

## NSQF QUALIFICATION FILE

Approved in 13<sup>th</sup> NSQC Meeting – NCVET – 25<sup>th</sup> November, 2021

### CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE

#### Name and address of submitting body:

NATIONAL INSTITUTE OF ELECTRONICS AND INFORMATION TECHNOLOGY  
NIELIT Bhawan,  
Plot No. 3, PSP Pocket, Sector-8,  
Dwarka, New Delhi-110077

NCVET Code

2021/ITES/NIELIT/04684

#### Name and contact details of individual dealing with the submission

<b>Name</b>	:	Sazzad Zahir
<b>Position in the organization</b>	:	Senior Technical Assistant
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#### List of documents submitted in support of the Qualifications File

1. Detailed Curriculum (Annexure I)
2. Survey Reports (Annexure II)
3. Industry Validation (Annexure III)
4. Indicative list of tools/equipment/manpower required for training (Annexure-IV)
5. Evidence of Job/ Requirement in Industry (Annexure-V)
6. Annexure- O

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### SUMMARY

1	<b>Qualification Title</b>	Certificate Course in ITES BPO, Soft Skills & Communicative English
2	<b>Qualification Code, If any</b>	NIELIT /IT/ L4/035
3	<b>NCO code and occupation</b>	3429.10 (Call Centre Executive), 1411.0100 (Manager, Lodging and Catering Services/Resident Manager), 1412.0100 (Manager, Fast Food Service), 4113.35- Data Entry Operator
4	<b>Nature and purpose of the Qualification (Please specify Whether qualification is short term or long term)</b>	Successful trainees to be awarded certificates. The purpose of this qualification is to make the trainees understand and improve their 'Soft Skills' or "Inter Personal Skills", along with a focus to improve their communicating ability in English and IT Skills, so as to enhance their opportunities towards meaningful employability. (Short Term Qualification)
5	<b>Body/bodies which will award the qualification</b>	Examination Wing, National Institute of Electronics and Information Technology
6	<b>Body which will accredit providers to offer courses Leading to the qualification</b>	National Institute of Electronics and Information Technology
7	<b>Whether accreditation/affiliation norms are already in place or not, if applicable (if yes, attach a copy)</b>	Yes, The Handbook for accreditation of Training Partner is available at: <a href="https://www.nielit.gov.in/content/nsqf">https://www.nielit.gov.in/content/nsqf</a>
8	<b>Occupation(s) to which the qualification gives access</b>	Qualification is relevant across a host of occupations. More specifically qualification is suited for the customer care executives, front office executives and sales & marketing executives across all the sectors.
9	<b>Job description of the occupation</b>	Qualifiers will be trained in Soft Skills, ITeS & Communicative English as per Industry Standards. Qualifiers will be suitable for ITeS BPO jobs, Trainer, Career Counselor, Service & Hospitality Industry etc
10	<b>Licensing requirements</b>	No
11	<b>Statutory and Regulatory Requirement of the relevant Sector (documentary evidence to be provided)</b>	Not Required
12	<b>Level of the qualification in the</b>	4

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13	<b>Anticipated volume of Training/learning required to complete the qualification</b>	(a) 250 hrs. (Theory = 100 hrs, Practical = 150 hrs)	
14	<b>Indicative list of training tools required to deliver this qualification</b>	Multimedia Projector, Audio Visual Set up, PC etc.	
15	<b>Entry requirements and/or Recommendations and minimum age</b>	ITI/ 12 <sup>th</sup> with English as one of the subjects studied.	
16	<b>Progression from the Qualification (Please show Professional and academic progression)</b>	Empowers learners to continuously develop one-self to take on more responsibilities. Enhances employability through the practice of these skills.	
17	<b>Arrangement for the Recognition of Prior learning (RPL)</b>	Not available.	
18	<b>International comparability</b> Where known research evidence To be provided)	Not known	
19	<b>Date of planned review of the Qualification.</b>	After every 3 years.	
20	<b>Formal structure of the qualification</b>		
	<b>Mandatory components</b>		
Title of component and Identification Code/NOSS/ Learning outcome		Estimated size (learning hours)	Level
(i)	<b>SOFT SKILL</b>		
	1. What is Soft Skills		
	2. Self Esteem & Stress Management		
	3. Communication Skills		
	4. Listening Skills		
	5. Leadership Skills		
	6. Problem Solving		
	7. Team Work		
	8. Corporate Culture		
	9. CRM- The Management Model		
	10. Telephone Etiquettes & Call Handling Skills		
	11. Time Management		
	12. Questioning Techniques		
	13. Cover letter & Resume writing		
	14. Group Discussion		
	15. Mock P.I./Role plays		
	16. Mock G.D./ Role plays		
	17. Personal Interview skills		
		90 hrs (Theory = 36 hrs, Practical = 54 hrs)	4

