



GOVERNMENT OF INDIA  
MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP  
DIRECTORATE GENERAL OF TRAINING

**COMPETENCY BASED CURRICULUM**

# MARKETING EXECUTIVE

(Duration: One Year)

**CRAFTSMEN TRAINING SCHEME (CTS)  
NSQF LEVEL- 4**



**SECTOR – OFFICE ADMINISTRATION AND FACILITY  
MANAGEMENT**



Directorate General of Training

# MARKETING EXECUTIVE

(Non-Engineering Trade)

(Revised in 2019)

Version: 1.2

**CRAFTSMEN TRAINING SCHEME (CTS)**

**NSQF LEVEL- 4**

Developed By

Ministry of Skill Development and Entrepreneurship

Directorate General of Training

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## 1. COURSE INFORMATION

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During the one-year duration of “Marketing Executive” trade, a candidate is trained on professional skills, professional knowledge and Employability skill related to job role. In addition to these, a candidate has to undertake project work and extracurricular activities to build up confidence. The broad components covered under Professional Skill subject are as below:-

This course for one-year duration primarily deals with management skills. The trainee learns about basic computer, internet skills and Elementary first aid. The trainee gets the idea of Communication skills, Functional grammar, Entrepreneurship, Quality concepts, advanced internet applications, Occupational safety and health, and basic concepts of economics. The trainee learns about functional grammar and is capable in improving written skills required to work in any sector as well as the complete knowledge of MS- word, Excel, PowerPoint along with basic and advanced internet application. Trainee will also be able to prepare reports, role-playing, delivering presentations and they undergo training also. The trainee learns to use modern technology for collection of data and input recommendations. The trainee practices on designing different kinds of formats, modules, review and feedback charts. The trainee is aware about the career opportunities available for them at entry level and what different job positions they can hold after joining the particular concern. The trainees appraise with the idea of how to manage the database in the organization, designing the product, pricing and discounts, channel of distribution, promotion mix and relationship building. At the mid and end of the year, every trainee has to submit a project work done by him or her during his or her training time.

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### 2.1 GENERAL

The Directorate General of Training (DGT) under Ministry of Skill Development & Entrepreneurship offers a range of vocational training courses catering to the need of different sectors of economy/ Labour market. The vocational training programmes are delivered under the aegis of Directorate General of Training (DGT). Craftsmen Training Scheme (CTS) with variants and Apprenticeship Training Scheme (ATS) are two pioneer schemes of DGT for strengthening vocational training.

‘Marketing Executive’ trade under CTS is one of the popular courses delivered nationwide through network of ITIs. The course is of one-year duration. It mainly consists of Domain area and Core area. The Domain area (Trade Theory & Practical) imparts professional skills and knowledge, while Core area (Workshop Calculation and science, Engineering Drawing and Employability Skills) imparts requisite core skill, knowledge and life skills. After passing out of the training programme, the trainee is awarded National Trade Certificate (NTC) by DGT, which is recognized worldwide.

#### **Trainee needs to demonstrate broadly that they are able to:**

- Read and interpret concepts / documents, plan and organize work processes, identify necessary information;
- Perform task with due consideration as per the given instructions , legal regulations and environmental protection stipulations;
- Apply professional skill, knowledge & employability skills while doing assigned project work.
- Check the parameters of the work and result with standard parameter.
- Carry out the teamwork with optimal utilization of resources.
- Document the procedures followed related to the task undertaken.

### 2.2 PROGRESSION PATHWAYS

- Can join industry as Marketing Executive, will progress further as Senior Marketing Executive, Supervisor, and can rise up to the level of Manager.
- Can become Entrepreneur in the related field.
- Can join Apprenticeship programs in different types of industries leading to a National Apprenticeship certificate (NAC).
- Can join Crafts Instructor Training Scheme (CITS) in the trade for becoming an instructor in ITIs.
- Can join Advanced Diploma (Vocational) courses under DGT as applicable.

## 2.3 COURSE STRUCTURE

Table below depicts the distribution of training hours across various course elements during a period of one year: -

S No.	Course Element	Notional Training Hours
1.	Professional Skill (Trade Practical)	1200
2.	Professional Knowledge (Trade Theory)	240
3.	Employability Skills	160
	<b>Total</b>	<b>1600</b>

## 2.4 ASSESSMENT & CERTIFICATION

The trainee will be tested for his skill, knowledge and attitude during the period of course through formative assessment and at the end of the training programme through summative assessment as notified by the DGT from time to time.

a) The **Continuous Assessment** (Internal) during the period of training will be done by **Formative Assessment Method** by testing for assessment criteria listed against learning outcomes. The training institute has to maintain individual *trainee portfolio* as detailed in assessment guideline. The marks of internal assessment will be as per the formative assessment template provided on [www.bharatskills.gov.in](http://www.bharatskills.gov.in)

b) The final assessment will be in the form of summative assessment. The All India Trade Test for awarding NTC will be conducted by Controller of examinations, DGT as per the guidelines. The pattern and marking structure is being notified by DGT from time to time. **The learning outcome and assessment criteria will be the basis for setting question papers for final assessment. The examiner during final examination will also check** the individual trainee's profile as detailed in assessment guideline before giving marks for practical examination.

### 2.4.1 PASS REGULATION

For the purposes of determining the overall result, weightage of 100% is applied for six months and one-year duration courses and 50% weightage is applied to each examination for two years courses. The minimum pass percent for Trade Practical and Formative assessment is 60% & for all other subjects is 33%. There will be no Grace marks.

## 2.4.2 ASSESSMENT GUIDELINE

Appropriate arrangements should be made to ensure that there would be no artificial barriers to assessment. The nature of special needs should be taken into account while undertaking the assessment. Due consideration should be given while assessing for teamwork, avoidance/reduction of scrap/wastage and disposal of scrap/waste as per procedure, behavioral attitude, sensitivity to the environment and regularity in training. The sensitivity towards OSHE and self-learning attitude are to be considered while assessing competency.

