



## **QUALIFICATION FILE-OEM**

### **Digital Marketing & E-commerce- Google**

☒ Short Term Training (STT) ☐ Long Term Training (LTT) ☐ Apprenticeship

☒ Upskilling ☐ Dual/Flexi Qualification ☐ For ToT ☐ For ToA

☐ General ☐ Multi-Skill (MS) ☐ Cross Sectoral (CS) ☒ Future Skills ☒ Original Equipment Manufacturer (OEM)

NCrF/NSQF Level: 4.5

**Submitted By:**

**IT-ITeS SSC nasscom**

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## Section 1: Basic Details

1.	<b>Qualification Name</b>	Digital Marketing & E-commerce- Google											
2.	<b>Sector/s</b>	IT-ITES											
3.	<b>Type of Qualification:</b> <input type="checkbox"/> New <input type="checkbox"/> Revised <input type="checkbox"/> Has Electives/Options <input checked="" type="checkbox"/> OEM	<b>NQR Code &amp; version of existing/previous qualification:</b>	<b>Qualification Name of existing/previous version:</b>										
4.	<b>a. OEM Name</b> <b>b. Qualification Name</b> (Wherever applicable)	Google Digital Marketing & E-commerce Digital Marketing & E-commerce – Google											
5.	<b>National Qualification Register (NQR) Code &amp;Version</b> (Will be issued after NSQC approval)	NG-4.5-IT-02236-2024-V1-NASSCOM	<b>6. NCrF/NSQF Level:</b> 4.5										
7.	<b>Award (Certificate/Diploma/Advance Diploma/ Any Other</b> (Wherever applicable specify multiple entry/exits also & provide details in annexure)	Google Digital Marketing & E-commerce Professional Certificate											
8.	<b>Brief Description of the Qualification</b>	Learners are supposed to gain in-demand skills that prepare them for an entry-level job. Skills they are supposed to gain include: Developing digital marketing and e-commerce strategies; attracting and engaging customers through digital marketing channels like search and email; measuring marketing analytics and sharing insights; building e-commerce stores, analyzing e-commerce performance, and building customer loyalty. Platforms and tools learners are supposed to gain include: Canva, Constant Contact, Google Ads, Google Analytics, Hootsuite, HubSpot, Mailchimp, Shopify, and Twitter.											
9.	<b>Eligibility Criteria for Entry for Student/Trainee/Learner/Employee</b>	<b>a. Entry Qualification &amp; Relevant Experience:</b> <table border="1"> <thead> <tr> <th>S. No.</th> <th>Academic/Skill Qualification (with Specialization - if applicable)</th> <th>Required Experience (with Specialization - if applicable)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>2nd year of UG (STEM or NonSTEM*)</td> <td rowspan="3">This course can also be pursued without any job experience.</td> </tr> <tr> <td>2</td> <td>3rd year of 3-year diploma (IT/Comp Science)</td> </tr> <tr> <td>3</td> <td>12th or equivalent Computer Science) +2 year of relevant experience.</td> </tr> </tbody> </table>		S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)	1	2nd year of UG (STEM or NonSTEM*)	This course can also be pursued without any job experience.	2	3rd year of 3-year diploma (IT/Comp Science)	3	12th or equivalent Computer Science) +2 year of relevant experience.
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1	2nd year of UG (STEM or NonSTEM*)	This course can also be pursued without any job experience.											
2	3rd year of 3-year diploma (IT/Comp Science)												
3	12th or equivalent Computer Science) +2 year of relevant experience.												