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	18. Public Speaking and Presentation Skills		
(ii)	<b>COMMUNICATIVE ENGLISH</b>		
	1. Understanding the communication process 2. The different types of communication methods 3. Communicating in English 4. First language (Mother Tongue) Interference 5. Importance of listening when learning English 6. Organs of speech 7. Vowels & Vowel sounds practice 8. Consonants & Consonant sounds practice 9. Pronunciation 10. Vocabulary 11. Speaking as a language skill 12. Business Communication 13. Public Speaking and Presentation Skills 14. Presentation by trainees	80 hrs (Theory = 32 hrs, Practical = 48 hrs)	
(iii)	<b>COMPUTER SKILLS</b>		
	1. Introduction to Computer 2. Introduction to Operating System 3. Word Processing 4. Spreadsheets 5. Presentation 6. Introduction to Internet and WWW 7. E-mail, Social Networking and e- Governance Services 8. Digital Financial Tools and Applications 9. Overview of Future skills & Cyber Security	80 Hrs. (Theory = 32 hrs, Practical = 48 hrs)	3
	<b>Total (A)</b>	<b>250 Hrs.</b> (Theory = 100 hrs, Practical = 150 hrs)	4

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### SECTION 1

#### ASSESSMENT

21	<b>Body/Bodies which will carry out assessment:</b> Examination Wing National Institute of Electronics and Information Technology, NIELIT Bhawan, Plot No. 3, PSP Pocket, Sector-8, Dwarka, New Delhi-110077
22	<b>How will RPL assessment be managed and who will carry it out?</b> Candidates may appear directly for assessment through student portal of NIELIT at: <a href="https://student.nielit.gov.in/">https://student.nielit.gov.in/</a>
23	<p><b>The assessment is aimed at judging the knowledge and skills learnt by the trainees. The trainees are expected to demonstrate the minimum skill uptake after the training. The following assessment methodologies are employed:</b></p> <p>Student is required to pass in all OUTCOMEs individually. Following assessment methodologies are used.</p> <p>The assessment is aimed at judging the knowledge and skills learnt by the trainees. The following assessment methodologies are employed:</p> <ol style="list-style-type: none"><li>1. Written/Theory = 200 marks</li><li>2. Practical Evaluation = 90 marks</li><li>3. Internal Assessment = 30 marks</li><li>4. Presentation = 30 marks</li></ol> <p><b>About Examination Pattern:</b></p> <ul style="list-style-type: none"><li>➤ The question papers for the theory and practical exams are set by the Examination wing of NIELIT HQs.</li><li>➤ Candidates having Level-3 Qualification of Course On Computer Concepts will be exempted for Examination of Theory: Paper-2: Computer Skills.</li><li>➤ Theory examination would be conducted online and the paper comprise of MCQ.</li><li>➤ Practical examination/ internal assessment / Project/ Presentation/ Assignment would be evaluated internally. However, an External Examiner/ Observer may be deployed including NIELIT officials.</li><li>➤ Candidates may apply for re-examination within the validity of registration (only in the assessment component in which the candidate failed).</li><li>➤ For re-examination prescribed examination fee is required to be paid by the candidate only for the assessment component in which the candidate wants to reappear.</li><li>➤ The examination will be conducted in English language only.</li></ul> <p><b>Minimum Pass marks:</b></p> <p>Pass percentage would be 50% marks in each component, with aggregate pass percentage of 50% and above.</p> <p><b>Pass Percentage &amp; Grading System is as under:</b></p>

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Grade	S	A	B	C	D
<b>Marks Range (in %)</b>	>=85%	>=75% and <85%	>=65% and <75%	>=55% and <65%	>=50% and <55%

**Salient Features:**

- Confidentiality and impartiality are maintained during all the examination and evaluation process.
- Examination is conducted for candidates that are enrolled in given session.

