - Organize and design campaigns to spread awareness amongst the community.	8	2	6
	<b>PC 6</b> - Conduct training sessions	10	0	10
	<b>PC 7</b> - Conduct learning management games (such as ring toss, ship making, boat building) and effective de-briefing strategies	10	2	8
	<b>PC 8</b> - Fill forms	5	2	3
	<b>PC 9</b> - Process of maintaining documents, files, and indexing	10	4	6
	<b>PC 10</b> - Maintain minutes of meeting	4	2	2
	<b>PC 11</b> - Organize information	4	2	2
	<b>PC 12</b> - Understand SVEP administrative procedures	5	2	3
	<b>PC 13</b> - Maintain calendar of events and scheduling tasks	5	2	3
		<b>100</b>	<b>30</b>	<b>70</b>
<b>TOTAL MARKS</b>		<b>500</b>	<b>200</b>	<b>300</b>

**Means of assessment 1****Theory & Viva**

- Criteria for assessment for this Qualification Pack will be created by RSETIs/ Affiliated agency nominated by NRLM/ SRLM. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS.
- The assessment for the theory part will be based on question Bank by RSETIs/ Affiliated agency nominated by NRLM/ SRLM.
- Assessment will be conducted for all compulsory NOS
- Assistant Controllers will set unique question papers for theory part for each candidate at each examination/training centre (as per assessment criteria below)
- Certified Assessors will conduct the assessment under the guidance of Assistant Controller of A&C

**Means of assessment 2****Application Test**

- The assessment for the practical parts will be based on the professional skills to be achieved by the trainees as per Qualification Pack.
- (as per assessment criteria below)
- Assistant Controllers will create unique evaluation method for skill application for every student at each examination/training centre based on this criterion as per assessment criteria below)
- Certified Assessors will conduct the assessment under the guidance of Assistant Controller of A&C

**Guidelines for Assessment**

- To pass the Qualification Pack, every CRP-EP should score a minimum of 60% of aggregate marks to successfully clear the assessment
- In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

**SECTION 2**

**25. EVIDENCE OF LEVEL OPTION A**

<b>Title/Name of qualification/component: Community Resource Person for Enterprise Promotion (CRP-EP)</b>			
<b>Level: 3</b>			
<b>NSQF Domain</b>	<b>Outcomes of the Qualification/Component</b>	<b>How the outcomes relates to the NSQF level descriptors</b>	<b>NSQF Level</b>
Process	<p>CRP-EP will be responsible for guiding the entrepreneurs who are involved in rural business such as production, value addition, trading and various services. For that they should be</p> <ul style="list-style-type: none"> <li>• Able to identify the business opportunities in a geography</li> <li>• Able to analyze the feasibility for the proposed business</li> <li>• Able to identify and select the entrepreneurs</li> <li>• Able to train the entrepreneurs</li> <li>• Able to mobilize start-up support for entrepreneurs</li> <li>• Able to monitor the business performance</li> <li>• Able to provide basic hand-holding support</li> <li>• Able to provide information on logistics such as transportation</li> <li>• Able to provide forward and backward market linkages to the entrepreneurs</li> <li>• Able to provide information on upcoming opportunities to market products and services,</li> </ul>	<p>As this job role involves guiding the rural entrepreneurs independently to select appropriate businesses as per potential, business analysis, trainings market linkages, it involves working in familiar, predictable, routine situation of clear choices that matches with the Level 3 of NSQF level descriptors.</p> <p>Hence the job role of CRP-EP qualifies the Level 3.</p>	<b>3</b>

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	<p>such as fairs, exhibitions etc.</p> <ul style="list-style-type: none"> <li>• Able to understand requirements of the entrepreneurs and respond as per their needs</li> </ul>		
Professional knowledge	<p>CRP-EP should have knowledge about</p> <ul style="list-style-type: none"> <li>• Customer profiling</li> <li>• Demand for goods and services</li> <li>• Business plan and its various components</li> <li>• Primary data analysis for extracting meaningful information</li> <li>• Qualities of an entrepreneur</li> <li>• Training needs assessment and methodologies to conduct the exercise</li> <li>• Types of businesses and basic requirements for each business type</li> <li>• Basic business concepts including business risk and mitigation strategies</li> <li>• Developing campaigns for awareness generation</li> <li>• Use of teaching aids for effective delivery of training</li> <li>• Statutory registrations and licenses required for different types of businesses</li> <li>• Use of relevant software for feeding data into smartphones</li> <li>• Reports generated by the SVEP software</li> </ul>	<p>The job holder is expected to exhibit an understanding knowledge of various rural business as per opportunities, the customer base, demand and supply, marketing and awareness campaigns which are related to factual knowledge of field knowledge.</p> <p>Since all the above-mentioned areas are related to factual knowledge in field of knowledge or study, the role qualifies for Level3.</p>	<b>3</b>
Professional skill	<p>The CRP-EP on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>• Prepare questionnaire for seeking primary data from key informants</li> </ul>	<p>The job holder is expected to recall and demonstrate practical skills , routine and repetitive in narrow range of application using quality concepts that requires well developed</p>	<b>3</b>