		<b>b. Age:</b> 18 Years and above																							
<b>10.</b>	<b>Credits Assigned to this Qualification, Subject to Assessment</b> <i>(as per National Credit Framework (NCrF))</i>	5.5	<b>11. Common Cost Norm Category (I/II/III)</b> <i>(wherever applicable):</i>  II																						
<b>12.</b>	<b>Any Licensing requirements for Undertaking Training on This Qualification</b> <i>(wherever applicable)</i>																								
<b>13.</b>	<b>Training Duration by Modes of Training Delivery</b> <i>(Specify Total Duration as per selected training delivery modes and as per requirement of the qualification)</i>	<input type="checkbox"/> Offline <input type="checkbox"/> Online <input type="checkbox"/> Blended <table border="1"> <thead> <tr> <th>Training Delivery Modes</th><th>Theory (Hours)</th><th>Practical (Hours)</th><th>OJT Mandatory (Hours)</th><th>OJT Recommended (Hours)</th><th>Total (Hours)</th></tr> </thead> <tbody> <tr> <td>Classroom (offline)</td><td></td><td></td><td></td><td></td><td></td></tr> <tr> <td>Online</td><td>133</td><td>33</td><td></td><td></td><td>166</td></tr> </tbody> </table> <i>(Refer Blended Learning Annexure for details)</i>						Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)	Classroom (offline)						Online	133	33			166
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Classroom (offline)																									
Online	133	33			166																				
<b>14.</b>	<b>Aligned to NCO/ISCO Code/s</b> <i>(if no code is available mention the same)</i>	NCO-2015/NIL																							
<b>15.</b>	<b>Progression path after attaining the qualification</b> <i>(Please show Professional and Academic progression)</i>	Job Roles: Marketing Strategist, SEO Manager, E-Commerce Manager																							
<b>16.</b>	<b>Other Indian languages in which the Qualification &amp; Model Curriculum are being submitted</b>	N/A																							
<b>17.</b>	<b>Is similar Qualification(s) available on NQR-if yes, justification for this qualification</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No <b>URLs of similar Qualifications:</b>																							
<b>18.</b>	<b>Is the Job Role Amenable to Persons with Disability</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No <b>If "Yes", specify applicable type of Disability:</b>																							
<b>19.</b>	<b>How Participation of Women will be Encouraged</b>																								
<b>20.</b>	<b>Are Greening/ Environment Sustainability Aspects Covered</b> <i>(Specify the NOS/Module which covers it)</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No																							
<b>21.</b>	<b>Is Qualification Suitable to be Offered in Schools/Colleges</b>	Schools <input type="checkbox"/> Yes <input type="checkbox"/> No   Colleges <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No																							

22.	<b>Name and Contact Details of Submitting / Awarding Body SPOC</b> <i>(In case of CS or MS, provide details of both Lead AB &amp; Supporting ABs)</i>	Name: Namrata Kapur Email: namrata@nasscom.in Website: <a href="https://www.sscnasscom.com/">https://www.sscnasscom.com/</a>	
23.	Final Approval Date by NSQC: 15 <sup>th</sup> Mar 2024	24. Validity Duration: 3 years	25. Next Review Date:15 <sup>th</sup> Mar 2027

Section 2: Module Summary

NOS/s of Qualifications

(in exceptional cases these could be described as components)

Mandatory NOS/s:

Specify the training duration and assessment criteria at NOS/ Module level. For further details refer curriculum document.

Th.-Theory Pr.-Practical OJT-On the Job Man.-Mandatory Training Rec.-Recommended Proj.-Project

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/Non-Core	NCrF/NS QF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) (if applicable)
1.	Digital Marketing & E-commerce-Google	IT-ITeS SSC NASSCOM/N0007/IT/2024	Core	4.5	5.5	133	33	-	-	166	80	20	-	-	100	

Elective NOS/s:

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/ Non-Core	NCrF/NS QF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) (if applicable)
1.																
2.																
Duration (in Hours) / Total Marks																

Optional NOS/s:

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/ Non-Core	NCrF/NS QF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) (if applicable)
1.																
2.																
Duration (in Hours) / Total Marks																

Assessment - Minimum Qualifying Percentage

Please specify **any one** of the following:

**Minimum Pass Percentage – Aggregate at qualification level:** 70 % (Every Trainee should score specified minimum aggregate passing percentage at qualification level to successfully clear the assessment.)

**Minimum Pass Percentage – NOS/Module-wise:** 70 % (Every Trainee should score specified minimum passing percentage in each mandatory and selected elective NOS/Module to successfully clear the assessment.)

Section 3: Training Related

1.	<b>Trainer’s Qualification and experience in the relevant sector (in years)</b> (as per NCVET guidelines)	Instructors for the Google Digital Marketing and E-commerce Professional Certificate include subject matter experts and course developers/instructional designers with experience in product marketing, digital
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		marketing and sales.
2.	Master Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	
3.	Tools and Equipment Required for Training	<input checked="" type="checkbox"/> es <input type="checkbox"/> No (If "Yes", details to be provided in Annexure)
4.	In Case of Revised Qualification, Details of Any Upskilling Required for Trainer	

### Section 4: Assessment Related

1.	Assessor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	Online assessment by NCVET approved Assessment Agencies so the assessor qualification & experience is relevant sector of IT-ITeS will be as per the guideline of NCVET or University.
2.	Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	
3.	Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	
4.	Assessment Mode (Specify the assessment mode)	Online
5.	Tools and Equipment Required for Assessment	<input checked="" type="checkbox"/> Same as for training <input type="checkbox"/> Yes <input type="checkbox"/> No (details to be provided in Annexure-if it is different for Assessment)

### Section 5: Evidence of the need for the Qualification

Provide Annexure/Supporting documents name.

