Please refer Guidelines for STT/LTT/Apprenticeship/OEM Qualification File

QUALIFICATION FILE

Graphics & Web Designer Assistant

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

☐ Upskilling ☐ Dual/Flexi Qualification ☐ ForToT☐ For ToA

☒ General ☐ Multi-skill (MS) ☒ Cross Sectoral (CS) ☐ Future Skills ☐ OEM

NCrF/NSQF Level: 4.0

Submitted By:

MSME TECHNOLOGY CENTRE

O/o DC MSME, Ministry of Micro, Small and Medium Enterprises

Govt. of India

A-Wing, 7th Floor, Nirman Bhawan, Maulana Azad Road

New Delhi-110108

Contact No. +91-674-2654700

Email- msmetcab@gmail.com

Table of Contents

Section 1: Basic Details

1.	Qualification Name	GRAPHICS & WEB DESIGNER	
2.	Sector/s	Media & Entertainment	
3.	Type of Qualification: ☐New ☒ Revised ☐Has Electives/Options ☐OEM	NQR Code & version of existing/previous qualification: *(change to previous, once approved)* QG-04-ME-02417-2024-V1-MSME & V-1	Qualification Name of existing/previous version: Graphics & Web Designer Assistant
4.	a. OEM Name b. Qualification Name *(Wherever applicable)*	NA	
5.	National Qualification Register (NQR) Code&Version *(Will be issued after NSQC approval)*	MSME/GWD QG-04-ME-02417-2024-V1-MSME & V-1	6. NCrF/NSQF Level: *4.0*
7.	Award (Certificate/Diploma/Advance Diploma/ Any Other *(Wherever applicable specify multiple entry/exits also & provide details in annexure)*	Certificate	
8.	Brief Description of the Qualification	Learners who attain this qualification are competent in the following area, ● Learners can perform Computer Generated Imagery, UI Design, UX Design, Website Designing, Front-End & Back-End Development. ● Qualified learners are competent to get an employment in Media and Entertainment sector as per the requirement of MSMEs ● Qualified learners will become an entrepreneur.	
9.	Eligibility Criteria for Entry for Student/Trainee/Learner/Employee	a. Entry Qualification & Relevant Experience:	

a.   **Entry Qualification & Relevant Experience:**
.

S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)
1	Grade 12th pass	No Experience Required
2	Completed 2nd year of 3-year diploma (after 10th)	
3	Pursuing 2nd year of 3-year regular Diploma (after 10th)	
4	10th grade pass and pursuing continuous schooling (for 2 year program)	
5	11th Grade Pass and pursuing continuous schooling.	
6	Previous relevant Qualification of NSQF Level 3.5	1.5 year relevant experience

	7	Previous relevant Qualification of NSQF Level 3.0	3 year relevant experience

b. Age: 17 Years

10	Credits Assigned to this Qualification, Subject to Assessment *(as per National Credit Framework (NCrF))*	20	**11. Common Cost Norm Category (I/II/III)** *(wherever applicable)*: **I**

12	Any Licensing requirements for Undertaking Training on This Qualification *(wherever applicable)*	Graphics Software's, Web Technologies, Microsoft Visual Studio Code.

| 13 | Training Duration by Modes of Training Delivery *(Specify **Total Duration** as per selected training delivery modes and as per requirement of the qualification)* | ☐Offline ☐Online ☒Blended |

Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)
Classroom (offline)	60	300	30	-	360
Online	30	150	30	-	180
Total	90	450	60	-	600

(Refer Blended Learning Annexure for details)

14	Aligned to NCO/ISCO Code/s *(if no code is available mention the same)*	*2166.0201*

15	Progression path after attaining the qualification *(Please show Professional and Academic progression)*	***Professional Progress:*** *Graphic Designer/Web Designer/UI/UX Designer⬜Product Brand Designer* ***Academic Progression***: *Certificate Course InGraphics & Web Designer (NSQF Level 4.0⬜ AR/VR Visual Designer (NSQF Level 4.5)*

16	Other Indian languages in which the Qualification & Model Curriculum are being submitted	**Hindi**

17	Is similar Qualification(s) available on NQR-if yes, justification for this qualification	☐ Yes ☒ No URLs of similar Qualifications:

18	Is the Job Role Amenable to Persons with Disability	☒Yes ☐No **If "Yes", specify applicable type of Disability:** As per Govt.Norms.

