

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

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List of documents submitted in support of the Qualifications File

1. Qualification document- Small office/ Home office Coordinator
2. Curriculum for Small office/ Home office Coordinator under Business and Commerce Sector for Modular Employable Scheme (MES)
3. Career Guide – Business Process Management, NASSCOM

SUMMARY

1	Qualification Title	Small office/ Home office Coordinator
2	Qualification Code, if any	BSC 101
3	NCO code and occupation	3341.1000 : Office Assistant
4	Nature and purpose of the qualification (Please specify whether qualification is short term or long term)	Nature of the Qualification is Certificate in job role of Small office/ Home office Coordinator The purpose of the qualification is to enable candidate to work as a Coordinator - Small Office/ Home Office and can help the Small Office /Home Office in communicating effectively, marketing his products effectively, manage a small team, prepare proper books of accounts.
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	Small office/ Home office Co-ordinator
9	Job description of the occupation	-To manage administrative tasks. - To conduct market research. -To communicate with customers and develop healthy organizational relation -To gather and analyze consumer behavior data. -To create Accounts related reports. -To assist with organizing promotional events.
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
13	Anticipated volume of training/learning required to complete the qualification	480 hours

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14	Indicative list of training tools required to deliver this qualification	Mentioned in curriculum attached	
15	Entry requirements and/or recommendations and minimum age	Graduation or equivalent	
16	Progression from the qualification (Please show Professional and academic progression)	Office Assistant, Private Secretary	
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/BSC/N41: Understanding the Business Communication and Soft skills	80	3
(ii)	DGT/MES/BSC/N42: Understanding Marketing Fundamentals.	100	3
(iii)	DGT/MES/BSC/N43: To understand integrated organization principle.	100	3
(vi)	DGT/MES/BSC/N44: To understand basic accounting principle	100	3
(v)	DGT/MES/BSC/N45: Understand basic concept of Economics for Business.	100	3
	Sub Total (A)	480	
	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>	480	

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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: Small Office/Home Office Coordinator

Outcomes to be assessed		Assessment criteria for the outcome
LO	Assessable Outcome Description	
DGT/MES/BSC/N41: Understanding the Business Communication and Soft Skills	AO1. Explain basic parts of Speech.	Theory Test
	AO2. Demonstrate English speaking/ vernacular.	Practical Test
	AO3. Explain how to avoid common error.	Theory Test
	AO4. Differentiate between homophones and interpose the sentences.	Theory Test
	AO5 Demonstrate Public Speaking and how to speak confidently.	Practical Test
	AO6. Demonstrate following Role play: <ul style="list-style-type: none"> • To take appointment with customers on phone • To sell product on phone. • How to influence customers on phone 	Practical test
	AO7. Explain soft skill Development and Written Communication Skill.	Theory Test
	AO8. Demonstrate how to smile, wish and greet customers.	Practical Test
DGT/MES/BSC/N42: Understanding Marketing Fundamentals.	AO1. Explain & explore the Role of Marketing in the Economy, customer orientation and development of a product.	Theory Test
	AO2. Demonstrate to identify opportunities available in market place.	Practical Test
	AO3. Explain 4Ps of marketing.	Theory Test
	AO4. Differentiate between Selling a	Practical Test

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	product and selling a service.	
	AO5. Explain how brands are built and manage the service in the market.	Theory Test
	AO6. Identify need for product or service in the market.	Practical test
	AO7. Explain the Role of Marketing in the Economy and Development of a product.	Theory Test
	AO8. Match product to check whether it meets customer's expectation.	Practical test
	AO9. Demonstrate how to sell product through dealer network.	Practical test
	AO10. Analyze Customer Behaviors, Strategic Planning and understand practical application of theory to real life situations.	Theory Test
DGT/MES/BSC/N43: To understand integrated organization principle.	AO1. Explain the need of Management.	Theory Test
	AO2. Demonstrate how to effectively motivate and work with co- workers. (Team building efforts)	Practical Test
	AO3. Explain mission and vision. Explain SWOT analysis by getting into the groove of lateral thinking.	Theory Test
	AO4. Demonstrate importance of working in a team and creative thinking by showing how to motivate a team.	Practical Test
	AO5. Explain Organization Structure.	Theory Test
	AO6. Explain 'We' centric approach in team work rather than 'I' Centric.	Theory Test
DGT/MES/BSC/N44: To Understand Basic accounting principles.	AO1. Explain the need for accounts, basic accounting books and reconciliation of cashbook with bank records.	Theory Test
	AO2. Demonstrate the final statements viz. trial balance, Profit & loss account and Balance Sheet.	Practical Test
	AO3. Explain to Prepare final statements viz. trial balance, Profit & loss account and Balance Sheet	Theory Test
	AO4. Explain to prepare Receipts & payments account, Income and Expenditure accounts. Elements of banking and insurance, Income tax, Provident fund rules.	Theory Test
	AO5. Demonstrate to Prepare receipt & payments account. Income and Expenditure account.	Practical Test
	AO6. Demonstrate use of Accounting	Practical Test