1.	Latest Skill Gap Study (not older than 2 years) (Yes/No):
2.	Latest Market Research Reports or any other source (not older than 2 years) (Yes/No):
3.	Government /Industry initiatives/ requirement (Yes/No):
4.	Number of Industry validation provided:
5.	Estimated nos. of persons to be trained and employed: Details provided in 'Annexure: Training & Employment Details' below.
6.	Evidence of Concurrence/Consultation with Line Ministry/State Departments: If "No", why:



## Section 6: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name

1.	<b>Annexure:</b> NCrf/NSQF level justification based on NCrf level/NSQF descriptors <i>(Mandatory)</i>	<i>Annexure: Evidence of Level</i>
2.	<b>Annexure:</b> List of tools and equipment relevant for qualification <i>(Mandatory, except in case of online course)</i>	<i>Annexure: Tools and Equipment</i>
3.	<b>Annexure:</b> Detailed Assessment Criteria <i>(Mandatory)</i>	<i>Annexure: Assessment Criteria</i>
4.	<b>Annexure:</b> Assessment Strategy <i>(Mandatory)</i>	
5.	<b>Annexure:</b> Blended Learning <i>(Mandatory, in case selected Mode of delivery is "Blended Learning")</i>	NA
6.	<b>Annexure:</b> Multiple Entry-Exit Details <i>(Mandatory, in case qualification has multiple Entry-Exit)</i>	
7.	<b>Annexure:</b> Acronym and Glossary <i>(Optional)</i>	
8.	<b>Supporting Document:</b> Model Curriculum <i>(Mandatory – Public view)</i>	
9.	<b>Supporting Document:</b> Career Progression <i>(Mandatory - Public view)</i>	
10.	<b>Supporting Document:</b> Occupational Map <i>(Mandatory)</i>	
11.	<b>Supporting Document:</b> Assessment SOP <i>(Mandatory)</i>	
12.	<b>Any other document you wish to submit:</b>	

### Annexure: Evidence of Level

NCrf/NSQF Level Descriptors	Key requirements of the job role/ outcome of the qualification	How the job role/ outcomes relate to the NCrf/NSQF level descriptor	NCrf/NSQF Level
Professional Theoretical Knowledge/Process	Learn the fundamentals of digital marketing and e-commerce to gain the skills	Learners will understand and learn how to attract and engage customers through digital marketing channels like search and email.	4.5

	needed to land an entry-level job.		
<b>Professional and Technical Skills/ Expertise/ Professional Knowledge</b>	Skills of developing digital marketing and e-commerce strategies; attracting and engaging customers through digital marketing channels like search and email. Handling platforms and tools: Canva, Constant Contact, Google Ads, Google Analytics, Hootsuite, HubSpot, Mailchimp, Shopify, and Twitter.	Learners will apply the knowledge and use it for measuring marketing analytics and sharing insights; building e-commerce stores, analyzing e-commerce performance, and building customer loyalty.	4.5
<b>Employment Readiness &amp; Entrepreneurship Skills &amp; Mind-set/Professional Skill</b>	Relevant experience in creating, managing and using platforms and tools for digital marketing and e-commerce.	Skills are focused on attracting, engaging, and managing customers digitally.	4.5
<b>Broad Learning Outcomes/Core Skill</b>	Digital marketing and e-commerce strategies	Learners will build e-commerce stores, analyze online performance, and grow customer loyalty.	4.5
<b>Responsibility</b>	Ability to create and manage tools used for digital marketing and e-commerce.	Can support businesses in emerging trends of digital marketing.	4.5

### Annexure: Tools and Equipment (Lab Set-Up)

List of Tools and Equipment

Batch Size:

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size
1.	Computer	i3/i5 with 16GB Ram	one per learner
2.	Installed Browser	Modern Browser	installed on the computer

3.	Internet	Stable internet with at least 40 mbps speed	internet access for the learners

Classroom Aids

The aids required to conduct sessions in the classroom are:

1.
2.

Annexure: Industry Validations Summary

Provide the summary information of all the industry validations in table. This is not required for OEM qualifications.

