

Model Curriculum – Standalone NOS

Nano Entrepreneurship in Car Washing Service



Model Curriculum

NOS Name: Nano Entrepreneurship in Car Washing Service

NOS Code: IID/N0051

NOS Version: 1.0

NSQF Level: 3

Model Curriculum Version: 1.0

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Training Parameters

Sector	Service Sector, Entrepreneurship Sector, and Automobile Sector		
Sub-Sector	Service		
Occupation	Entrepreneurship		
Country	India		
NSQF Level	3		
Aligned to NCO/ISCO/ISIC Code	NCO 2015\ 1120.3500		
Minimum Educational Qualification and Experience			
	S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)
	1	Class 8 Pass	3 Years of Experience
	Or		
	2	Class 10 Pass	NA
	or		
	3	NSQF Level 2 in relevant field	3 Years of Experience
Pre-Requisite License or Training	NA		
Minimum Job Entry Age	18 years		
Last Reviewed On	30.05.2024		
Next Review Date	29.05.2027		
NSQC Approval Date	30.05.2024		
NOS Code	IID/N0051		
Model Curriculum Creation Date	29.05.2024		
Model Curriculum Valid Up to Date	29.05.2027		
Model Curriculum Version	1.0		
Minimum Duration of the Course	60 Hours 00 Minutes		
Maximum Duration of the Course	60 Hours 00 Minutes		

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Understand key concepts, terminology, and business models in the car washing industry.
- Analyze target markets based on demographics, location, and consumer preferences for effective market segmentation.
- Identify legal requirements such as registration, permits, and environmental compliance necessary for establishing a car washing business.
- Develop a business plan, including market analysis, competitive positioning, and financial projections for a car washing business.
- Demonstrate the ability to define and apply entrepreneurial principles to plan and propose a car washing business project.
- Evaluate case studies of entrepreneurial setbacks and use insights to structure a comprehensive business project report.
- Identify current market trends and consumer behaviors impacting the car washing industry.
- Assess the competitive environment of the car washing industry and formulate strategic responses.
- Evaluate the impact of regulatory changes on operational practices within the car washing sector.
- Identify emerging technologies and opportunities for growth within the car washing business.
- Conduct market research to gather relevant data for business planning and project proposals in car washing.
- Identify and evaluate necessary equipment, tools, and machinery for establishing and operating a car washing business.
- Implement effective and safe car washing procedures, including exterior, interior, and engine bay cleaning techniques.
- Develop proficiency in detailing, interior cleaning, and applying specialized techniques for various vehicle types.
- Explore environmentally sustainable practices in car washing, including waterless techniques and waste management strategies.
- Apply market research techniques to optimize marketing strategies and customer engagement for a car washing business.
- Evaluate different car washing business models and create a strategic roadmap for growth and sustainability.
- Understand the legal framework governing car washing operations and develop compliance strategies.
- Develop financial management skills to budget, forecast, and evaluate the profitability of a car washing business.
- Understand insurance requirements for car wash operations and establish risk management strategies for financial protection.

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
NOS CODE: IID/N0051	40:00	20:00	00:00	00:00	60:00
1. Mandatory Industry Specific Technical Modules	20:00	10:00	00:00	00:00	30:00
Module 1: Introduction to Car Washing Business	02:00	01:00	00:00	00:00	03:00
Module 2: Understanding the Car Washing Industry	02:00	01:00	00:00	00:00	03:00
Module 3: Machine and Equipment for Car Washing Business	02:00	01:00	00:00	00:00	03:00
Module 4: Basic Car Washing Techniques and Procedures	02:00	01:00	00:00	00:00	03:00
Module 5: Car Washing Techniques for Different Vehicle Types	02:00	01:00	00:00	00:00	03:00
Module 6: Interior Car Cleaning	02:00	01:00	00:00	00:00	03:00
Module 7: Exterior Car Cleaning	02:00	01:00	00:00	00:00	03:00
Module 8: Engine Bay Cleaning	02:00	01:00	00:00	00:00	03:00
Module 9: Environmental Sustainability Practices in Car Washing	02:00	01:00	00:00	00:00	03:00
Module 10: Introduction to Waterless Car Washing Techniques	02:00	01:00	00:00	00:00	03:00
2. Mandatory Industry Specific Business Modules	20:00	10:00	00:00	00:00	30:00
Module 11: Market Research Techniques for Car Washing Businesses	02:00	01:00	00:00	00:00	03:00