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	Software.	
DGT/MES/BSC/N45: To Understand Concept of Economics for Business.	AO1. Explain the economic environment in which various organizations are operative.	Theory Test
	AO2. Demonstrate a product operated by a SO/HO. State the larger picture in which the business of SO/HO operates and its impact on decision-making	Practical Test
	AO3. Explain aspects which play an important role in the macro as well as the micro aspect of decision making process.	Theory 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: Small office/ Home office Coordinator		Level: 3	
NSQF Domain	Outcomes of the Qualification/Component	How the job role relates to the NSQF level descriptors	NSQF Level
Process	<p>The job holder is expected to have the knowledge in the field of work like:</p> <ul style="list-style-type: none"> – Consumer Behaviors and marketing fundamentals – Opportunities and threats available in market – Communication Skills – Marketing Research – Accounts knowledge 	<p>The job requires the limited range of activities routine and predictable like communicating with customers, analyzing their behavior & market research.</p>	3
Professional knowledge	<p>The job holder needs to know and understand like:</p> <ul style="list-style-type: none"> – Basic way to interact with customers. – synergistic approach to retail in it and international environmental scanning – forecasting techniques – To prepare account statement – Analyzing the economic aspects of environment. 	<p>The job holder understands the basic facts , process and principle involved in his job role like basics of accounts, economics, market research, Statistical tools etc.</p>	3
Professional skill	<p>The job holder is needs to display expertise skills in:</p> <ul style="list-style-type: none"> – Understand customers thinking and align products and services to meet the customer need 	<p>The job role only includes forecasting future sales, analyzing current market scenario and competitors approach, designing a survey questionnaire etc. which is routine and repetitive in narrow range of application</p>	3

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NSQF Domain	Outcomes of the Qualification/Component	How the job role relates to the NSQF level descriptors	NSQF Level
	<ul style="list-style-type: none"> – sell services in the new economy – Forecast future sales by using forecasting techniques – Demonstrate understanding of business etiquettes, Communication skills and techniques – Prepare profit & loss account and balance sheet 		
Core skill	<p>The job holder is expected to be Possess knowledge and skills regarding:</p> <ul style="list-style-type: none"> – Statistical tools – Communication skill – Fundamentals of merchandising and retailing for Business – Market research – Focus group model & primary and secondary data. – Account knowledge 	<p>The job holder able to sell the services to new company, conducting marketing research. And the marketing Associates in finding, growing and developing current & new customers Can Study post purchase behavior in the form of managing the service and quality.</p>	3
Responsibility	<p>The job holder get supervision from their seniors and act accordingly. He is responsible to make plan and co-ordinate with other team member how to conduct task.</p>	<p>The job holders get supervised by their supervisor and are responsible for their actions.</p>	3

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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 IT-BPM industry has been fuelling India's growth story. In addition to contributing to the country's Gross Domestic Product (GDP) and exports, the industry has played a big role in influencing the socio-economic parameters across the country. The industry has helped provide employment and a good standard of living to millions. The IT-BPM industry has almost doubled in terms of revenue and contribution to India's GDP, over the last six years (2008-2013). The Indian Business Process Management (BPM) sub-sector of Indian IT-BPM industry has crossed significant growth milestones in FY2013 i.e. revenue generation of USD 19 billion and providing direct employment to nearly 1 million people. (Source: Career Guide – Business Process Management, NASSCOM)</p> <p>Industry Relevance: List of Trade Committee members is attached in curriculum</p> <p>Usage of the Qualification: About 235 individuals have been assessed in this course under this scheme in FY 2016-17 & 2017-18. Also about 1809 candidates have been trained under this course under ELST&P scheme of State of Rajasthan till Feb 2017.</p> <p>Estimated uptake: NASSCOM estimates that the BPM sub-sector, which is potentially pegged as a USD 65 billion industry by 2020, will contribute up to 9 per cent of India's GDP and 30 million employment opportunities. (Source: Career Guide – Business Process Management, NASSCOM)</p>
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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 organisation. 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: Small office/ Home office coordinator > Assistant Office Coordinator> Team Leader</p>
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