Assessment will be evidence based comprising the following:

- Job carried out in labs/workshop
- Record book/ daily diary
- Answer sheet of assessment
- Viva-voce
- Progress chart
- Attendance and punctuality
- Assignment
- Project work

Evidences and records of internal (Formative) assessments are to be preserved until forthcoming examination for audit and verification by examining body. The following marking pattern to be adopted while assessing:

Performance Level	Evidence
<b>(a) Weightage in the range of 60%-75% to be allotted during assessment</b>	
For performance in this grade, the candidate should produce work which demonstrates attainment of an acceptable standard of craftsmanship with occasional guidance, and due regard for safety procedures and practices	<ul style="list-style-type: none"> <li>• Demonstration of good skills and accuracy in the field of work/ assignments.</li> <li>• A fairly good level of neatness and consistency to accomplish job activities.</li> <li>• Occasional support in completing the task/ job.</li> </ul>
<b>(b) Weightage in the range of 75%-90% to be allotted during assessment</b>	
For this grade, a candidate should produce work which demonstrates attainment of a reasonable standard of craftsmanship, with little guidance, and regard for safety procedures and practices	<ul style="list-style-type: none"> <li>• Good skill levels and accuracy in the field of work/ assignments.</li> <li>• A good level of neatness and consistency to accomplish job activities.</li> <li>• Little support in completing the task/ job.</li> </ul>

(c) Weightage in the range of more than 90% to be allotted during assessment	
<p>For performance in this grade, the candidate, with minimal or no support in organization and execution and with due regard for safety procedures and practices, has produced work which demonstrates attainment of a high standard of craftsmanship.</p>	<ul style="list-style-type: none"><li>• High skill levels and accuracy in the field of work/ assignments.</li><li>• A high level of neatness and consistency to accomplish job activities.</li><li>• Minimal or no support in completing the task/ job.</li></ul>



### **3. JOB ROLE**

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**Marketing Manager – Line of Business;** is responsible for developing and maintaining marketing strategies to meet agreed company objectives and evaluate customer research, market conditions, competitor’s data and implement marketing plan alterations as needed.

**Reference NCO-2015:**

- a) 3322.1701 - Marketing Manager – Line of Business

## 4. GENERAL INFORMATION

<b>Name of the Trade</b>	<b>Marketing Executive</b>
<b>Trade Code</b>	DGT/1060
<b>NCO - 2015</b>	3322.1701
<b>NSQF Level</b>	Level 4
<b>Duration of Craftsmen Training</b>	One Year (1600 Hours)
<b>Entry Qualification</b>	Passed 10 <sup>th</sup> class examination
<b>Minimum Age</b>	14 years as on first day of academic session.
<b>Eligibility for PwD</b>	LD, CP, LC, DW, AA, LV, AUTISM
<b>Unit Strength</b>	24 (There is no separate provision of supernumerary seats)
<b>Space Norms</b>	50 Sq. m
<b>Power Norms</b>	4 KW
<b>Instructors Qualification for</b>	
<b>(i) 'Marketing Executive' Trade</b>	<p>B.Voc/Degree in Marketing management from UGC recognized university/ college with one-year experience in relevant field.</p> <p style="text-align: center;"><b>OR</b></p> <p>Diploma (Minimum 2 years) in Marketing from recognized board of education or relevant Advanced Diploma (Vocational) from DGT with two years' experience in relevant field.</p> <p style="text-align: center;"><b>OR</b></p> <p>NTC/ NAC passed in the trade of "Marketing Executive" with three years' experience in the relevant field.</p> <p><b><u>Essential Qualification:</u></b> Relevant National Craft Instructor Certificate (NCIC) in any of the variants under DGT.</p> <p><b><u>Note:</u></b> <b><i>Out of two Instructors required for the unit of 2(1+1), one must have Degree/Diploma and other must have NTC/NAC qualifications. However, both of them must possess NCIC in any of its variants.</i></b></p>
<b>(ii) Employability Skill</b>	MBA/ BBA / Any Graduate/ Diploma in any discipline with Two

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	<p>years' experience with short term ToT Course in Employability Skills from DGT institutes. (Must have studied English/ Communication Skills and Basic Computer at 12th / Diploma level and above)</p> <p style="text-align: center;">OR</p> <p>Existing Social Studies Instructors in ITIs with short term ToT Course in Employability Skills from DGT institutes.</p>		
<b>(iii) Minimum Age for Instructor</b>	21 Years		
<b>List of Tools and Equipment</b>	As per Annexure – I		
<b>Distribution of training on Hourly basis: (Indicative only)</b>			
<b>Total Hrs /week</b>	<b>Trade Practical</b>	<b>Trade Theory</b>	<b>Employability Skills</b>
40 Hours	30 Hours	6 Hours	4 Hours

## 5. LEARNING OUTCOME

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*Learning outcomes are a reflection of total competencies of a trainee and assessment will be carried out as per the assessment criteria.*

### 5.1 LEARNING OUTCOME (TRADE SPECIFIC)

1. Demonstrate communication and written skills on English language for doing official works.
2. Generate a personalized informal or official letter; prepare spreadsheets and presentations of appropriate structure complying with MS office applications.
3. Display competence in oral, written, and visual communication.
4. Apply safe working practices with OSH legislations in India.
5. Browse appropriate search engines for creation of document and maintain data record.
6. Apply the proper corporate guidelines for women at work place, manage work life balance and benefits of social media.
7. Identify and select the conceptual skills & quantitative skills in an economic context as per Indian scenario.
8. Apply a range of recognised time management techniques.
9. Identify and demonstrate the Marketing Concepts in real life.
10. Identify the consumer behaviour in respect of segmentation of the market.
11. Identify and classify the different Marketing Concept.
12. Analyze the field orientation and its importance for prospecting the growth of the industry.
13. Enumerate plans for organizing, staffing and training a sales force.
14. Display competency in effective Negotiation applying negotiation skills.
15. Apply the process of Tele-calling by prior preparation.
16. Plan a promotional strategy and apply with appropriate method.
17. Apply basic design, principles and theories for construction of promotional displays and advertising.
18. Identify, select and apply the theory of research methodology in respect to marketing management.
19. Analyze the key drivers for successful customer relationship management and follow the marketing ethics.