Module 12: Identifying Target Customers in Car Washing Business	02:00	01:00	00:00	00:00	03:00
Module 13: Car Washing Business Models and Strategies	02:00	01:00	00:00	00:00	03:00
Module 14: Legal Requirements and Regulations for Car Washing Businesses	02:00	01:00	00:00	00:00	03:00
Module 15: Customer Service Skills for Car Washing Businesses	02:00	01:00	00:00	00:00	03:00
Module 16: Marketing Essentials for Car Washing Businesses	02:00	01:00	00:00	00:00	03:00
Module 17: Managing Finances in a Car Washing Business	02:00	01:00	00:00	00:00	03:00
Module 18: Budgeting and Cost Control in Car Wash Operations	02:00	01:00	00:00	00:00	03:00
Module 19: Insurance Requirements for Car Wash Operations	02:00	01:00	00:00	00:00	03:00
Module 20: Networking Skills for Car Wash Entrepreneur	02:00	01:00	00:00	00:00	03:00
Total Duration	40:00	20:00	00:00	00:00	60:00

Module Details

Module 1: Introduction to Car Washing Business

Mapped to IID/N0051

Terminal Outcomes:

- Students will learn the fundamental concepts, principles, and operational requirements for starting and managing a car washing business.
- They will gain insights into market segmentation strategies, initial steps, and legal requirements, ensuring compliance with regulations.
- Students will develop a basic business plan outlining the mission, objectives, and strategies, laying the foundation for entrepreneurial success in the car washing industry.

Duration: <02:00>	Duration: <01:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Articulate key concepts, industry terminology, operational processes, and business models of a car washing business. • Identify and analyze target markets and customer segments based on demographics, location, and consumer preferences. • Understand initial steps and legal requirements, including registration, permits, licenses, and environmental compliance. • Develop a basic business plan with market analysis, competitive positioning, operational plans, and financial projections. 	<ul style="list-style-type: none"> • Demonstrate the ability to define and interpret the concept of entrepreneurship, including various definitions and perspectives, while planning and proposing a project effectively. • Analyze case studies of entrepreneurial setbacks and recoveries to extract key lessons and structure a comprehensive project report.
Classroom Aids:	
PC's / Laptop with Internet Connection	
Tools, Equipment and Other Requirements	
Laptop or Mobile	

Module 2: Understanding the Car Washing Industry

Mapped to IID/N0051

Terminal Outcomes:

- Students will learn to explore and analyze various segments and market trends in the car washing sector.
- Students will assess the impact of external factors like economic conditions and regulations on the industry.

Duration: <02:00>	Duration: <01:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Students should be able to recognize and interpret current market trends impacting consumer behaviour and industry dynamics. • Students should develop the capacity to assess the competitive environment within the car washing industry. • Students should recognize the implications of regulatory changes on operational practices and compliance within the car washing sector. • Students should be able to evaluate potential growth opportunities, including emerging technologies and new service offerings, within the car washing industry. 	<ul style="list-style-type: none"> • Demonstrate the ability to describe the car washing business, including its introduction, scope, and potential market, while planning and proposing a project effectively. • Apply market research techniques to gather data relevant to car washing businesses, utilizing appropriate research methods effectively.
Classroom Aids:	
PC's / Laptop with Internet Connection	
Tools, Equipment and Other Requirements	
Laptop or Mobile	

Module 3: Machine and Equipment for Car Washing Business

Mapped to IID/N0051

Terminal Outcomes:

- Students will learn to identify and understand the essential equipment and machines required for a car washing business, including their functions and maintenance.
- Student will evaluate different equipment options based on performance, durability, and cost-effectiveness to make informed purchasing decisions.
- Students will develop skills to devise a procurement plan, including negotiating supplier agreements for efficient equipment acquisition.

Duration: <02:00>	Duration: <01:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Students should establish the ability to identify and list the essential equipment and machines necessary for launching and maintaining a car washing business. • Students should comprehend the functions and operational processes of various car washing equipment, including pressure washers, vacuum cleaners, and detailing machines. • Students should be capable of evaluating different equipment options available in the market based on criteria such as performance, durability, and cost-effectiveness. • Students should be able to create a comprehensive procurement plan outlining the steps and timelines for acquiring necessary equipment. 	<ul style="list-style-type: none"> • Identify and evaluate the machines and equipment required for a car washing business, showcasing proficiency in selecting and utilizing appropriate research methods and collecting data. • Utilize appropriate research methods to identify and navigate regulatory requirements for obtaining business licenses and permits.
Classroom Aids:	
PC's / Laptop with Internet Connection	
Tools, Equipment and Other Requirements	
Laptop or Mobile	

Module 4: Basic Car Washing Techniques and Procedures

Mapped to IID/N0051

Terminal Outcomes:

- Students will learn fundamental car washing techniques, from pre-wash inspection to exterior cleaning and drying, ensuring an efficient cleaning process.
- Students will understand the importance of using proper washing tools and techniques to prevent scratches and swirl marks, protecting the vehicle's surface.
- Students will develop proficiency in detailing and finishing touches to enhance vehicle cleanliness, appearance, and marketability.

