

NSQF QUALIFICATION FILE

(Approved in 21th NSQC dated 03 August 2018)

CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE

Name and address of submitting body:

Directorate General of Training (DGT),
Ministry of Skill Development & Entrepreneurship (MoSDE)
Pusa, New Delhi

Name and contact details of individual dealing with the submission

Name: Shri. S.D Lahiri

Position in the organization: Deputy Director General (T&E, SDI)

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List of documents submitted in support of the Qualifications File

1. Qualification document- FMCG Sales Representative
2. Curriculum for FMCG Sales Representative under FMCG Sector for Modular Employable Scheme (MES)
3. Indian FMCG Market 2020 by ASSOCHAM

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SUMMARY

1	Qualification Title	FMCG Sales Representative
2	Qualification Code, if any	FMCG 101
3	NCO code and occupation	5242.9900: Sales Demonstrators, Other
4	Nature and purpose of the qualification (Please specify whether qualification is short term or long term)	<p>Nature of the Qualification is Certificate in job role of FMCG Sales Representative</p> <p>The purpose of the qualification is to enable candidate to sell FMCG products through effective communication and rapport with customers.</p>
5	Body/bodies which will award the qualification	National Council for Vocational Training (NCVT)
6	Body which will accredit providers to offer courses leading to the qualification	GOI Ministries and State departments who have adopted MES qualifications, accredit training providers for their programs and schemes (only in case of SDIS schemes Training providers accredited by States on behalf of NCVT)
7	Whether accreditation/affiliation norms are already in place or not , if applicable (if yes, attach a copy)	-NA-
8	Occupation(s) to which the qualification gives access	FMCG Sales Representative
9	Job description of the occupation	<ul style="list-style-type: none">• Keeping in contact with existing customers in person and by phone• Making appointments with and meeting new customers• Agreeing sales, prices, contracts and payments• Meeting sales targets• Promoting new products and any special deals• Advising customers about delivery schedules and after-sales service• Recording orders and sending details to the sales office• Giving feedback on sales trends
10	Licensing requirements	-NA-
11	Statutory and Regulatory requirement of the relevant sector (documentary evidence to be provided)	-NA-
12	Level of the qualification in the NSQF	Level 3

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13	Anticipated volume of training/learning required to complete the qualification	300 hrs	
14	Indicative list of training tools required to deliver this qualification	Mentioned in curriculum attached	
15	Entry requirements and/or recommendations and minimum age	12 th Standard + 18 years	
16	Progression from the qualification (Please show Professional and academic progression)	An individual can progress in a sales supervisor, Senior Sales representative in small/ large sales outlet.	
17	Arrangements for the Recognition of Prior learning (RPL)	RPL arrangements are not planned under this qualification.	
18	International comparability where known (research evidence to be provided)	-NA-	
19	Date of planned review of the qualification.	5 years after approval of the Qualification	
20	Formal structure of the qualification		
	Mandatory components		
	Title of component and identification code/NOSs/Learning outcomes	Estimated size (learning hours)	Level
	(i) DGT/MES/FMCG/N11: To understand the FMCG Industry.	30	
	(ii) DGT/MES/FMCG/N12: Demonstrate sales and selling skills (FMCG).	60	
	(iii) DGT/MES/FMCG/N13: To understand the concept of Organized and Un-organized Retail (FMCG).	30	
	(vi) DGT/MES/FMCG/N14: To understand the Consumer Service & Food Hygiene.	30	
	(v) DGT/MES/FMCG/N15: Make Reports using Computer Fundamentals- MS- Excel	80	
	(vi) DGT/MES/FMCG/N16: Soft Skills.	70	
	Sub Total (A)	300	
	Optional components		
	Title of component and identification code/NOSs/ Learning outcomes	Estimated size (learning hours)	Level

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	Sub Total (B)		
	<u>Total (A+B)</u>	300	