19	How Participation of Women will be Encouraged	

20	Are Greening/ Environment Sustainability Aspects Covered *(Specify the NOS/Module which covers it)*	☒Yes ☐No The said aspect is covered in the module name Employability Skill

21	Is Qualification Suitable to be Offered in Schools/Colleges	Schools☒Yes ☐No Colleges ☒Yes ☐No

22	Name and Contact Details of Submitting / Awarding Body SPOC *(In case of CS or MS, provide details of both Lead AB & Supporting ABs)*	Name: Sh. Vijay Mahipatrao Bankar Contact No. +0755 3501078 Email-msmetcab@gmail.com		
23	Final Approval Date by NSQC: 30.04.2024	24. Validity Duration:3 years		25. Next Review Date: 30.04.2027

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 to the 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/NSQF 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.	Mastering the fundamentals of Art and Illustration	MSME/GWDA/01	Core	4	3	30	60	-	-	90	50	50	-	-	100	
2.	Acquire proficiency in Computer Graphics	MSME/GWDA/02	Core	4	3	30	60	-	-	90	-	100	-	-	100	
3.	Understand and develop a website	MSME/GWDA/03	Core	4	7	-	210	-	-	210	-	100	-	-	100	
4.	Understanding to Work with Figma & Adobe XD	MSME/GWDA/04	Core	4	6	-	120	60	-	180	-	100	-	-	100	

S. No	NOS/Module Name	NOS/Module Code & Version *(if applicable)*	Core/ Non-Core	NCrF/NSQF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					Weightage (%) *(if applicable)*
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	
5.	Employability Skill	MSME/ES/02	Non-Core	4	1	30	-	-	-	30	100	-	-	-	100	
Duration (in Hours) / Total Marks				20		90	450	60	-	600	150	350	-	-	500	

Elective NOS/s:

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

Optional NOS/s:

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

Assessment - Minimum Qualifying Percentage

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

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

   Minimum marks to pass theory exam: 40%

   Minimum marks to pass Practical exam: 60%

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

Minimum marks to pass theory exam: 40%

Minimum marks to pass Practical exam: 60%

Section 3: Training Related

1.	**Trainer's Qualification and experience in the relevant sector (in years)** *(as per NCVET guidelines)*	Diploma/ Degree in Arts/Fine Arts/ Design/Computer Science Engineering or Equivalent with Practical skills and knowledge required in the relevant job role at least one level higher i.e., level 4 and above in related field and minimum 2 years of experience in Production Environment in the Media & Entertainment organization will become a trainer, (Preferably TOT/ Certified from reputed agency to be deployed for the training)
2.	**Master Trainer's Qualification and experience in the relevant sector (in years)** *(as per NCVET guidelines)*	Degree in Engineering (Computer Science, Arts, Fine Arts, Design, Animation) or equivalent with 3 to 5 years of experience in Production/ Training from any Media & Entertainment organization will become as a Master Trainer.
3.	**Tools and Equipment Required for Training**	☒Yes ☐No (*If "Yes", details to be provided in Annexure*)
4.	**In Case of Revised Qualification, Details of Any Upskilling Required for Trainer**	Yes

Section 4: Assessment Related

1.	**Assessor's Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines)*	Diploma / Degree in Engineering (Computer Science, Arts, Fine Arts, Design, Animation) or equivalent with 3 years of experience in Production/ Training from any reputed Media & Entertainment organization. Only (TOA) certified assessors will be able to conduct the assessments.
2.	**Proctor's Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines)*	Degree in Engineering (Computer Science, Arts, Fine Arts, Design, Animation) or equivalent with 5 years of experience in Production/ Training from any reputed Media & Entertainment organization.
3.	**Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines)*	Post Graduate Diploma/Advanced Diploma / Diploma / ITI Certificate / in the relevant discipline with minimum 5 years of experience in their professional fields (including minimum 3 years of relevant industry experience).
4.	**Assessment Mode** *(Specify the assessment mode)*	**Blended Type (Online + Offline)**