S. No	Organization Name	Representative Name	Designation	Contact Address	Contact Phone No	E-mail ID	LinkedIn Profile (if available)

Annexure: Training & Employment Details

Training and Employment Projections:

Year	Total Candidates		Women		People with Disability	
	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities
2024	252,224		32,134			
2025	302,669		38,561			
2026	332,935		42,417			

Data to be provided year-wise for next 3 years

Notes:

- Average growth rate for the past 1 year across 10 of our certificates is 33%. We have assumed that as the year 1 growth, followed by 20% and 10% for next 2 years respectively. These assumptions are not based on any business plan (in order to maintain confidentiality) but assume fairly conservative growth rates across these certificates
- No. of women trained has been arrived at by assuming similar growth rates for men and women, based on currently available enrolments data for women.
- As part of personal information data privacy, does not mandate our learners to provide gender or physical disability data, hence the projections for women enrolments are assumptions based on only available data. We do not collect physical disability data from our learners, hence unable to share projected enrollments for that category.

Training, Assessment, Certification, and Placement Data for previous versions of qualifications:

Qualification Version	Year	Total Candidates				Women				People with Disability			
		Trained	Assessed	Certified	Placed	Trained	Assessed	Certified	Placed	Trained	Assesse d	Certifie d	Placed

Applicable for revised qualifications only, data to be provided year-wise for past 3 years.

List Schemes in which the previous version of Qualification was implemented:

1.
2.

Content availability for previous versions of qualifications:

☐ Participant Handbook ☐ Facilitator Guide ☐ Digital Content ☐ Qualification Handbook ☐ Any Other:

Languages in which Content is available:

## Annexure: Blended Learning

### Blended Learning Estimated Ratio & Recommended Tools:

Refer NCVET “Guidelines for Blended Learning for Vocational Education, Training & Skilling” available on:

<https://ncvet.gov.in/sites/default/files/Guidelines%20for%20Blended%20Learning%20for%20Vocational%20Education,%20Training%20&%20Skilling.pdf>

S. No.	Select the Components of the Qualification	List Recommended Tools – for all Selected Components	Offline : Online Ratio
1	□ Theory/ Lectures - Imparting theoretical and conceptual knowledge	NA	
2	□ Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners	NA	
3	□ Showing Practical Demonstrations to the learners	NA	
4	□ Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	NA	
5	□ Tutorials/ Assignments/ Drill/ Practice	NA	
6	□ Proctored Monitoring/ Assessment/ Evaluation/ Examinations	NA	
7	□ On the Job Training (OJT)/ Project Work Internship/ Apprenticeship Training	NA	

## Annexure: Detailed Assessment Criteria

Detailed assessment criteria for each NOS/Module are as follows:

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Foundations of Digital Marketing & E-commerce	<ul style="list-style-type: none"> <li>Define the fields of digital marketing and e-commerce</li> <li>Describe the job responsibilities of an entry-level digital marketer and e-commerce specialist</li> <li>Explain the concept of a marketing funnel</li> <li>Understand the elements and goals of a digital marketing and e-commerce strategy</li> </ul>	60	40		
	<b>Total Marks</b>	<b>60</b>	<b>40</b>		
Attract and Engage Customers with Digital Marketing	<ul style="list-style-type: none"> <li>Recognize strategies to build brand awareness among potential customers</li> <li>Explain the purpose of SEO (search engine optimization) and essential SEO terms</li> </ul>	60	40		