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**SECTION 1
ASSESSMENT**

21	Body/Bodies which will carry out assessment: DGT empaneled Assessing Bodies (ABs)
22	How will RPL assessment be managed and who will carry it out? RPL arrangements are not planned under this qualification.
23	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. Criteria for selection of Assessment body Minimum Eligibility Criteria <ul style="list-style-type: none">• The applicant shall be a legal entity, registered in India.• The applicant should have in last two years carried out competency / skill assessment for minimum 1000 persons or should have trained minimum 1000 persons and got tested by some agencies such as NCVT, Sector Skill Council, State, board/ council and reputed industry Association. Organizations having experience in testing of competencies would be preferred.• In case more number of applications is received, preference will be given to those organizations that have trained/assessed larger number of persons.• The applicant is not a Training Provider (TP) in the same sector and in same State, but it can be TP in other States, other Sectors or other scheme.• The applicant shall have access to technically qualified personnel of repute and integrity in different industrial trades and technology.• The applicant shall develop dedicated human resource for handling the processes in assessment process.• The applicant shall declare its linkages with other organization(s), if any to ensure independence and avoid any conflict of interest.• Institutions/ Firms blacklisted by any Government Department shall not be considered in this RFP.• The Applicant shall provide the information and supporting documents towards their claims.• Initially provisional empanelment will be awarded to the organizations based on the evaluation of eligibility of the Assessing Body based on the criteria.• Based on the module and sector that will be handled by the assessor, the assessing body shall send its assessor for competency evaluation in the institutions which will be notified by DGT time to time. The assessor will be assessed to ascertain the competency to carry out competency based assessment.• Final empanelment would be granted subject to the Assessing Body fulfilling the following conditions of getting the competencies of 2 assessors of each module per State evaluated in the institutes notified

by the DGT. Testing charges for evaluating the competencies of the assessors will be borne by the Assessing Bodies.

(1) Assessment process:

The assessment process aims to test and certify the competency of the persons through Assessing Bodies who seek certification of their skills acquired informally or the persons who have been trained at the registered TPs. The competency assessment of the candidate is being done by the Assessor Competency Evaluation (ACE) qualified assessor of the independent Assessing Bodies (AB) which is not involved in training delivery, to ensure an impartial assessment. ACE is conducted to evaluate the competency of the assessor. In the assessment process, identification of competency, ways to measure the competency and deciding on the type of evidence that has to be collected are the responsibility of the Assessing bodies whereas administering the assessment and collecting the evidence and reporting the results are the responsibility of the assessors. The assessment process consists of following components:

Theory Test:

- It must assess the knowledge which is essential for a person to do the job. Without this knowledge, the person will not be able to do the job.
- The questions shall be of objective type involving selection of correct response.
- The question paper should contain sketches/ diagrams/ photographs/ drawing to overcome the problems of reading comprehension.
- The test shall be of short duration.

Practical Test:

It shall be able to test:

- Manipulative skills to handle tools and equipment.
- Speed in doing work.
- Accuracy maintained
- Quality in workmanship.
- Sequence of performance.
- Economical use of material.
- Neatness & housekeeping.
- All the competencies prescribed in the course curriculum.

The Assessment Parameters adopted during assessment:

- Knowledge of equipment, limitation of use of tools and equipment, and methods & procedure.
- Understanding of functioning of equipment & tool, criteria to be used in selecting tools for given job, and the process of measurement.
- Skill in finishing to required measurement, handling measurement & calculations, handling tools and equipment with ease, finishing neatly.
- Abilities to take corrective steps, use correct work habits, take measurements, complete the job within stipulated time, and adopt safe practices.
- Attitude towards the work, accurate & precise work and co-workers

and supervisor.

(2) **Duration of Test:**

The duration of test vary according to the task. Theory test shall be of 1 hour duration and practical test for engineering trade shall be 6 to 8 hours minimum and non-engineering it shall be of 4 hours minimum. Assessing Bodies while preparing practical test shall ensure that candidate shall be tested on all the competencies prescribed in the course module.