	<ul style="list-style-type: none"> <li>• Ensure confidentiality of ideas discussed with the entrepreneur</li> <li>• Gauge entrepreneurship capabilities using tools and interactions</li> <li>• Prepare training schedule keeping in mind the different geographies served</li> <li>• Make appropriate decisions regarding the responsibilities of the job role</li> <li>• Recognize problems and search for solutions</li> <li>• Choose best methods to complete assigned tasks</li> <li>• Critically evaluate information obtained from different sources to perform day to day activities</li> <li>• Complete tasks efficiently and accurately within stipulated time</li> <li>• Communicate courteously with others in a polite manner</li> <li>• Understand goals, objectives, and resource availability of the organization</li> <li>• Establish network with other institutes to use their resource person for entrepreneur training various domain area</li> </ul>	<p>skill, with clear choice of procedures during various business planning, enterprises set up, rural skilling, business problem analysis and recommendations and maintaining good relation with the beneficiaries (entrepreneurs)</p> <p>Since all the above-mentioned professional skill are related to demonstrating practical skills, the job role can be placed at Level 3.</p>	
<p>Core skill</p>	<ul style="list-style-type: none"> <li>• The CRP-EP is expected to exhibit effective communication skills by communicating clearly with the beneficiaries who approaches s/he for solutions</li> <li>• Demonstrate appropriate communication etiquette while working</li> <li>• Demonstrate active listening skills while</li> </ul>	<p>The job holder is expected to exhibit effective oral communication skills so as to understand the instructions of the beneficiary during processing and marketing.</p> <p>The job holder is also expected to possess reading and writing skills so as to read and</p>	<p><b>3</b></p>

	<p>interacting with others at work</p> <ul style="list-style-type: none"> <li>• Demonstrate responsible and disciplined behavior at the workplace</li> <li>• Resolve grievances and problems as per procedure and avoid conflict</li> <li>• Ensure collaboration and group participation to achieve common goals</li> <li>• Clearly document the information collected from the field</li> <li>• Complete administrative duties accurately, systematically and within required timeframes</li> <li>• Read and understand guidelines issued by government departments for programmes and schemes related to enterprise promotion</li> <li>• Convey discussion points clearly to the entrepreneur to seek their comments on the business plan</li> <li>• Motivate community members to set-up enterprises</li> </ul>	<p>understand policies, schemes, business plans, market and business information, various signage and standard code and concepts well as well as maintain records as per organisation policies.</p> <p>The job holder is also expected to display basic arithmetic/ algebraic awareness for estimating the operation cost and other overheads.</p> <p>The incumbent must understand the social, political of the local environment and organize the information collected for further analysis.</p> <p>Hence the job role qualifies for level 3</p>	
<p>Responsibility</p>	<ul style="list-style-type: none"> <li>• CBO orientation and training on SVEP</li> <li>• Entrepreneur identification, selection, trainings and start-up support</li> <li>• Business opportunities identification and analysis.</li> <li>• Business management training to entrepreneurs</li> <li>• Need based performance improvement plan for existing enterprises proposed to be supported</li> <li>• Loan follow up support from CEF and banks/</li> </ul>	<p>The job holder is responsible for his/ her own work and learning for guiding the beneficiaries (entrepreneurs and CBOs) in choosing appropriate business as per the available opportunities, enterprises set –up, market linkages using appropriate logistics and avail financial support as and when required.</p> <p>Thus s/he can be placed at level 3.</p>	<p>3</p>

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	<p>MFIs etc.</p> <ul style="list-style-type: none"><li>• Bank Linkage and co-ordination with banks</li><li>• Handholding support &amp; Performance Tracking and support (PTS).</li><li>• Providing input and output Market linkages to the supported enterprises.</li><li>• Schedule periodic meetings with entrepreneurs, CBO members, and other stakeholders</li><li>• Diagnose business problems and suggest relevant solutions</li><li>• Obtain regular feedback from various stakeholders</li><li>• Interact regularly with customers to understand ways to provide better service</li></ul>		
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### **SECTION 3 EVIDENCE OF NEED**