## 6. ASSESSMENT CRITERIA

LEARNING OUTCOMES	ASSESSMENT CRITERIA
1. Demonstrate communication and written skills on English language for doing official works.	Identify vowels & Consonants and make sentences with Pronunciation.
	Perform Transformation of Sentences, adjectives of Comparison, Voice Change and Narration.
	Perform change of tenses, Spellings and Vocabulary Building by using Synonym & Antonym and words that are often confused.
	Demonstrate reading of sentences and understand its types like – Skimming, Scanning and Cognates.
	Check capability of understanding text structures.
	Demonstrate reading of current news and give opinions.
	Engage into Group Discussions.
	Prepare news Reports, elementary office reports, memos and notices.
	Construct Simple sentences.
	Prepare news reports & paragraphs.
	Carry out form filling and address envelopes.
	Prepare layout of letters, writing requests and answer queries.
	Prepare draft of application letters & letters of appointments.
	Prepare draft of Office notification and job orders.
Carry out exercises on simple comprehension.	
2. Generate a personalized informal or official letter; make spreadsheets and presentations of appropriate structure complying with MS office applications.	Operate operating system and start working with MS Word, type a content, edit a content, mail merge and print.
	Compile reports and projects, password protection of documents and convert documents into a .pdf file.
	Use MS-Excel as a database manager, excel as a calculating application, apply basic calculations and formulating Techniques.
	Apply few commands like Edit, Format and compilation of reports based on targets or number driven, and password protection of excel sheets.
	Use MS-PowerPoint as a presentation manager and present business ideas using Slides.
	Create presentations, editing & formatting a presentation and prepare briefs of corporate business by presentation.
3. Display competence in oral, written, and visual communication.	Demonstrate speaking about self, career aspirations and on any given topics.
	Exhibit competence while speaking on the spot –extempore, just

	a minute, role-play, and dialogue deliveries.
	Demonstrate Group discussions and role-play.
	Use interjections while raising a query and answering a query.
4. Apply safe working practices with OSH legislations in India.	Explain general guidelines to prevent an accident from happening – depending on job types.
	Perform humanity and helping colleagues and follow safety about oneself in emergency.
	Demonstrate the process to evacuate workplace in case of an emergency viz. earthquake, fire, terror attack, etc.
	Explain Workmen’s Compensation Act & ESI Act with examples & case studies.
	Follow the practical aspects of Factories Act.
5. Browse appropriate search engines for creation of document and maintain data record.	Perform opening a mail account or use Outlook Express MS Outlook.
	Perform sending of e-mails and answer to e-mails.
	Rectify security issues and change passwords.
	Apply basics of online marketing; ecommerce and m-commerce.
	Prepare online marketing reports, use software to convert data in different forms using freeware; apply concepts of spyware, malware and internet security.
	Prepare Resume, introductory notes, e-mail communication, request for meetings and written acknowledgements.
6. Apply the proper corporate guidelines for women at work place, manage work life balance and benefits of social media.	Describe Govt. and corporate guidelines for women at workplace.
	Explain the social and physical abuse done to women and legal defence sought by women in her working environment.
	Encourage the need for managing work life balance.
	Enumerate the uses of social media for prospecting personally and in business.
7. Identify and select the conceptual skills & quantitative skills in an economic context as per Indian scenario.	Explain the need for economics – case studies from real life examples.
	Demonstrate the different market structures and common problems like unemployment , inflation etc.
	Explain the meaning of planned economy and comparison of Indian and Chinese economies.
	Explain economic growth which will be benefitted to be an entrepreneur.
	Explain modern economic thoughts involving National Economic

	<p>Planning to ensure the survival of the weakest.</p> <p>Review of the concepts- happy capitalism, trickle up theory, wealth at the bottom of the pyramid and Hindu growth rate.</p> <p>Perform testing of business ideas for justifying business growth and make profits.</p>
8. Apply a range of recognised time management techniques.	<p>Determine value of time required for a business that leads to punctuality, regularity and positive attitude towards work.</p> <p>Prepare a schedule by prioritising the work load and make plans for the goals.</p> <p>Demonstrate project planning processes and respect others time.</p>
9. Identify and demonstrate the Marketing Concepts in real life.	<p>Apply marketing concepts in the real life by doing case studies.</p> <p>Explain definition of marketing, overview of marketing domains and job possibilities.</p> <p>Demonstrate the KRA of a junior marketing executive.</p>
10. Identify the consumer behaviour in respect of segmentation of the market.	<p>Explain division of Indian consumers into subcategories – Upper Class, Middle Class and Lower Class.</p> <p>Demonstrate the typical buying behavior of Upper Class, Middle Class and Lower Class based on Case Studies.</p> <p>Explain various segmentation of market.</p>
11. Identify and classify the different Marketing Concept.	<p>Explain the types of channels available – their purposes and benefits.</p> <p>Determine different channels of marketing and apply as per the marketing format.</p> <p>Explain the meaning of Retailing.</p> <p>Demonstrate types of retailing formats in India.</p>
12. Analyze the field orientation and its importance for prospecting the growth of the industry.	<p>Explain field orientation and purposes of doing field orientation.</p> <p>Create a prospect pipeline; explain the process to approach prospects and Cold calling.</p> <p>Demonstrate greeting a prospect/customer, introducing oneself to a prospect and carry important items for convincing a prospect.</p> <p>Perform self-orientation before meeting someone to convince in buying a product/service.</p>

13. Enumerate plans for organizing, staffing and training a sales force.	Demonstrate the meaning, importance, relevance and scope of sales.
	Explain the steps in the sales process and handle objections.
	Prepare sales pitch on product/service and deliver the pitch.
14. Display competency in effective Negotiation applying negotiation skills.	Introduce product/service to the prospect/customer.
	Demonstrate various Negotiation process to bring the prospect/customer to negotiating terms.
15. Apply the process of Tele-calling by prior preparation.	Explain the Meaning, Utility, Process and Advantages of Personal Selling.
	Demonstrate types of personal selling– Manual, Tele – Calling and Internet based sale.
	Perform greeting of prospects over the phone.
	Create curiosity in the minds of the prospect for product/service.
	Demonstrate the challenges faced by the tele-caller and to overcome such challenges.
16. Plan a promotional strategy and apply with appropriate method.	Explain various types of promotion – ATL (Above The Line), BTL (Below The Line) – Meaning and implications.
	Apply the process of ATL and BTL as per situation and use BTL with the retailers, dealers and wholesalers.
	Explain the meaning and Importance POP (Point-of-Purchase).
17. Apply basic design, principles and theories for construction of promotional displays and advertising.	Explain the Principles & elements of display.
	Plan, design & construct props for display.
	Develop designs and install visual merchandising displays in the retail industry.
18. Apply the theory of research methodology in respect to marketing management.	Explain Market Research – Meaning and Importance, Types of research – Primary and Secondary.
	Explain the meaning of Feedback Approach, importance of Feedback Approach, approaching the respondent, creating rapport with the respondent and noting of their responses.
	Prepare Market Research Report and importance of writing a report.
	Prepare report- explaining the Problem and Approach to the Problem.
	Explain the Methodology used for Data Collection.
	Demonstrate Data Interpretation, Recommendations and Suggestions.