Duration: <02:00>	Duration: <01:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Students should be able to implement exterior cleaning procedures effectively, including washing and drying techniques. • Students should be able to identify and utilize proper washing tools and methods to ensure a safe and effective cleaning process. • Students should exercise safe and efficient car washing procedures, prioritizing both the aesthetic appearance and structural integrity of vehicles. • Students should develop proficiency in detailing techniques, such as interior cleaning and polishing, to enhance the overall cleanliness and appearance of vehicles. 	<ul style="list-style-type: none"> • Demonstrate basic car washing techniques and procedures, ensuring efficient project execution and resource management.
Classroom Aids:	
PC's / Laptop with Internet Connection	
Tools, Equipment and Other Requirements	
Laptop or Mobile	

Module 5: Car Washing Techniques for Different Vehicle Types

Mapped to IID/N0051

Terminal Outcomes:

- Students will learn to adapt car washing techniques for various vehicle types, including cars, trucks, SUVs, and motorcycles.
- Understand the challenges of washing vehicles of different sizes, shapes, and materials to ensure effective and safe cleaning.
- Develop specialized techniques for cleaning specific areas like wheels, tires, and undercarriages.
- Students will learn to customize car washing services based on customer needs and preferences to enhance satisfaction and loyalty.

Duration: <02:00>	Duration: <01:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Students should demonstrate the ability to adapt car washing techniques to accommodate different vehicle types, considering factors such as size, shape, and design. • Students should understand the unique challenges associated with washing vehicles of various sizes, shapes, and materials, including differences in accessibility and cleaning requirements. • Students should develop specialized techniques for cleaning specific areas of vehicles, including wheels, tires, and undercarriages, to ensure thorough and effective cleaning. • Students should be able to customize car washing services to meet the specific needs and preferences of diverse customer segments, including variations in service offerings and delivery methods. 	<ul style="list-style-type: none"> • Apply market research techniques to gather data relevant to car washing businesses, utilizing appropriate research methods effectively.
Classroom Aids:	
PC's / Laptop with Internet Connection	
Tools, Equipment and Other Requirements	
Laptop or Mobile	

Module 6: Interior Car Cleaning

Mapped to IID/N0051

Terminal Outcomes:

- Students will understand how to clean and detail vehicle interiors professionally, ensuring customer satisfaction.
- They will learn key interior cleaning tasks such as vacuuming, upholstery cleaning, and dashboard polishing.
- Emphasis will be placed on selecting appropriate cleaning products and tools for different surfaces to ensure effective cleaning while preserving interior integrity.

Duration: <02:00>	Duration: <01:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Students should learn the step-by-step process of thoroughly cleaning and detailing the interior of vehicles, ensuring a comprehensive cleaning approach. • Students should be able to identify common interior cleaning tasks, such as vacuuming carpets and upholstery, cleaning and conditioning leather surfaces, and polishing dashboard and interior trim. • Students should be able to select and utilize appropriate cleaning products and tools to effectively clean and protect interior surfaces while avoiding damage or discoloration. • Students should demonstrate the ability to consistently deliver high-quality interior car cleaning services that meet or exceed customer expectations for cleanliness and aesthetics. 	<ul style="list-style-type: none"> • Explain interior car cleaning methods, including best practices and products, while managing project execution and resources efficiently.
Classroom Aids:	
PC's / Laptop with Internet Connection	
Tools, Equipment and Other Requirements	
Laptop or Mobile	

Module 7: Exterior Car Cleaning

Mapped to IID/N0051

Terminal Outcomes:

- Students will gain expertise in cleaning and maintaining vehicle exteriors to ensure a pristine appearance and customer satisfaction.
- Understand effective techniques to remove dirt, grime, and contaminants, restoring the vehicle's original shine.
- Students will understand safe washing and rinsing methods, including techniques to prevent water spots and streaks for a flawless finish.