The Ministry of Rural Development (MORD), Government of India (GOI) has been implementing DeenDayalAntyodayaYojana- National Rural Livelihoods Mission (DAY-NRLM) since June 2011. The central objective of the DAY-NRLM is to eliminate rural poverty through innovative implementation strategies involving mobilization and organization of the rural poor and promotion of their financial and economic inclusion as well as promotion of convergence with other livelihood programmes. The Mission aims to promote efficient and effective Community Based Organizations (CBOs) viz Self-Help Groups & their federations as institutional platforms of the poor as mediating institutions to boost the collective bargaining advantage and leverage resources to augment livelihoods and improve quality of life. The key components of the Mission are: (i) social inclusion; (ii) financial inclusion; (iii) livelihood promotion; and (iv) convergence.

During the last decade, the DAY–NRLM has expanded to 5,881 blocks spread over 646 districts across 29 states and 5 Union Territories. It has been instrumental in building a platform of over 6 crore rural women mobilized into community institutions. The community organisations have been provided capitalisation support of more than INR 8,000 crore. More than INR 2,35,000 crore of bank credit has also been accessed by the SHGs since 2013-14.

As of March 2021, enterprise formation has started in 183 blocks across 23 States and more than 155,750 enterprises have been formed under Non-Farm Livelihoods initiative called Start-up Village Entrepreneurship Programme (SVEP) and CRP –EP are community cadre developed under this programme to identify and promote rural entrepreneurs to take up new business and enhance the existing one. As on date over 2000 CRP-EPs have been trained and engaged on field under this component providing business development and promotional services to the rural community for multiple businesses. These cadre of over 2000 CRP-EPs needs to be certified for their acquired skills so that the skills gets recognized and these resources extend their services to other geographies as well leveraging existing skills and availing opportunities to upgrade.

It is targeted to train and certify another 20000 CRP-EPs under different components of the programme by the FY 2023-24.

<b>26</b>	<b>What evidence is there that the qualification is needed? What is the estimated uptake of this qualification and what is the basis of this estimate?</b>	
	Basis	In Case of other Awarding Bodies (Institutes under Central Ministries and States departments)

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	Need of the qualification	<p>Start-up Village Entrepreneurship Programme (SVEP), the sub-scheme under DAY-NRLM under the Ministry of Rural Development has the objective of helping SHG and their family members to set-up small enterprises in the non-farm sector. SVEP aims to support rural entrepreneurs by developing an eco-system for supporting small businesses in rural areas. The eco-system comprises of a cadre of Community Resource Persons-Enterprise Promotion (CRP-EP) who will provide business support services to entrepreneurs. This support consists of identifying business ideas, preparation of business plans, accessing loans, marketing of products and services, maintaining accounts and inputs for taking business decisions. Other components of the eco-system comprise of training and capacity building of entrepreneurs, seed capital for enterprises through a dedicated Community Enterprise Fund (CEF), marketing support for products and services and setting up a Block Resource Centre (BRC), the dedicated centre at the block level for supporting enterprise promotion.</p> <p>As of March 2021, more than 155,750 enterprises are operational and over 2000 trained CRP-EPs are providing varied services to these enterprises. These CRP-EPs need certification (<i>if need be with a refresher capsule, which may be provided by RSETIs</i>) and another 20000 will be trained and certified under DAY-NRLM by FY 2023–24.</p> <p>The concept note under Annexure 4 and master circular guidelines of SVEP are enclosed under Annexure 5 for reference and as evidence.</p>
	Industry Relevance	NA - as the job role is in Self-employment category.
	Usage of the qualification	<p>DAY-NRLM aims at eliminating rural poverty through promotion of multiple livelihoods for each rural poor household.</p> <p>Over 2000 CRP-EPs have been trained and engaged as on date who are using their qualification</p>

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		<p>in serving the rural community involved in more than 155,750 enterprises under SVEP programme of NRLM which need to be assessed and certified.</p> <p>The state wise and block wise data related to these CRP-EPs is enclosed Annexure 6 for ready reference.</p>
	Estimated uptake	<p>It aims to create an eco-system in the rural areas and targets to set-up around 3,85,000 enterprise spread over 1550 blocks covering varied decline under non-farm by FY 2023-24. The key aspects of the eco-system are establishing a cadre of trained CRP-EPs, tie-up for providing technical training, linkages with financial institutions, support for government procurement etc.</p> <p>These efforts will result in the development of over 22000 CRP-EPs resources providing services to these enterprises and the proposed qualification and certification will find its direct usage.</p> <p>As on date 2000 CRP-EPs have been trained and another 20000 ERP EPs are targeted to be trained and certified by FY 23-24.</p> <p>The proposed qualification will enable them to get certified as professionally qualified for the job role.</p>