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19. Analyze the key drivers for successful customer relationship management and follow the marketing ethics.	Demonstrate Customer relationship and business objective.
	Develop relation building and explain its benefits to the organization.
	Register complaints from customers, filing them and reporting to senior management and ensure that the problem of the customer is solved.

<b>SYLLABUS - MARKETING EXECUTIVE</b>			
<b>Duration</b>	<b>Reference Learning Outcome</b>	<b>Professional Skills (Trade Practical) With Indicative Hours</b>	<b>Professional Knowledge (Trade Theory)</b>
Professional Skill 120 Hrs;  Professional Knowledge 24 Hrs	Demonstrate communication and written skills on English language for doing official works.	<ol style="list-style-type: none"> <li>1. Orientation to the programme expectations out of the student's aims and objectives of the course. (05 hrs)</li> <li>2. Learning outcomes, the way forward with the programme /course breakup. (05 hrs)</li> <li>3. Linking the job opportunities with the programme of study. (05 hrs)</li> <li>4. Stress and accents, accentuation mode of pronunciation marks. (05 hrs)</li> <li>5. Intonation using a particular tone. (05 hrs)</li> <li>6. Diction use of word and speech using audio-visual aids. (05 hrs)</li> </ol>	<p>General Introduction to Programme.</p> <p>Orientation to vowels and Consonants, word making and Pronunciation. (06 hrs)</p>
		<ol style="list-style-type: none"> <li>7. Transformation of sentences. (10 hrs)</li> <li>8. Adjectives of comparison. (04 hrs)</li> <li>9. Voice change, narration, change of tense, spellings and vocabulary development. (10 hrs)</li> <li>10. Reading simple English with preparations, news reports, elementary office reports/ memos/notices. (10 hrs)</li> </ol>	<p>Functional Grammar , developing grammatically correct statements- written and verbal.</p> <p>Reading – purpose, skimming take the best part, scanning reading with attention, cognates relative words, text structures,</p> <p>Writing –how to put thoughts in written texts, minimizing errors, crosschecking for</p>

		<p>11. Reading current news and giving opinions or engaging into group discussions. (08 hrs)</p> <p>12. Construction of simple sentences. (10 hrs)</p> <p>13. Preparation of news reports , paragraphs; form filling, addressing envelopes , layout of letters. (15 hrs)</p> <p>14. Writing requests. (08 hrs)</p> <p>15. Answering to queries – written and over email, letters of application, letters of appointments, office notifications, job-orders, simple comprehension. (15 hrs)</p>	<p>errors, filing reports. (18 hrs)</p>
<p>Professional Skill 90 Hrs;</p> <p>Professional Knowledge 18 Hrs</p>	<p>Generate a personalized informal or official letter of appropriate structure complying with MS office applications.</p>	<p>16. Computer – its use and application. (01 hr)</p> <p>17. Demonstrate putting together the keyboard, the mouse, the monitor and the printer ports to the CPU tower. (01 hr)</p> <p>18. Use Computer as an input and output device. (01 hr)</p> <p>19. Identify Types of memory viz. hard disk, CD, pen drive, external hard disk. (01 hr)</p> <p><b><u>MS Word –</u></b></p> <p>20. Getting started; (01 hr)</p> <p>21. How to type, format, edit content. (10 hrs)</p> <p>22. How to mail merge. (01 hr)</p> <p>23. How to convert into a pdf. (01 hr)</p> <p>24. Demonstrate printing; compilation of project /</p>	<p>Computer overview</p> <p>Office Application- MS word</p> <p>Office Applications – MS Excel</p> <p>Office Applications – MS PowerPoint.</p> <p>Basic Internet application. (18 hrs)</p>

		<p>business reports. (01 hr)</p> <p>25. Password protection of documents. (02 hr)</p> <p><b><u>MS Excel –</u></b></p> <p>26. Getting started. (01 hr)</p> <p>27. Excel as a database manager. (05 hrs)</p> <p>28. Excel as a calculating application. (11 hrs)</p> <p>29. Some basic calculation and formulation techniques. (10 hrs)</p> <p>30. Demonstrate editing and format. (03 hrs)</p> <p>31. Password protection of excel sheets. (02 hrs)</p> <p><b><u>MS PowerPoint</u></b></p> <p>32. Getting started. (01 hr)</p> <p>33. PowerPoint as a presentation manager. (01 hr)</p> <p>34. Demonstrate presenting business ideas using a slide system, creating presentations, Editing and formatting a presentation; Real life presentations on corporate / business briefs. (20 hrs)</p> <p>35. Presentation styles and types. (05 hrs)</p> <p>36. Book presentations, movie presentations, corporate presentations. (05 hrs)</p> <p>37. Explain about internet, what are browsers and demonstrate browsing. (04 hr)</p> <p>38. Demonstrate searching on search engines. (01 hr)</p> <p>39. Demonstrate creating a document with data</p>	
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		copied from the internet. (01 hr)	
Professional Skill 60 Hrs;  Professional Knowledge 12 Hrs	Display competence in oral, written, and visual communication.	40. Demonstrate speaking with preparation – on self, family, career aspirations, on any given topics. (20 hrs)  41. Radio jockeying, introducing seniors, initiating business conversations, sales pitching , ending business meetings , body language to impress others, reading other’s body language. (20 hrs)  42. Demonstrate speaking on the spot extempore , Just a minute , flip-back; role plays , dialogues, group discussions, interjection , raising a query, answering a query . (20 hrs)	Speaking – how to express yourself verbally, importance of good spoken communication in any field of advancement  Business Communication – verbal (12 hrs)
Professional Skill 30 Hrs;  Professional Knowledge 06 Hrs	Apply safe working practices with OSH legislations in India.	43. Explain general guidelines of how to prevent an accident from happening – depending on job types. (05 hrs)  44. Inform about Humanity and helping colleagues, how to prevent oneself in emergency. (05 hrs)  45. Demonstrate with practical examples- how and when to evacuate in case of an emergency – earthquake, fire, terror attack, etc; how should office spaces be designed – workplace ergonomics; need for first aid, fire extinguisher and	Accident prevention techniques,  Occupational Safety and Health legislations in India (06 hrs)