Duration: <02:00>	Duration: <01:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Students should be proficient in selecting appropriate cleaning products and tools for different exterior surfaces to achieve optimal cleaning results. • Students should demonstrate proficiency in implementing safe washing and rinsing techniques to ensure thorough cleaning while protecting the vehicle's paint and finish. • Students should understand the significance of clay bar treatment and paint decontamination in removing embedded contaminants and achieving a smooth, glossy finish on the vehicle's paint. • Students should practice proper drying and finishing techniques, such as using microfiber towels and detailing sprays, to prevent water spots and streaks on the vehicle's paint surface. 	<ul style="list-style-type: none"> • Describe exterior car cleaning techniques, focusing on effective and safe cleaning methods, while utilizing appropriate research methods. •
Classroom Aids:	
PC's / Laptop with Internet Connection	
Tools, Equipment and Other Requirements	
Laptop or Mobile	

Module 8: Engine Bay Cleaning

Mapped to IID/N0051

Terminal Outcomes:

- Students will understand the role of engine bay cleaning in vehicle maintenance and aesthetics.
- Learn how cleaning prevents corrosion, identifies leaks, and enhances vehicle presentation.
- Students will become familiar with engine bay cleaning products and tools, including degreasers, brushes, and protective coatings.

Duration: <02:00>	Duration: <01:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Students should understand the significance of engine bay cleaning for vehicle maintenance, including preventing corrosion, identifying leaks, and enhancing overall vehicle aesthetics. • Students should learn safe cleaning and degreasing techniques for the engine bay, ensuring thorough cleaning without causing damage to sensitive electrical components or sensors. • Students should demonstrate knowledge of the properties and uses of common engine bay cleaning products and tools to achieve desired cleaning results. • Students should demonstrate proficiency in implementing cleaning techniques to achieve optimal cleaning results and meet industry standards for engine bay cleanliness. 	<ul style="list-style-type: none"> • Discuss engine bay cleaning methods and safety precautions, demonstrating competence in managing project execution and resources efficiently.
Classroom Aids:	
PC's / Laptop with Internet Connection	
Tools, Equipment and Other Requirements	
Laptop or Mobile	

Module 9: Environmental Sustainability Practices in Car Washing

Mapped to IID/N0051

Terminal Outcomes:

- Students will gain an understanding of the environmental impact of traditional car washing methods, focusing on water wastage and pollution caused by chemical runoff.
- Understand the detrimental effects of traditional car washing techniques on the environment and the importance of adopting sustainable practices.
- Students will learn eco-friendly car washing techniques and products that minimize water usage and reduce pollution.

Duration: <02:00>	Duration: <01:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Students should understand the environmental impact of traditional car washing methods, including water wastage and pollution caused by chemical runoff. • Students should understand the environmental impact of traditional car washing methods, including water wastage and pollution caused by chemical runoff. • Students should develop the ability to effectively educate customers about the benefits of environmentally sustainable car washing practices, including water conservation and pollution reduction. • Students should be able to monitor and assess the environmental performance of car washing operations, including tracking water usage, waste management practices, and energy consumption. 	<ul style="list-style-type: none"> • Analyze environmental sustainability practices in car washing and their importance, showcasing competence in analyzing and interpreting data accurately. • Utilize appropriate research methods to identify and navigate regulatory requirements for obtaining business licenses and permits.
Classroom Aids:	
PC's / Laptop with Internet Connection	
Tools, Equipment and Other Requirements	
Laptop or Mobile	

Module 10: Introduction to Waterless Car Washing Techniques

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Terminal Outcomes:

- Students will understand the principles and benefits of waterless car washing techniques, focusing on environmental advantages such as reduced water usage, minimal runoff pollution, and greater convenience.
- They will learn the step-by-step process of performing a waterless car wash, covering surface preparation, product application, and buffing for a pristine finish.

Duration: <02:00>	Duration: <01:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> Students should learn about the principles underlying waterless car washing techniques, including the environmental benefits and practical advantages such as water conservation and increased efficiency. Students should understand the various types of waterless car washing products available on the market, including spray-on cleaners, lubricants, and protective coatings. Students should master the step-by-step process of performing a waterless car wash, which includes surface preparation (such as dusting and debris removal), product application, and buffing for a polished finish. Students should demonstrate proficiency in waterless car washing techniques through hands-on practice sessions, showcasing their ability to apply learned concepts and methods in practical scenarios. 	<ul style="list-style-type: none"> Explain the concept of waterless car washing techniques and their benefits, while structuring a comprehensive project report. Showcase proficiency in explaining the importance of creativity and innovation in entrepreneurship and cultivating a culture of idea generation by selecting and utilizing appropriate research methods and collecting data.
Classroom Aids:	
PC's / Laptop with Internet Connection	
Tools, Equipment and Other Requirements	
Laptop or Mobile	

Module 11: Market Research Techniques for Car Washing Businesses

Mapped to IID/N0051

Terminal Outcomes:

- Students will acquire essential skills to conduct market research in the car washing industry, focusing on customer preferences, industry trends, and competitive dynamics.
- They will learn to identify and apply research methodologies such as surveys, interviews, and focus groups to collect data from target markets.
- Through practical exercises and case studies, students will develop the ability to make informed decisions based on comprehensive market insights.