**Feedback System:** This system is for conducting “The Student Survey” for quality assurance of education. Students, Faculties and administrators can all benefit from survey. This is helpful in the continual improvements in teaching programs, processes as well as infrastructure and thereby enhancing the students’ learning experience at NIELIT Centres.

## ASSESSMENT EVIDENCE

### 24. Assessment evidences

#### Title of Component:

#### Certificate Course in ITES BPO, Soft Skills & Communicative English

Outcome to be assessed/NOSs to be assessed	Assessment criteria for the outcome
Diagnostic test on the entry behavior of trainees.	<p><b>Outcome: - 1 – Written tests</b></p> <p>-To judge the understanding of the trainees regarding content discussed.</p> <p>-To get an understanding about trainees written communication skills.</p> <p>- Enable identification of shortfalls.</p> <p>-Should be able to construct simple sentences</p>
Practice session & analysis of the recorded materials by the faculty to judge the improvement of the trainees	<p><b>Outcome: - 2 – Internal Evaluation</b></p> <p>-A verbal interaction with trainees on topics/modules discussed.</p> <p>-To judge the verbal communication of trainees. Whether any improvement seen.</p> <p>-Should be able to carry out a simple conversation in English with proper use of correct body language.</p> <p>-Identify &amp; give feedback on shortfalls</p>

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Understanding Call Structure	<p><b>Outcome: - 3 – Remote Faculty (telephonic evaluation by faculty from other NIELIT Centres)</b></p> <p>-Trainees should be able to properly handle a phone call. -Show confidence while talking to an unknown person. -Express one-self clearly.</p>
Knowledge on Personality Development & Presentation Skills	<p><b>Outcome: - 5 – External Evaluation (physical/ telephonic evaluation by a third party, an expert on the subject)</b></p> <p>-To judge the knowledge level of the trainees on course content. -The ability to introduce &amp; express one-self-confidently in simple terms. -To assess the overall development of the trainee.</p>

### Means of assessment

#### Means of assessment

S. No	Examination Pattern	Duration in Minutes	Maximum Marks
1	Theory 1 – Soft skills & Communicative English	90	100
2	Theory 2 – Computer Skills	90	100
3	Practical – ITES, BPO, Soft skills	180	90
4	Internal Assessment	-	30
5	Presentation	-	30
<b>Total</b>		<b>360 Minutes</b>	<b>350 Marks</b>

#### Pass/Fail

Pass percentage would be 50% marks in each component, with aggregate pass percentage of 50% and above.

#### Grading System:

Grade	S	A	B	C	D
Marks Range (in %)	>=85%	>=75% and <85%	>=65% and <75%	>=55% and <65%	>=50% and <55%

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<b>Title/Name of qualification/component: Soft Skill and Communication Skill</b> <b>Level: 4</b>			
<b>NSQF Domain</b>	<b>Outcomes of the Qualification/Component</b>	<b>How the outcomes relate to the NSQF level descriptors</b>	<b>NSQF Level</b>
Process	Candidate will be learning effective communication which will make them smart in communicating with various companies and people and able to do front office administration.	Prepares person to/carry out processes that are repetitive, on a regular basis, with little application of understanding, more of practice.	3
Professional Knowledge	Prepares person to/carry out processes that are repetitive	Knowledge of facts, principles, processes and general concepts, in a field of work or study.	5
Professional skill	Prepares person to/carry out processes that are repetitive	Recall and demonstrate practical skill, routine and repetitive in narrow range of application	4
Core skill	Prepares person to/carry out processes that are repetitive	Communication written and oral, with minimum required clarity, skill of basic arithmetic and algebraic principles, personal banking, basic understanding of social and natural environment	4
Responsibility	Prepares person to/carry out processes that are repetitive	Responsibility for own work and learning.	4