		<p>emergency numbers. (10 hrs)</p> <p>46. Practical aspects of Factories Act. (05 hrs)</p> <p>47. Conduct case studies to explain Workmen's Compensation Act &amp; ESI Act. (05 hrs)</p>	
<p>Professional Skill 60 Hrs;</p> <p>Professional Knowledge 12 Hrs</p>	<p>Browse appropriate search engines for creation of document and maintain data record.</p>	<p>48. Demonstrate opening a mail account or use Outlook Express MS Outlook. (05 hrs)</p> <p>49. Sending mails, answering mails. (10 hrs)</p> <p>50. Security issues and passwords. (05 hrs)</p> <p>51. Online marketing basics; ecommerce and m-commerce. (10 hrs)</p> <p>52. Introduction to financial tools. Online marketing reports. (05 hrs)</p> <p>53. Software's to convert data in different forms freeware; concepts of spyware, malware and internet security. (10 hrs)</p> <p>54. Resume building, introductory notes, e-mail communication, request for meetings and written acknowledgements. (15 hrs)</p>	<p>Advanced internet application</p> <p>Business Applications and IT</p> <p>Business Communication-Written</p> <p>Concept of quarantine. (12 hrs)</p>
<p>Professional Skill 30 Hrs;</p> <p>Professional Knowledge 06 Hrs</p>	<p>Apply the proper corporate guidelines for women at work place, manage work life balance and benefits of social media.</p>	<p>55. Demonstrate by practical examples of managing work life balance – the need for it. (20 hrs)</p> <p>56. Demonstrate by practical examples the concept of social media; uses of social media – networking, making</p>	<p>Women and Occupational Safety; Managing work and family</p> <p>What are the government and corporate guidelines for women at work?</p> <p>What is meant by social or physical abuse of a woman?</p> <p>What are the legal defences</p>

		friends, business prospects. (10 hrs)	sought by a woman in her working environment.  Online Social Media (06 hrs)
Professional Skill 30 Hrs;  Professional Knowledge 06 Hrs	Display competence in oral, written, and visual communication.	<p>57. Demonstrate by practical examples greeting, wishing, bidding goodbye; how to exchange business cards. (10hrs)</p> <p>58. Demonstrate by practical examples speaking with seniors and juniors, how to maintain corporate decorum. (10 hrs)</p> <p>59. Demonstrate eating/drinking in social/corporate get-togethers. (05 hrs)</p> <p>60. Demonstrate thanking people. (05 hr)</p>	<p>Social / Formal etiquettes. History of Indian civilization.</p> <p>Indian economic state in its current form came into being; barter system and the silk route, spice trade.</p> <p>Colonization – different wars during the Islamic period and later the British East India Company; Indian independence and the economic changes.</p> <p>How our present stage is related to our past and how our future is related to the present economic situation.</p> <p>Why the Indian growth was called Hindu Growth rate.</p> <p>How did the growth rate change to near double digit; basic understanding of liberalization and opening of Indian economy.</p> <p>Linking with the concept of more choice and expanding market.</p> <p>Why do we need a quality process? How does quality help an organization? How is an organization's vision linked to its quality consciousness? Introduction to quality consciousness. (06 hrs)</p>

<p>Professional Skill 120 Hrs;  Professional Knowledge 24 Hrs</p>	<p>Identify, select the conceptual skills and quantitative skills in an economic context as per Indian scenario.</p>	<p>61. Demonstrate the need of economics? (02 hrs) 62. Economics and its impact on our life with case studies. (02hrs) 63. Economics and choice – with case studies and examples of everyday life. (02 hrs) 64. Economic concepts used in business – with case studies understanding demand, supply, production. (06 hrs) 65. Economic decisions to enter a market based on type of market – with case studies monopoly, oligopoly, duopoly, perfect competition. (06 hrs) 66. Demonstrate Basic concept of why prices rise – inflation. (06 hrs) 67. Demonstrate rising of price affects our life – with case studies money supply and theory of wage. (06 hrs) 68. Demonstrate how does one contribute to the country’s growth – concepts of GDP and GNP? (06 hrs) 69. Demonstrate the reason that people remain unemployed and the role of government in reducing unemployment? (06 hrs) 70. Role plays and skits to explain how quality adherence builds long</p>	<p>Basics of Economics – an overview of micro and macro economics, theory of demand and supply, production, markets, GDP, inflation, wage market, basic concept of employment  Introduction to Indian economy  Concepts of National Economic Planning What is meant by a planned economy? Where did the concept of planning evolve from? What is the difference in the economic development of the western world Capitalist and the Soviet Bloc Communist-Socialist? How the growths of Chinese and Indian economy differ? How the knowledge of economic growth help you as an entrepreneur? Quality in customer-supplier relations, designing organizations for quality 8 Tools and techniques used to achieve quality.  Quality concepts and Quality Tools (12 hrs)</p>
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		<p>term credibility and organizational growth. (10 hrs)</p> <p>71. Individual's contributions to enhancing organizational quality. (08 hrs)</p>	
		<p>75. Demonstrate the contributions of an entrepreneur that will make the society better, people around happier and economic system stronger? (02 hrs)</p> <p>76. Demonstrate by practical examples capitalism the concept of rich getting richer and poor getting poorer make a society happier? (02 hrs)</p> <p>77. In an era of cut throat competition, Demonstrate with case studies, where it is the law of the jungle and the fittest only survive. (02 hrs)</p> <p>78. Demonstrate modern economic thought involving National Economic Planning ensure the survival of the weakest? (04 hrs)</p> <p><b>Group Discussion</b></p> <p>79. Initiate a discussion, participate in a discussion, drawing conclusion. (08 hrs)</p> <p><b>Interviewing techniques</b></p> <p>80. Demonstrate what and how to answer, what not to answer, Salary negotiations; Listening</p>	<p>Concepts of Happy Capitalism, Trickle up Theory, Increasing Marginal Utility, Survival of the Weakest</p> <p>Advanced Executive Communication</p> <p>Concepts in TQM and ISO</p> <p>Detailed quality specifications of an entrepreneur – business leader, analytical mind</p> <p>Market Feedbacks and business decisions; market intelligence, Business environment and entrepreneurship (12 hrs)</p>