Duration: <02:00>	Duration: <01:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Students should learn the principles and techniques of market research, including data collection methods and analysis techniques, to gather insights into customer preferences, industry trends, and competitive dynamics. • Students should demonstrate proficiency in selecting and applying research methodologies that align with specific research objectives and target market characteristics. • Students should be able to interpret market research data accurately and derive actionable insights to inform strategic decision-making processes. • Students should learn to use market research data to inform strategic decision-making processes, such as business expansion, product development, and marketing initiatives, aimed at improving the competitiveness of car washing businesses. 	<ul style="list-style-type: none"> • Apply market research techniques to gather data relevant to car washing businesses, utilizing appropriate research methods effectively. • Describe essential marketing techniques for promoting a car washing business, showcasing proficiency in selecting and utilizing appropriate research methods and collecting data.
Classroom Aids:	
PC's / Laptop with Internet Connection	
Tools, Equipment and Other Requirements	
Laptop or Mobile	

Module 12: Identifying Target Customers in Car Washing Business

Mapped to IID/N0051

Terminal Outcomes:

- Students will learn to define target customer segments using demographic, psychographic, and behavioral characteristics to ensure effective targeting and marketing strategies.
- They will gain skills in identifying customer needs, preferences, and pain points through market analysis, allowing for tailored service offerings in the car washing industry.

Duration: <02:00>	Duration: <01:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Students should learn to define target customer segments for the car washing business based on demographic (age, gender, income), psychographic (lifestyle, values), and behavioral (usage patterns, purchase behavior) characteristics. • Students should be able to interpret market research findings to understand customer motivations and identify opportunities for service improvement and differentiation. • Students should implement targeted marketing campaigns and messaging to reach and engage specific customer segments effectively, using channels and tactics that align with target audience preferences and behaviors. • Students should demonstrate proficiency in monitoring campaign performance and adjusting strategies as needed to optimize results and achieve marketing objectives. 	<ul style="list-style-type: none"> • Identify and analyze target customers for a car washing business, demonstrating competence in managing project execution and resources efficiently. • Evaluate the key factors contributing to the success of a car washing business and develop strategies for growth and sustainability by selecting and utilizing appropriate research methods.
Classroom Aids:	
PC's / Laptop with Internet Connection	
Tools, Equipment and Other Requirements	
Laptop or Mobile	

Module 13: Car Washing Business Models and Strategies

Mapped to IID/N0051

Terminal Outcomes:

- Students will explore various car washing business models, such as standalone facilities, mobile services, and franchise opportunities.
- Students will gain insights into the advantages and challenges of each business model and revenue stream.

Duration: <02:00>	Duration: <01:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Students should gain an understanding of the key characteristics, advantages, and challenges associated with each business model to inform decision-making processes. • Students should critically evaluate the pros and cons of each car washing business model, considering factors such as investment requirements, scalability potential, and market opportunities. • Students should create a strategic roadmap outlining key objectives, action plans, and performance metrics to guide the implementation and management of their business strategy. • Students should develop a deep understanding of market dynamics and consumer preferences to identify opportunities for value creation and market positioning strategies that drive sustainable growth and success. 	<ul style="list-style-type: none"> • Develop business models and strategies specific to the car washing industry, while planning and proposing a project effectively.
Classroom Aids:	
PC's / Laptop with Internet Connection	
Tools, Equipment and Other Requirements	
Laptop or Mobile	

Module 14: Legal Requirements and Regulations for Car Washing Businesses

Mapped to IID/N0051

Terminal Outcomes:

- Students will gain an understanding of the legal and regulatory framework for car washing businesses, focusing on compliance and legal risk mitigation.
- They will learn about key legal requirements such as licensing, permits, and environmental regulations for public health and environmental protection.
- Students will identify industry-specific regulations on water usage, wastewater discharge, and hazardous materials handling, essential for sustainable and compliant operations.