The marking pattern and distribution of marks for the qualification are as under:

Terminal competency	Maximum marks
Application of knowledge	30
Care for tools & equipment	15
Economic use of materials	15
Safety consciousness	10
Speed	10
Accuracy	15
Quality of workmanship	20
Amount of work	15
No. of attempts	10
Attitude	10
Total maximum marks for Practical	150
Maximum marks for theory	50

(3) **Minimum pass mark:**

Minimum passing marks for Practical is 60%

Minimum pass marks for theory is 40%

Pre-assessment activities for Assessor at the Testing Centre

- Verification of student credentials: The assessor check the application form submitted by the candidates and verify the photo pasted on the forms with candidates who are taking assessment in accordance with checklist
- Verification of testing centre for adequate infrastructure, tools and equipment: The assessor verifies the availability of infrastructure, tools and equipment for carrying out both theory and practical assessments. The minimum requirement prescribed under the MES modules is used as benchmark.
- Attendance verification: The assessor checks the attendance register of candidates and instructors until the time biometric attendance

system is put in place. Once the biometric attendance system is in place, the biometric attendance of assessors along with that of trainees/candidates has to be captured during the assessment at the start as well as end of theory and practical test.

- Attendance during assessment: The assessor takes the attendance of all the students who appear for assessment after the successful verification of the student credentials and before the start of the assessment. The assessor also provides his/her attendance during start and end of the practical and theory test.
- Verification of the documents related test carried out by Training Provider/ Testing Centre (TC) for candidates who were not able to produce document in support of having passed the qualification.

Post-assessment activities

- The assessor consolidates all the theory and practical test papers and ensures that all the mandatory information is filled. The total score for each student should be calculated and recorded in result sheet.
- The assessor send the attendance sheet, result sheet, answer papers by courier/post to the assessing body immediately after the completion of assessment
- Uploading outcome of the assessment and photos in portal by assessing body
- Assessing body upload the results within one week of the assessment date.
- Photos taken by the assessors during assessment are sent to respective RDATs through e-mail only. Non dispatch of photos of assessment to RDAT makes assessment void. Re-assessment of such batch is done by the Assessing Bodies on their own expenses.
- Details of assessors are emailed to RDAT at the time of uploading the outcome of the assessment. Outcome of the assessment is not accepted in case details of assessors are not emailed to respective RDAT.
- Maintaining assessment records
- Publishing of results and Certificate issue
- RDAT verifies the outcome of the assessment, details of assessors, photos and print and sign the certificates for successful candidates and send it to the respective candidates. In case of direct candidate's assessment, the Certificates are sent to the Assessing Body.
- Certificates which will be issued carry photograph of the trainee, name of Training Provider, start date & end date of training and duration of training once the systems for the same are put in place.
- The certificate is issues under the aegis of NCVT. All the communications are done through portal.

Please attach most relevant and recent documents giving further information about assessment and/or RPL.

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

ASSESSMENT EVIDENCE

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

Assessment evidences

Title of Component: FMCG Sales Representative.

Outcomes to be assessed		Assessment criteria for the outcome
LO	Assessable Outcome Description	
DGT/MES/FMCG/N11: To understand the FMCG Industry	AO1. Explain FMCG Industry.	Theory Test
	AO2. Demonstrate Flip chart activity on how customers make a buying decision.	Practical Test
	AO3. Explain the roles and responsibilities of executive.	Theory Test
	AO4. Demonstrate Group activity and discussion on the various products available in the market.	Practical Test
DGT/MES/FMCG/N12: To demonstrate sales and selling skills (FMCG).	AO1. Explain the concept of sales and understanding the concept of buying cycle and selling cycle and the benefits of direct & indirect selling.	Theory Test
	AO2. Demonstrate Role-play and activity on various selling methods- Go GET SALE & GLADDEN	Practical Test
	AO3. Explain Components of pre sales preparation and their importance	Theory Test
	AO4. Demonstrate to prepare checklist of pre sales preparation components	Practical Test
	AO5. Explain the concept of Supply chain management and Logistics.	Theory Test
DGT/MES/FMCG/N13: To understand concept of Organized and un-organized Retail (FMCG).	AO1. Explain various types of organized and unorganized retail outlet.	Theory Test
	AO2. Demonstrate a Project on organized and unorganized Retail outlets.	Practical Test