		<p>skills – span of attention, skimming information; Barriers to listening – noise (useless information). (06 hrs)</p> <p>81. Quality Management System in organizations, in processes, in delivery. (04 hrs)</p> <p>82. Demonstrate Matching organizational goals with quality management ; Quality and environment, quality and employees , ISO certifications and different quality standards for different industries – CE, ISI, Hallmark, BIS, Wool mark, etc. (02 hrs)</p> <p>83. Demonstrate how can all entrepreneurs become good leaders? (02 hrs)</p> <p>84. Demonstrate how can all leaders become good entrepreneurs? (02 hrs)</p> <p>85. Demonstrate with examples Analytical qualities of an entrepreneur. (02 hrs)</p> <p>86. Basic understanding of finance, HR and marketing; People management and entrepreneurship with case studies. (02 hrs)</p> <p>87. Demonstrate how to test your business ideas? (02 hrs)</p> <p>88. Demonstrate how to know whether the business idea is justified? (02 hrs)</p>	
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		<p>89. Demonstrate how to identify the right time, opportunity, market? (02 hrs)</p> <p>90. SWOT of self as an individual and of your business proposition with case studies. (06 hrs)</p> <p>91. Demonstrate with examples Government's role in promoting entrepreneurship, economic system and an entrepreneur's role in it , financial and legal support, seeking loan or funding VC, PE, banks. (06 hrs)</p> <p>92. Demonstrate with examples tax implications for your business – octroi , different schemes and support organizations of government – DIC, SIDA, SISI, NSIC, SIDO, National Scheduled Tribes Finance and Dev Corporation NCTFDC, etc . (04 hrs)</p>	
<p>Professional Skill 60 Hrs;  Professional Knowledge 12 Hrs)</p>	<p>Apply a range of recognised time management techniques.</p>	<p>93. Demonstrate with examples Value of time for a business, how to respect other's time, how time management, punctuality and regularity leads to positive attitude towards work. (03 hrs)</p> <p>94. Demonstrate scheduling of your day and prioritize your work, how to plan your goals, brief about project planning processes. (03 hrs)</p>	<p>Time Management Introduction to Entrepreneurship, who can become an entrepreneur, how can entrepreneur start his venture  National Economic Planning and how India may grow faster? Critical detailing of the economic development vis a vis the most optimal development strategy  Introduction to Quality</p>

		<p>95. Demonstrate entrepreneurship – basic concepts. (03 hrs)</p> <p>96. Difference between entrepreneurship and self-employment. (03 hrs)</p> <p>97. Demonstrate with examples how an entrepreneur contributes to economic growth and prosperity of a country. (03 hrs)</p> <p>98. Entrepreneurial qualities that makes an entrepreneur different from a business manager, entrepreneurs, Ethics, attitudes, values and motives. (03 hrs)</p> <p>99. Competencies required to be a successful entrepreneur, Case studies on successful entrepreneurs Creativity and entrepreneurship; how to think creatively and innovatively. (08 hrs)</p> <p>100. Demonstrate with case studies about successful entrepreneur who sees same thing differently with a business acumen, Entrepreneurship and calculated risk. (03 hrs)</p> <p>101. Current economic situation, Concepts of the economic crisis in 2008-10. (09 hrs)</p> <p>102. Demonstrate the factors that stabilize a country from economic crisis. (03 hrs)</p>	<p>parameters (12 hrs)</p>
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<p>Professional Skill 60 Hrs;</p> <p>Professional Knowledge 12 Hrs</p>	<p>Identify and demonstrate the Marketing Concepts in real life.</p>	<p>109. Demonstrate by practical examples how we market ourselves. (05 hrs)</p> <p>110. Demonstrate by practical examples how we sell our propositions. (05 hrs)</p> <p>111. Demonstrate by practical examples how have we all grown up marketing our ideas to our parents, our teachers and our friends. (10 hrs)</p>	<p><b>Marketing concepts in the real life:-</b></p> <p>Introduction; Syllabus review</p> <p>Course expectations</p> <p>Content introduction and class resources</p> <p>Pedagogy of the curriculum:-</p> <p>Introduction to various forms of teaching mechanisms which will include role-plays, case-studies specific to marketing</p> <p>How to read a case and draft</p>

		<p>112. Demonstrate by practical examples how to read a marketing case study. (05 hrs)</p> <p>113. Demonstrate by practical examples how to analyse a case study? (05 hrs)</p> <p>114. What answer to look for, do cases have any right or wrong answer. (10 hrs)</p> <p>115. Make students define marketing, Overview of marketing domains and job possibilities. (10 hrs)</p> <p>116. Demonstrate by practical examples the KRA of a junior marketing executive (sample industries – retail, market research, industrial marketing). (10 hrs)</p>	<p>out solutions</p> <p>Overview of Marketing: What is Marketing? Marketing environment in India. The changing world of marketing in India. (12 hrs)</p>
<p>Professional Skill 60 Hrs;</p> <p>Professional Knowledge 12 Hrs</p>	<p>Identify the consumer behavior in respect of segmentation of the market</p>	<p>117. Division of Indian consuming classes into subcategories – Upper Class, Middle Class and Lower Class, Upper Class, Middle Class and Lower Class typical buying behaviour, Case Studies. (15 hrs)</p> <p>118. One-to-One Marketing – Meaning, purpose, examples, Case Studies. (45 hrs)</p>	<p>Consumer Behaviour and classes in India / Buyer Behaviour</p> <p>Segmentation of the market</p> <p>Meaning of Segmentation, Purposes of segmentation.</p> <p>Types of segmentation – the ways in which we can segment a market, Mass Marketing – Meaning, purpose, examples, Niche.</p> <p>Marketing – Meaning, purpose, examples. (12 hrs)</p>
<p>Professional Skill 30 Hrs;</p> <p>Professional Knowledge</p>	<p>Identify and classify the different marketing Concept.</p>	<p>119. Practical demonstration on which format suits which market, Case studies. (30 hrs)</p>	<p><b>Operations</b></p> <p>Marketing channels – Meaning, The types of channels available – their purposes and benefits.</p>