Duration: <02:00>	Duration: <01:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Students should understand the legal and regulatory framework governing car washing businesses, including requirements for licensing, permits, and compliance with environmental regulations. • Students should identify industry-specific regulations and standards relevant to car washing businesses, including regulations governing water usage, wastewater discharge, and the handling of hazardous materials. • Students should develop compliance strategies and procedures to ensure adherence to applicable laws and regulations, including measures for obtaining necessary licenses and permits and implementing environmental management practices. • Students should establish systems for monitoring regulatory changes affecting the car washing industry and staying informed about updates to legal requirements and regulations. 	<ul style="list-style-type: none"> • Explain the legal requirements and regulations applicable to car washing businesses, while ensuring efficient project execution and resource management.
Classroom Aids:	
PC's / Laptop with Internet Connection	
Tools, Equipment and Other Requirements	
Laptop or Mobile	

Module 15: Customer Service Skills for Car Washing Businesses

Mapped to IID/N0051

Terminal Outcomes:

- Students will develop essential customer service skills, including active listening, empathy, and effective communication, to foster meaningful interactions and positive customer experiences.
- Students will understand the significance of aligning service delivery with customer expectations, gaining insights into customer preferences for car washing services and how to tailor their approach accordingly.
- Students will learn techniques for handling customer inquiries, complaints, and feedback professionally, transforming challenges into opportunities for improved customer satisfaction and retention.

Duration: <02:00>	Duration: <01:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Students should develop essential customer service skills, including active listening, empathy, and effective communication, to foster positive interactions and enhance the overall customer experience. • Students should understand customer expectations and preferences regarding car washing services and interactions with service providers, including factors such as service quality, convenience, and communication. • Students should learn techniques for handling customer inquiries, complaints, and feedback professionally and efficiently, including active listening, problem-solving, and effective communication. • Students should demonstrate leadership in providing employees with the tools, resources, and encouragement needed to consistently exceed customer expectations. 	<ul style="list-style-type: none"> • Demonstrate customer service skills relevant to the car washing industry, ensuring efficient project execution and resource management.
Classroom Aids:	
PC's / Laptop with Internet Connection	
Tools, Equipment and Other Requirements	
Laptop or Mobile	

Module 16: Marketing Essentials for Car Washing Businesses

Mapped to IID/N0051

Terminal Outcomes:

- Students will gain essential knowledge and skills to market car washing services and drive business growth, focusing on key marketing concepts and principles for the industry.
- Learn to develop comprehensive marketing mix strategies (product, price, place, promotion) to effectively engage target customers and plan strategic marketing efforts.
- Students will explore various marketing tools and channels (advertising, branding, digital marketing, CRM) to create impactful campaigns that resonate with customers and foster growth.

Duration: <02:00>	Duration: <01:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Students should learn fundamental marketing concepts and principles relevant to the car washing industry, including market analysis, consumer behavior, and marketing strategy development. • Students should identify target markets, customer segments, and positioning strategies for car washing businesses based on market research and analysis. • Students should understand the interplay between the marketing mix elements and their role in influencing customer perceptions and behavior. • Students should demonstrate proficiency in selecting and deploying appropriate marketing tools and channels to effectively reach and engage target customers and achieve marketing objectives. 	<ul style="list-style-type: none"> • Evaluate decision-making strategies under uncertainty, including methods for making informed choices in uncertain environments, while structuring a comprehensive project report.
Classroom Aids:	
PC's / Laptop with Internet Connection	
Tools, Equipment and Other Requirements	
Laptop or Mobile	

Module 17: Managing Finances in a Car Washing Business

Mapped to IID/N0051

Terminal Outcomes:

- Students will acquire financial management skills necessary for the success of a car washing business, including managing revenue, expenses, and cash flow to maintain stability and sustainability.
- Understand basic accounting principles and financial statements (income statements, balance sheets, cash flow statements) to assess the financial health of their business and make informed decisions.
- Students will learn to implement budgeting and forecasting processes to effectively plan and control expenses, investments, and business growth initiatives.

Duration: <02:00>	Duration: <01:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Students should develop financial management skills to effectively manage revenue, expenses, and cash flow in a car washing business, ensuring financial stability and sustainability. • Students should understand basic accounting principles and financial statements, including income statements, balance sheets, and cash flow statements, to assess the financial performance and health of their car washing business. • Students should develop the ability to create realistic budgets, forecast financial performance, and monitor financial progress to achieve business goals and objectives. • Students should utilize financial analysis tools and metrics to evaluate business performance, profitability, and return on investment (ROI) in their car washing business. 	<ul style="list-style-type: none"> • Demonstrate the ability to create and manage a budget for a car washing business, applying effective strategies to control costs and ensure financial stability.
Classroom Aids:	
PC's / Laptop with Internet Connection	
Tools, Equipment and Other Requirements	
Laptop or Mobile	

Module 18: Budgeting and Cost Control in Car Wash Operations

Mapped to IID/N0051

Terminal Outcomes:

- Students will develop key skills to manage financial resources and optimize operational efficiency in car wash businesses, including budgeting for effective resource allocation and ensuring sustainability.
- Understand the concept of fixed and variable costs, such as labor, utilities, supplies, and maintenance, to grasp the financial dynamics of car wash operations.
- Students will learn to implement cost control measures to reduce expenses, optimize resources, and improve profitability, fostering continuous improvement and financial discipline.