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	AO3. Explain about various FMCG products available.	Theory Test
	AO4. Prepare a list of the various consumable and non-consumable products used by different sectors of the economy.	Practical Test
	AO5. Explain feature advantage Benefit (FAB) analysis of the consumable & non consumable products.	Theory Test
	AO6. Explain sales acquisition and outlet acquisition approach.	Theory Test
	AO7. Explain the following: <ul style="list-style-type: none"> • Sell in and Sell out • Merchandising • Visual Merchandising 	
DGT/MES/FMCG/N14: To Understand the concept of Consumer Service and Food hygiene.	AO1. Explain food safety and how to prevent contamination.	Theory Test
	AO2. Group discussion and activity on the benefits of maximum hygiene <ul style="list-style-type: none"> • Role plays on examples of good and bad customer service • Group discussion and activity on moments of truth • Mock interview sessions 	Practical Test
	AO3. Explain Customer service and how it impacts on sale.	Theory Test
	AO4. Explain the importance of post-sale service.	Theory Test
	AO5. Explain the following: <ul style="list-style-type: none"> • Empathy, values & ethics • Power of positive thinking • Interview Skills 	Theory Test
DGT/MES/FMCG/N15: Make Report using Computer Fundamentals – MS excel	AO1. Explain the following: <ul style="list-style-type: none"> • Importance of Report • W's of Report • Daily sales report • Daily stock report 	Theory Test
	AO2. Demonstrate a practical study of Daily Sales Report & Daily Stock Report.	Practical Test
	AO3. Explain the following: <ul style="list-style-type: none"> • Components of a spreadsheet • How to enter Data • Formatting • Using Simple formulas on excel • Sort & File 	Theory Test
	AO4. Demonstrate Practical Sessions on MS-EXCEL	Practical Test
DGT/MES/FMCG/N16: To understand the	AO1. Explain the following: <ul style="list-style-type: none"> • Communication- verbal & non-verbal 	Theory Test

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Soft skills.	communication skills <ul style="list-style-type: none">• Interpersonal skills• Telephone etiquettes• Personal etiquettes• Negotiation/Persuasive skills• Analytical Ability• Interpersonal behavior	
	AO2. Demonstrate Practice on: <ul style="list-style-type: none">• Oral communication skill & testing voice modulation, clarity & intonation• Developing etiquette & manners• Study of different pictorial expression of non- verbal communication & its analysis	Practical Test
Means of assessment 1 The assessment comprise of <ul style="list-style-type: none">• Theory Examination : MCQ, VIVA Voce• Practical assessment : Role plays, Demonstration		
Pass/Fail The trainee is judged as pass in the qualification if minimum passing marks is obtained in each test i.e Theory and Practical. Minimum pass mark: Minimum passing marks for Practical is 60% Minimum pass marks for theory is 40%		

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SECTION 2

24. EVIDENCE OF LEVEL

OPTION A

Title/Name of qualification/component: FMCG Sales Representative			Level: 3
NSQF Domain	Outcomes of the Qualification/Component	How the job role relates to the NSQF level descriptors	NSQF Level
Process	<ul style="list-style-type: none"> – It requires well developed skill like generating and handling potential customer leads, presenting value proposition of the auto components for OEM vehicles and managing sales in the retail market along with developing new avenues for business growth. This requires clear choice of procedures in sales context 	The job requires the limited range of activities routine and predictable like marketing store products and services, Billing, handling store products etc	
Professional knowledge	<p>The job holder is required to have knowledge in the related field of work like:</p> <ul style="list-style-type: none"> - Merchandising Methods – Understanding Customer requirements – Customer relations 	The job holder understands the basic facts, process and principles involved in his job role like basics of customer handling, Merchandising Techniques, Billing systems.	
Professional skill	<p>The job holder is needs to know and understand :</p> <ul style="list-style-type: none"> – Marketing Products/ services of retail – Communication Skill & Etiquettes – Computer skills in use of internet, e-mail, telephone, fax and photocopier. 	The job role only includes marketing and handling of Store products, marketing the products, interaction with customers according to their needs which is routine and repetitive in narrow range of application.	
Core skill	The job holder is expected to be Possess	The Representative will able to present store	