06 Hrs			Which channel to use in which marketing format, Retailing – meaning, Types of retailing formats in India. (06 hrs)
Professional Skill 30 Hrs;  Professional Knowledge 06 Hrs	Analyze the field orientation and its importance for prospecting the growth of the industry.	120. Practical demonstration on how to create a prospect pipeline, approach the prospects, Cold calling. (05 hrs) 121. Practical demonstration on to greet a respect/customer. (05 hrs) 122. Practical demonstration on to introduce yourself to a prospect, preparations do you need. (05 hrs) 123. Practical demonstration on how should you orient yourself with your product before meeting someone. (05 hrs) 124. Practical demonstration on how much convinced are you of your product/service before attempting to convince others? (10 hrs)	<b>Field Orientation</b>  Field orientation and purposes of doing field orientation. (06 hrs)
Professional Skill 90 Hrs;  Professional Knowledge 18 Hrs	Enumerate plans for organizing, staffing and training a sales force.	125. Role-play on Delivery salespeople, Order-getters, Technical support salespeople, create the sales pitch for your product/service, to deliver the pitch, Role plays to understand every aspect of selling as mentioned above. This will be done stage by	<b>Sales - Personal Selling</b>  Meaning, Importance, Relevance and scope of sales.  Types of sales, Sales process: (Suspecting -> Prospecting -> Approach -> Negotiate -> Close -> Order), Objections.  Objection Handling, Types of Sales people - Order-takers.

		<p>stage. (80 hrs)</p> <p>126. Practical demonstration on Types of personal selling– Manual, Tele – Calling and Internet based sales, Role Plays. (10 hrs)</p>	<p>Meaning, Utility, Process, Advantages of Personal Selling. (18 hrs)</p>
<p>Professional Skill 30 Hrs;</p> <p>Professional Knowledge 06 Hrs</p>	<p>Display competency in effective Negotiation applying negotiation skills.</p>	<p>127. Practical demonstration on how to introduce your organization, To introduce your product/service to then prospect/customer.(10 hrs)</p> <p>128. Practical demonstration on how to bring your prospect/customer to the negotiating table, Importance of the art of convincing. Role plays to demonstrate how to do it. (15 hrs)</p> <p>129. Feed-back sessions to the trainees. (05 hrs)</p>	<p><b>Negotiation</b></p> <p>Negotiation, Types of Negotiation – Benefits of each type. (06 hrs)</p>
<p>Professional Skill 30 Hrs;</p> <p>Professional Knowledge 06 Hrs</p>	<p>Apply the process of Tele-calling by prior preparation.</p>	<p>130. Demonstrate greeting the prospect over the phone. (05 hrs)</p> <p>131. Practical demonstration to introduce your organization. (05 hrs)</p> <p>132. Practical demonstration to create curiosity in the minds of the prospect for your product/service. (05 hrs)</p> <p>133. Practical demonstration to negotiate, To convince, Taking order, Booking it, Passing it to the Operations department, Challenges faced by the tele-caller, (10 hrs)</p>	<p><b>Tele-Calling</b></p> <p>Meaning of telemarketing, benefits of telemarketing, fixing appointments through telemarketing, close calls in telemarketing, challenges faced during telemarketing and process to overcome the challenges. (06 hrs)</p>



		134. Explain How to overcome such challenges, Role Plays. (05 hrs)	
Professional Skill 60 Hrs; Professional Knowledge 12 Hrs	Plan a promotional strategy and apply with appropriate method.	135. Practical demonstration on how to use BTL with the retailers, dealers and wholesalers, POP (Point-of-Purchase) – Meaning and Importance, Merchandising – Meaning and Importance. (60 hrs)	Promotion – types, utility, methods of promoting your goods and services  Meaning of promotion.  Types of promotion – ATL (Above The Line), BTL (Below The Line) – Meaning and implications, In which situations to use ATL and BTL. (12 hrs)
Professional Skill 30 Hrs; Professional Knowledge 06 Hrs	Apply basic design, principles and theories for construction of promotional displays and advertising.	136. Demonstrate by practical examples Principles & elements of display. (05 hrs) 137. Development & design of language for the purpose of product presentation. (05 hrs) 138. Design & construction of props, role-play as a member of a store based team. (05 hrs) 139. Designing and installing visual merchandising displays in the retail industry. (05 hrs) 140. Demonstrate Self employment as a visual merchandiser. (05 hrs) 141. Demonstrate simulated visual merchandising activities – students need to arrange products/brands in a retail setup. (05 hrs)	<b>Visual Merchandising</b>  Design, principles and theories of Visual Merchandising. (06 hrs)
Professional Skill 90 Hrs;	Identify, select and apply the theory of research	142. Art of asking right questions. (20 hrs) 143. Demonstrate recording	Research – Meaning and Importance.  Types of research – Primary

<p>Professional Knowledge 18 Hrs</p>	<p>methodology in respect of marketing management.</p>	<p>their answers, Collating them, Communicating them to seniors in the organization (both written and oral shall be taught), Role Plays. (20 hrs)</p> <p>144. Demonstrate Report – Meaning, Importance of writing a report, Inclusions in a report – Defining a Problem, Approach to the Problem. (30 hrs)</p> <p>145. Demonstrate Methodology: Data Collection Method(s), Data Interpretation, Recommendations and Suggestions, Sample reports to be prepared as an exercise for the students. (20 hrs)</p>	<p>and Secondary, Structured and Unstructured Question Asking approach, Meaning of Feedback Approach.</p> <p>Importance of Feedback Approach, How to do it – Approach the respondent, creating rapport with the respondent.</p> <p>Feedback Approach / Market Intelligence. Report Making Counterfeiting and Duplicity. (18 hrs)</p>
<p>Professional Skill 90 Hrs;  Professional Knowledge 18 Hrs</p>	<p>Analyze the key drivers for successful customer relationship management and follow the marketing ethics.</p>	<p>146. Customer relationship and business objective. (08 hrs)</p> <p>147. Demonstrate building of relations, Benefits to the organization, Transactional sales Vs. Relationship sales. (08 hrs)</p> <p>148. Demonstrate making sure that each sales does not end in a transactional sale. (08 hrs)</p> <p>149. Register complaints from customers, filing them and reporting to senior management. (08 hrs)</p> <p>150. Demonstrate making sure that the problem of the</p>	<p>Relationship Building Marketing ethics (18 hrs)</p>