	<ul style="list-style-type: none"> <li>Optimize website content for SEO</li> <li>Understand search engine marketing (SEM) and how it benefits businesses</li> </ul>				
From Likes to Leads: Interact with Customers Online	<ul style="list-style-type: none"> <li>Define social media marketing and describe its purpose</li> <li>Identify core pillars of social media marketing: strategy, planning and publishing, listening and engagement, analytics and reporting, advertising</li> <li>Define the goals of a social media campaign</li> <li>Write, design, and repurpose engaging content for social media</li> </ul>	60	40		
<b>Total Marks</b>		<b>60</b>	<b>40</b>		
Think Outside the Inbox: Email Marketing	<ul style="list-style-type: none"> <li>Understand how email marketing fits into a digital marketing strategy</li> <li>Write effective email copy, subject lines, and preview text</li> <li>Test, execute, and optimize an email marketing campaign</li> <li>Measure and analyze email campaign results</li> </ul>	60	40		
<b>Total Marks</b>		<b>60</b>	<b>40</b>		
Assess for Success: Marketing Analytics and Measurement	<ul style="list-style-type: none"> <li>Define media planning and strategies</li> <li>Describe what defines a successful marketing campaign</li> <li>Evaluate metrics against performance goals and make adjustments to a marketing budget or strategy</li> <li>Create presentations and reports to update stakeholders on the progress or success of a marketing campaign and important insights</li> </ul>	60	40		
<b>Total Marks</b>		<b>60</b>	<b>40</b>		
Make the Sale: Build, Launch, and Manage the E-commerce Stores	<ul style="list-style-type: none"> <li>Understand essential e-commerce strategies and practices</li> <li>Explain what e-commerce stores and platforms are and how they work</li> <li>Create an engaging customer experience online using best practices</li> <li>Set up a mock e-commerce store using Shopify</li> </ul>	60	40		
<b>Total Marks</b>		<b>60</b>	<b>40</b>		
Satisfaction Guaranteed: Develop Customer Loyalty Online	<ul style="list-style-type: none"> <li>Identify common strategies for building customer loyalty in e-commerce</li> <li>Successfully manage client relationships and measure satisfaction</li> <li>Find, apply for, and prepare for interviews and jobs</li> <li>Put together a portfolio and/or resume to present to employers</li> </ul>	60	40		
<b>Total Marks</b>		<b>60</b>	<b>40</b>		
<b>Grand Total</b>		<b>360</b>	<b>240</b>		

### Annexure: Assessment Strategy

This section includes the processes involved in identifying, gathering, and interpreting information to evaluate the Candidate on the required competencies of the program.

Mention the detailed assessment strategy in the provided template.

<1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SIP or email

- Assessment agencies send the assessment confirmation to VTP/TC looping SSC
  - Assessment agency deploys the ToA certified Assessor for executing the assessment • SSC monitors the assessment process & records
2. Testing Environment:
- Check the Assessment location, date and time
  - If the batch size is more than 30, then there should be 2 Assessors.
  - Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.
3. Assessment Quality Assurance levels/Framework:
- Question bank is created by the Subject Matter Experts (SME) are verified by the other SME • Questions are mapped to the specified assessment criteria
  - Assessor must be ToA certified & trainer must be ToT Certified
4. Types of evidence or evidence-gathering protocol:
- Time-stamped & geotagged reporting of the assessor from assessment location • Centre photographs with signboards and scheme specific branding
5. Method of verification or validation:
- Surprise visit to the assessment location
6. Method for assessment documentation, archiving, and access • Hard copies of the documents are stored

On the Job:

1. Each module (which covers the job profile of Automotive Service Assistant Technician) will be assessed separately.
2. The candidate must score 60% in each module to successfully complete the OJT.
3. Tools of Assessment that will be used for assessing whether the candidate is having desired skills and etiquette of dealing with customers, understanding needs & requirements, assessing the customer and perform Soft Skills effectively:
  - Videos of Trainees during OJT •
4. Assessment of each Module will ensure that the candidate is able to:
  - Effective engagement with the customers
  - Understand the working of various tools and equipment • .....>

Annexure: Acronym and Glossary

Acronym

Acronym	Description
AA	Assessment Agency
AB	Awarding Body
ISCO	International Standard Classification of Occupations
NCO	National Classification of Occupations

<b>NCrF</b>	National Credit Framework
<b>NOS</b>	National Occupational Standard(s)
<b>NQR</b>	National Qualification Register
<b>NSQF</b>	National Skills Qualifications Framework
<b>OJT</b>	On the Job Training

### Glossary

Term	Description
<b>National Occupational Standards (NOS)</b>	NOS define the measurable performance outcomes required from an individual engaged in a particular task. They list down what an individual performing that task should know and also do.
<b>Qualification</b>	A formal outcome of an assessment and validation process which is obtained when a competent body determines that an individual has achieved learning outcomes to given standards
<b>Qualification File</b>	A Qualification File is a template designed to capture necessary information of a Qualification from the perspective of NSQF compliance. The Qualification File will be normally submitted by the awarding body for the qualification.
<b>Sector</b>	A grouping of professional activities on the basis of their main economic function, product, service or technology.
<b>Long Term Training</b>	Long-term skilling means any vocational training program undertaken for a year and above. <a href="https://ncvet.gov.in/sites/default/files/NCVET.pdf">https://ncvet.gov.in/sites/default/files/NCVET.pdf</a>