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Title/Name of qualification/component: FMCG Sales Representative			Level: 3
NSQF Domain	Outcomes of the Qualification/Component	How the job role relates to the NSQF level descriptors	NSQF Level
	<p>knowledge and skills regarding:</p> <ul style="list-style-type: none"> – Communication – verbal & nonverbal communication skills – Telephone etiquettes, Personal etiquettes – Negotiation/Persuasive skills 	<p>Products to the consumers in efficient and presentable manner. Can operate Internet to communicate with the suppliers and consumers for marketing.</p>	
Responsibility	<p>The job holder works under the supervision of his superior, as per his directions. He is responsible for his designated task as and when given by the superior. The work of the candidate is under constant supervision of supervisor</p>	<p>The job holder works under the supervision of his superiors and is responsible for his own limited work assigned. The person is trained for a limited job role and requires supervision of an expert for handling equipment & customers in certain situations.</p>	

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SECTION 3

EVIDENCE OF NEED

26	<p>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?</p> <p>Need of the Qualification: The Indian FMCG sector is the fourth largest sector in the economy with a total market size of USD49 billion in 2016. The sector is projected to grow at a CAGR of 20.6% to reach USD103.7 billion by 2020. The FMCG industry in India, has grown rapidly over the last decade, predominantly on account of increasing income levels and changing lifestyle of Indian consumers. FMCG in India has a strong distribution presence across the entire value chain. (Source: Indian FMCG Market 2020 by ASSOCHAM)</p> <p>Industry Relevance: List of Trade Committee members is attached in curriculum</p> <p>Usage of the Qualification: About 72 individuals have been assessed in this course under this scheme in FY 2016-17 & 2017-18. Also about 465 candidates have been trained under this course under DDU-GKY scheme of Ministry of Rural Development and among them 105 have been placed till Dec 2016.</p> <p>Estimated uptake: Job creation growth both in volume and value terms is being driven by tier-2 cities. Consumer buying power in these cities is fueled tremendously by multiple family members earning in the same household. Businesses are expanding operations and moving into new geographies, leading to a rise in demand for fresh talent in non-metros. The TimesJobs & RecruiteX reports that consumer durables/FMCG industry posted an 8% rise in talent demand in February 2017. The Retail sector also saw a 7% rise in talent demand during the month. (A Report in The Economic Times, By Sobia Khan, ET Bureau Updated: Mar 07, 2017, 04.46 Pm Ist)</p>
27	<p>Recommendation from the concerned Line Ministry of the Government/Regulatory Body. To be supported by documentary evidences</p> <p>-NA-</p>
28	<p>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</p> <p>The Qualification has been mapped with the National Qualification Register, maintained by NSDA to ensure the qualification does not duplicate.</p>

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29	<p>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</p> <ol style="list-style-type: none">1) DGT interacts with training providers to gather feedback in implementation and updation of qualification.2) Monitoring of results of assessments3) Employer feedback will be sought post-placement4) In a recent initiative, a Mentor Council (MC) for the relevant sector has been formed to review the curriculum of this qualification under the sector.5) CSTARI, the research wing of DGT, reviews and updates the qualification, in consultation with industries and other stakeholders, on a regular basis. <p>The qualification is reviewed after every 5 years for updation according to latest Technologies and practices.</p>
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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	<p>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?</p> <p><i>Show the career map here to reflect the clear progression</i></p> <p>An Individual has vertical pathway to promote to higher designations in an organization. Can further undergo specialization course to excel to the higher post in jobs listed above or can start with up his/her own business.</p> <p>Progression chart: FMCG Sales Representative > FMCG Sales Head > FMCG Sales Manager</p>
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