		<p>customer is solved, Understanding the organization's philosophy on handling complaints, following the time-lines set by the organization. (15 hrs)</p> <p>151. Demonstrate by practical examples what to sell and what not to sell. (15 hrs)</p> <p>152. Demonstrate by practical examples how to keep your communication transparent with your customers. (10 hrs)</p> <p>153. Demonstrate Legal frameworks to wrong communication (08 hrs)</p> <p>154. Basic information about TRAI, ACI, INS, SEBI (as an overview of different industry body that regulates businesses). (10 hrs)</p>	
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## **SYLLABUS FOR CORE SKILLS**

1. Employability Skills ( Common for all CTS trades) (160 hrs)

Learning outcomes, assessment criteria, syllabus and Tool List of Core Skills subjects which is common for a group of trades, provided separately in [www.bharatskills.gov.in](http://www.bharatskills.gov.in)

<b>List of Tools &amp; Equipment</b>			
<b>MARKETING EXECUTIVE (for batch of 24 Candidates)</b>			
<b>S No.</b>	<b>Name of the Tools and Equipment</b>	<b>Specification</b>	<b>Quantity</b>
<b>A. FURNITURE FOR LANGUAGE LAB/CLASS ROOM</b>			
1.	Human Skull with cross-sectional view of speech organs (graphical representation of the same is also accepted as an alternative)		1 No.
2.	Slide Projectors		1 No.
3.	White Screen		1 No.
4.	Classroom chairs with writing support		25 (24+1) Nos.
5.	Instructor's Table		1 No.
6.	Instructor's Chair		1 No.
7.	Storage Cabinet		1 No.
8.	Book Shelf		1 No.
9.	Air Conditioner	1.5 Ton (OPTIONAL)	2 Nos.
<b>B. EQUIPMENT / FURNITURE FOR IT LAB/WORKSHOP</b>			
10.	Desktop Computer	CPU: 32/64 Bit i3/i5/i7 or latest processor, Speed: 3 GHz or Higher. RAM:-4 GB DDR-III or Higher, Wi-Fi Enabled. Network Card: Integrated Gigabit Ethernet, with USB Mouse, USB Keyboard and Monitor (Min. 17 Inch.) Licensed Operating System and Antivirus compatible with trade related software.	12 Nos.
11.	Printer (any basic model ) and printer table		1 No. each
12.	Office Packages (MS Word, MS PowerPoint, MS Excel, MS Outlook)		12 Nos.
13.	Computer table		12 Nos.
14.	LCD projector along with screen		1 No.
15.	Flip Chart, Markers		1 No.
16.	Chairs		25 (24+1) Nos.
17.	Instructor's table and chair		1 No. each
18.	broadband connectivity	Minimum 512 kbps	1 No.
19.	Air Conditioner		As Require

The DGT sincerely acknowledges contributions of the Industries, State Directorates, Trade Experts, Domain Experts, trainers of ITIs, NSTIs, faculties from universities and all others who contributed in revising the curriculum.

Special acknowledgement is extended by DGT to the following expert members who had contributed immensely in this curriculum.

<b>List of Expert members participated for finalizing the course curriculum of Marketing Executive from 6<sup>th</sup> to 10<sup>th</sup> May 2013 at CSTARI, Kolkata.</b>			
<b>S No.</b>	<b>Name &amp; Designation Shri / Smt.</b>	<b>Representing Organisation</b>	<b>Remarks</b>
1.	L K Mukherjee, DDT	CSTARI Kolkata	Co-ordinator
2.	Sandeep Maan, Member	Advisory Board at Institute for Competitiveness, India – IFC; Advisor - Projects & Operations at Remorphing India	Member
3.	Dev Chandra Jha, Head HR	North India at Videocon Industries Limited	Member
4.	Kumar Gautam, General Manager	Human Resources - Asia , Whirlpool Corporation	Member
5.	Alexander Thomas, Area Vice President	Securitas India, New Delhi	Member
6.	Vivek Nanda, Head Direct Sales	Sharp Business Systems	Member
7.	Devanshu Bhatt, Managing Director & Country Manager	Reval India, New Delhi	Member
8.	G.K Gupta, Head HR	Diakin India, New Delhi	Member
9.	R C Jain, Professor HR	YMCA, New Delhi	Member
10.	Satish Kumar, Professor HR	IIPM, New Delhi	Member
11.	U C Tiwari, Professor of Operations Management	IIPM ex-DGM, SAIL, New Delhi	Member
12.	Pushp Lamba, Professor of Marketing	IIPM, New Delhi	Member
13.	Sanjay Banerjee, Professor of Marketing	SCM Business School, New Delhi	Member
14.	Ranjan Paul, Professor of Marketing & Entrepreneurship	Freelance Marketing Consultant	Member
15.	Maninder Singh, Professor of Marketing,	Freelance Trainer & Marketing Consultant, New Delhi	Member
16.	Aman Chugh, Professor of Finance	ICAI, New Delhi	Member
17.	Ramakar Jha, Professor of Finance	IIPM, New Delhi	Member
18.	T Ramaswamy, Professor of Finance	IIPM, New Delhi	Member
19.	Pankaj Upadhay, Prof. Of Economics	Jagan Institute of Mgmt Studies, Delhi	Member

**Abbreviations used:**

CTS	Craftsmen Training Scheme
ATS	Apprenticeship Training Scheme
CITS	Craft Instructor Training Scheme
DGT	Directorate General of Training
MSDE	Ministry of Skill Development and Entrepreneurship
NTC	National Trade Certificate
NAC	National Apprenticeship Certificate
NCIC	National Craft Instructor Certificate
LD	Locomotor Disability
CP	Cerebral Palsy
MD	Multiple Disabilities
LV	Low Vision
HH	Hard of Hearing
ID	Intellectual Disabilities
LC	Leprosy Cured
SLD	Specific Learning Disabilities
DW	Dwarfism
MI	Mental Illness
AA	Acid Attack
PwD	Person with disabilities