**27 Recommendation from the concerned Line Ministry of the Government/Regulatory Body. To be supported by documentary evidences**

The proposed qualification of CRP EP under the Start-up Village Entrepreneurship Programme (SVEP) of DAY NRLM has been approved under the Ministry of Rural Development by the competent authority. This has been notified vide D.O No.: I- 12011/28/2014- NRLM (RSETI) dated 15<sup>th</sup> June, 2015 and vide Office memorandum of MoRD no. S-1057/10/2016/NRLM (SVEP) dated September 23, 2016 for release of Master Circular Guidelines. The copies of notifications are enclosed under Annexure 7 and Annexure 5 respectively.

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	<p>A need for providing consultancy/ advisory services to the rural populace on business development and promotion has been identified by the Ministry of Rural Development, Govt. of India. The Ministry runs no. of training schemes and the schemes of capacity building of rural people under National Rural Livelihood Mission (NRLM). The MoRD has identified the need of creating a pool of trained consultants/ advisors/ counsellors across the country as part of its capacity building initiatives under sustainable rural development.</p> <p>The Job role, its training and certification for CRP EPs has been defined by the MoRD under the Start-up Village Entrepreneurship Programme (SVEP) of DAY NRLM. These trained facilitators can also work as an interface between the rural entrepreneurs and the Government agencies. Considering the vast requirements of these services and its potential to increase the economic activities in Non-farm and Farm sector, this Qualification is proposed which may be taken up by the RSETIs or any other relevant body engaged with the programme.</p>
<b>28</b>	<p><b>What steps were taken to ensure that the qualification(s) does (do) not duplicate already existing or planned qualifications in the NSQF? Give justification for presenting a duplicate qualification.</b></p> <p>The qualification, job role and curriculum have been designed to meet the specific requirements of SVEP programme of DAY NRLM. It does not duplicate any of the existing qualification as it has tailored capsule to support the programme.</p>
<b>29</b>	<p><b>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? Specify the review process here.</b></p> <p>The programme is being implemented through respective State Rural Livelihood Missions under respective state government and the monitoring mechanisms at state, district and block level are inbuilt under the programme. A dedicated reporting and monitoring software is also in place for the purpose.</p>

Please attach most relevant and recent documents giving further information about any of the topics above.

Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

**SECTION 4**

**EVIDENCE OF PROGRESSION**

**30. 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?**

***Show the career map here to reflect the clear progression***

The candidates are eligible for attending the growth Programmes under NRLM or in RSETIs which will help them draw a growth plan for their career and go in for expansion and diversification in the related field of activity.

For example, as a progression of the above qualification, the candidates may undergo complete business plan training, ToTs for entrepreneurs and several field level job roles under NRLM with higher level to enhance their knowledge and to facilitate the beneficiaries of this sector more effectively. This will help them to become a consultant of this field.

Community Facilitator => Enterprise Consultant => Master CRP => Trainer => Master Trainer => Resource Person at Block Level => Mentor

Please attach most relevant and recent documents giving further information about any of the topics above.

Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

**List of abbreviations used:**

1. BRC : Block Resource Center
2. BPM : Block Programme Managers
3. BMMU : Block Mission Management Unit
4. CBOs : Community Based Organisations
5. CEF : Community Enterprise Fund
6. CLF : Cluster Level Federation
7. CRP-EP : Community Resource Person for Enterprise Promotion
8. DAY NRLM : DeendayalAntyodayaYojana-National Rural Livelihoods Mission
9. DIC : District Industries Centre



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10. DMP : District Programme Manager
11. DPR : Detailed Project Report
12. GOI : Government of India
13. NCO : National Classification Of Occupations
14. NIESBUD : National Institute for Entrepreneurship and Small Business Development
15. NOS : National Occupational Standards
16. NRO : National Resource Organisation
17. NSQF : National Skills Qualifications Framework
18. MoRD : Ministry of Rural Development
19. PIAs : Project Implementation Agencies
20. PTS : Performance Tracking and Support
21. QP : Qualification Pack
22. RPL : Recognition of Prior learning
23. RSETI : Rural Self Employment Training Institutes
24. RUDSETI : Rural Development and Self Employment Training Institute
25. SHGs : Self Help Groups
26. SRLM : State Rural Livelihoods Mission
27. SVEP : Start-up Village Entrepreneurship Programme
28. SWOT : Strengths, Weaknesses, Opportunities, and Threats