Duration: <02:00>	Duration: <01:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Students should develop budgeting skills to allocate financial resources effectively and efficiently in car wash operations, ensuring prudent financial management and sustainability. • Students should be able to differentiate between fixed and variable costs and understand their impact on overall cost structure and profitability. • Students should implement cost control measures to reduce expenses, optimize resource utilization, and improve profitability in car wash operations. • Students should monitor budget performance and conduct variance analysis to identify opportunities for cost savings and operational improvement in car wash operations. 	<ul style="list-style-type: none"> • Demonstrate the ability to manage budgets, apply knowledge of cost structures, and implement cost control measures to optimize financial resources and profitability in car wash businesses. • Create a comprehensive business plan for a car washing business, including financial projections and marketing strategies, while planning and proposing a project effectively.
Classroom Aids:	
PC's / Laptop with Internet Connection	
Tools, Equipment and Other Requirements	
Laptop or Mobile	

Module 19: Insurance Requirements for Car Wash Operations

Mapped to IID/N0051

Terminal Outcomes:

- Students will learn about the specific insurance needs of car wash businesses, ensuring protection against risks and liabilities.
- They will identify key insurance types, including liability, property, and workers' compensation, and understand their importance in mitigating financial risks.
- Students will develop the ability to evaluate insurance options and coverage limits, enabling informed decisions to safeguard their business from unforeseen events.

Duration: <02:00>	Duration: <01:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Students should understand the various types of insurance needs and requirements specific to car wash operations. • Students should evaluate insurance options and coverage limits to protect against potential risks and liabilities associated with operating a car wash business. • Students should work with insurance brokers and providers to customize insurance policies that meet the unique needs and circumstances of their car wash operation. • Students should maintain accurate records of insurance coverage, premiums, claims, and policy renewals to ensure compliance with regulatory requirements and financial protection for their car wash business. 	<ul style="list-style-type: none"> • Identify insurance requirements for car wash operations and explain how to manage them, while structuring a comprehensive project report.
Classroom Aids:	
PC's / Laptop with Internet Connection	
Tools, Equipment and Other Requirements	
Laptop or Mobile	

Module 20: Networking Skills for Car Wash Entrepreneurs

Mapped to IID/N0051

Terminal Outcomes:

- Students will acquire key networking skills to establish and nurture professional relationships within the car wash industry and beyond.
- Learn to create personalized networking strategies that align with their business goals and leverage their individual strengths.
- Emphasizing the value of a strong network, students will understand how to cultivate meaningful connections that provide support, opportunities, and resources.

Duration: <02:00>	Duration: <01:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Students should understand the importance of strategic planning in networking and be able to identify key networking opportunities that align with their business objectives. • Students should build productive professional relationships by identifying and engaging with industry peers, potential partners, and clients. • Students should understand the role of digital and in-person networking tools and develop strategies to maximize their impact in building professional connections. • Students should demonstrate proficiency in initiating and sustaining meaningful conversations. 	<ul style="list-style-type: none"> • Develop networking skills relevant to the car washing industry, demonstrating competence in managing project execution and resources efficiently.
Classroom Aids:	
PC's / Laptop with Internet Connection	
Tools, Equipment and Other Requirements	
Laptop or Mobile	

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Education al Qualificati on	Specialization	Relevant Industry Experience		Training Experience		Remar ks
		Yea rs	Specialization	Yea rs	Specialization	
MBA with B. Tech	Automobile or Mechanical Engineering	5	Experience in Car Washing Business or consultancy experience in the relevant field.	NA	NA	NA
or						
12 th Pass	NA	10	Experience in Car Washing Business or consultancy experience in the relevant field.	NA	NA	NA
or						
Graduate	NA	7	Experience in Car Washing Business or consultancy experience in the relevant field.	NA	NA	NA
or						
NA	Entrepreneurs	7	Experience in Car Washing Business or consultancy experience in the relevant field.	NA	NA	NA

Trainer Certification

Trainer Certification	
Domain Certification	Platform Certification

Recommended that the Trainer is certified for the Job Role: “Nano Entrepreneurship in Car Washing Service”, mapped to NOS IID/N0051 v1.0 Minimum accepted score is 80%.

Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “Trainer (VET and Skills) MEP/Q2601 v3.0”. Minimum accepted score is 80%.

Assessor Requirements

Assessor Prerequisites						
Minimum Education al Qualification	Specialization	Relevant Industry Experience		Training/ Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
MBA with B. Tech	Automobile or Mechanical Engineering	3	Experience in relevant qualification and an entrepreneur in the similar field with 5 Years of experience	NA	NA	NA

Assessor Certification

Assessor Certification	
Domain Certification	Platform Certification
Recommended that the Assessor is certified for the Job Role: “Nano Entrepreneurship in Car Washing Service”, mapped to NOS IID/N0051 v1.0 Minimum accepted score is 80%.	Recommended that the Assessor is certified for the Job Role: “Assessor”, mapped to the Qualification Pack: “Assessor (VET and Skills) MEP/Q2701 v3.0”. Minimum accepted score is 80%.

Assessment Strategy

Assessment Overview: The assessment strategy for the Entrepreneurship in Car Washing qualification is designed to comprehensively evaluate students' understanding, application, and integration of theoretical concepts with practical skills in managing a car wash business. The assessment methods include written assignments and case studies, MCQ based segment-wise final tests, development, and evaluation of a comprehensive project report based on experiential learning, and a viva voce examination on the project work undertaken by the students.

Assessment Methods:

1. Written Assignments and Case Studies:

- Purpose: To assess students' ability to analyze and solve real-world problems related to car wash business management.
- Description: Students will be required to complete written assignments and case studies that simulate scenarios encountered in the car wash industry. These assessments will evaluate their critical thinking, problem-solving, and decision-making skills.

2. MCQ Based Segment Wise Final Test:

- Purpose: To evaluate students' understanding of key concepts and principles covered in each module of the qualification.
- Description: The final test will consist of multiple-choice questions (MCQs) covering each module of the qualification. This assessment will test students' knowledge and comprehension of the course material.

3. Development & Evaluation of a Comprehensive Project Report:

- Purpose: To assess students' ability to apply theoretical concepts to real-world situations and to effectively communicate their findings and recommendations.
- Description: Students will undertake a practical project (e.g., market research, operational improvement, marketing strategy) related to car wash business management. They will develop a comprehensive project report based on their experiential learning, detailing their project objectives, methodology, findings, and recommendations. The project report will be evaluated based on its clarity, depth of analysis, and practical relevance.

4. Viva on the Project Work Taken Up:

- Purpose: To assess students' understanding of their project work and their ability to articulate and defend their findings and recommendations.
- Description: Students will participate in a viva voce examination where they will present and discuss their project work with a panel of examiners. The viva will assess their knowledge, understanding, and critical reflection on their project, as well as their ability to respond to questions and feedback.

Assessment Criteria: The assessment criteria for each assessment method will be aligned with the learning outcomes of the qualification. Criteria may include:

- Demonstration of understanding and application of theoretical concepts.
- Critical analysis and evaluation of information.
- Effectiveness of communication and presentation.
- Creativity and innovation in problem-solving.
- Ability to work independently and collaboratively.
- Ability to reflect on learning and apply feedback.

Assessment Schedule: Assessment tasks will be distributed throughout the duration of the qualification to ensure ongoing feedback and opportunities for improvement. The final project report and viva voce examination will typically be scheduled towards the end of the qualification, allowing students to integrate and apply their learning from the entire program.

Assessment Integrity: To ensure the integrity of the assessment process, all assessments will be conducted in accordance with the institution's policies and procedures. Measures will be in place to prevent plagiarism and cheating, and assessments will be marked by qualified and impartial assessors, as elaborated in Qualification File.

Conclusion: The assessment strategy outlined above aims to provide a rigorous and comprehensive evaluation of students' knowledge, skills, and competencies in managing a car wash business. By combining written assignments, tests, project work, and viva voce examinations, the assessment strategy ensures that students are well-prepared to succeed in the dynamic and competitive car wash industry.

References

Glossary

Term	Description
Declarative Knowledge	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
OJT (M)	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
Procedural Knowledge	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module. A set of terminal outcomes help to achieve the training outcome.

Acronyms and Abbreviations

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
SOP	Standard Operating Procedure
WI	Work Instructions
PPE	Personal Protective equipment