26	<p><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></p>
	<p>It is often said that “<b>hard skills</b>”, which are certain job-specific skills characterized by degrees and diplomas, will get you the interview call, but it is more of your “<b>soft skills</b>” along with the “<b>hard skills</b>” which will ultimately get you the job. Soft Skills enhances an individual’s employability. The phrase soft skills is also known as ‘people skills’, ‘interpersonal skills’, ‘social skills’ or ‘transferable skills’ and is perhaps one of the hardest skills to develop for certain people.</p>
	<p>It goes without saying that job-related expertise is absolutely necessary, but over the last two, three decades, it has been found that, it is ultimately the soft skills that are more important in determining the success levels of individuals, and which will ultimately determine the success of an organization.</p>
	<p>The interpersonal dynamics within an organization has evolved. The skill of listening to people, presenting ideas, conflict resolution, and encouraging an open and honest work environment all comes down to knowing how to build and maintain relationships with people within an organization.</p>
	<p>It is these relationships within an organization that allow people to participate fully in team projects, show appreciation for others, and enlist support for their projects.</p>
	<p>The following statistics makes the point –</p>
	<ol style="list-style-type: none"> <li>1. According to a recent article in <i>The Economic Times</i>, out of three lakh MBA graduates every year, only 10 per cent are employable. <a href="http://www.ecoti.in/16ihya">http://www.ecoti.in/16ihya</a> [Annexure- II ]</li> <li>2. A recent review article on “Current Employability Scenario of Indian Graduates (Engineering, MBA &amp; Other Streams): A Review” says “Major reason behind low employability of degree holders is that they are lacking in very basic skills which are of prime importance for getting the job in the today’s competitive market. Many institutes are following university syllabus which is more theoretical than practical and also not focusing on improving the student’s basic skills such as English Conversation/ Communication Skill, Maintaining Suitable Office attire, ability to apply theoretically learned concepts in practical experience, some soft skills and many more and lack of such basic skills in students drastically lower down their employability.” (International Journal of Advances in Management and Economics [Available online at: <a href="http://www.managementjournal.info">www.managementjournal.info</a>] [Annexure II ]</li> </ol>
	<p>The estimated intake for this qualification is minimum of 300 candidates per year looking into the huge number of candidates qualifying the graduation examinations in the major cities in India.</p>
27	<p><b>Recommendation from the concerned Line Ministry of the government/Regulatory Body. To be supported by documentary evidences</b></p>
	<p>NA</p>
28	<p><b>What steps were taken to ensure that the qualification(s) does (do) not duplicate already existing or planned qualifications in the NSQF?</b>  <b>Give justification for presenting a duplicate qualification</b></p>

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	<p>While going through the NQR portal, a similar qualification was found under the name “Communication Skills and Soft Skills” (Course code: 2019/OAFM/HKCL/3548) which is a level-3 and 120 hours’ duration course and comprises of only 08 modules such as Grammar, reading skills, pronunciation, art of conversation, honest listening skills through audio sessions and enhance communication &amp; soft skills through daily practice.</p> <p>Whereas the proposed “Certificate Course in ITES BPO, Soft Skills &amp; Communicative English” is a level 4 and 250 hours’ duration unique blended course comprising 18 modules on Soft Skills, 14 modules on Communicative English and 09 modules on Computer skills. The course is designed considering the fact and present employability scenario that technical skills alone are not enough to help one get a job or excel in one’s career. Employer’s judge candidates partly based on their hard skills and partly on how well they utilize their soft skills, communication skills and computer skills to complement the technical expertise.</p>
29	<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>This qualification needs to be monitored and reviewed on regular basis and updated in every 3 years, so that newer training techniques and material, in line with global standards can be incorporated into the qualification. But it is worth mentioning that whatever updating is to be done, it must be user friendly and in line with local standards. The following data will be used –</p> <ol style="list-style-type: none"><li>1. Trainee feedback questionnaire which will incorporate subjects discussed, training methodology and delivery, trainer quality, time span and relevance.</li><li>2. The evaluation results will be used to get an insight into different areas that require more emphasis.</li><li>3. Feedback from employers after placement of trainees</li></ol>

## SECTION 4 EVIDENCE OF PROGRESSION

30	<p><b>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?</b></p> <p>The course is designed considering the fact and present employability scenario that technical skills alone are not enough to help one get a job or excel in one’s career. Employer’s judge candidates partly based on their hard skills and partly on how well they utilize their soft skills and communication skills to complement the technical expertise. So the entire course was designed keeping in mind the above factors and accordingly this unique course is a blend of Soft Skills, Communication skills and Computer skills. These are fundamental to any professional’s career growth and success in the workplace. The future of work is fast approaching, and organizations have recognized the value of training their workforce needs to improve their soft skills and thereby have begun adopting learning solutions. Even during the recruitment process, more importance is now being given to candidates who have to possess these soft skills and have demonstrated good use of them in real-time. As our workplace continues to evolve with the rapid automation and adoption of technology, the onus lies on working professionals to prioritize their skill development and be future-ready.</p>
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