5.	Tools and Equipment Required for Assessment	☒Same as for training ☒Yes ☐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):** ● Human Resource and Skill Requirement in the Media Entertainment Sector (2020-25) Jan 2022 ● https://www.mescindia.org/images/skill-gap-report/Human%20Resource%20and%20Skill%20Requirement%20in%20the%20Media%20%20Entertainment%20Sector%20(2020-25)%20Jan%202022%20v7.pdf ● Talent Gap in Animation, Visual Effects Industry, Short Courses to The Rescue – News18 *Link to Report:* https://www.news18.com/news/education-career/short-courses-can-fill-skill-gap-in-animation-visual-effects-gaming-comics-4891634.html
2.	**Latest Market Research Reports or any other source (not older than 2 years) (Yes/No):** ● **Global 3D Animation Market Size, Share & Trends Analysis Report by Technique (3D Modeling, Visual Effects), by Component, by Deployment (On-premise, On-demand), by End Use, and Segment Forecasts, 2021-2028** *Link to Research Report:* https://www.researchandmarkets.com/reports/4452097/global-3d-animation-market-size-share-and-trends. ● **Global 3D Animation Market Size & Growth Report, 2030 - Grand View Research.** *Link to Research Report:* https://www.grandviewresearch.com/industry-analysis/3d-animation-market. ● **Global 3D Animation Market Research Report (2021 to 2026) - GlobeNewswire.** *Link to Research Report:* https://www.globenewswire.com/news-release/2022/01/04/2360496/28124/en/Global-3D-Animation-Market-Research-Report-2021-to-2026-by-Animation-Technique-Component-Deployment-End-user-and-Region.html
3.	**Government /Industry initiatives/ requirement (Yes/No):** Yes
4.	**Number of Industry validation provided:** 30
5.	**Estimated nos. of persons to be trained and employed:** 1000
6.	**Evidence of Concurrence/Consultation with Line Ministry/State Departments:***Yes* If "No", why

Section 6: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name

Graphics & Web Designer Assistant

1.	**Annexure:** NCrF/NSQF level justification based on NCrF level/NSQF descriptors *(Mandatory)*	*Annexure-I*
2.	**Annexure:** List of tools and equipment relevant for qualification *(Mandatory, except in case of online course)*	*Annexure-II*
3.	**Annexure:** Industry Validation Summary	*Annexure-III*
4.	**Annexure:** Training & Employment Related	*Annexure IV*
5.	**Annexure:** Blended Learning *(Mandatory, in case selected Mode of delivery is "Blended Learning")*	*Annexure V*
6.	**Annexure:** Detailed Assessment Criteria *(Mandatory)*	*Annexure-VI*
7.	**Annexure:** Assessment Strategy *(Mandatory)*	*Annexure-VII*
8.	**Annexure:** Multiple Entry-Exit Details *(Mandatory, in case qualification has multiple Entry-Exit)*	*NA*
9.	**Annexure:** Acronym and Glossary *(Optional)*	*Annexure VIII*
10.	**Supporting Document:** Model Curriculum *(Mandatory – Public view)*	*Annexure IX*
11.	**Supporting Document:** Career Progression *(Mandatory - Public view)*	*This aspect is mention in point no 15.*
12.	**Supporting Document:** Occupational Map *(Mandatory)*	*Annexure-X*
13.	**Supporting Documents:** Assessment SOP(Mandatory)	*Annexure XI*
14.	**Any other document you wish to submit:**	*NA*

Annexure I: 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	● Specialized knowledge of Computer Graphics, Web Development Technologies and Proficient with Computer Graphics, HTML, CSS, JavaScript, Bootstrap, Time management for completion of work.	● Understanding the fundamentals of computer graphics, installing and navigating software, creating and managing documents, and differentiating between file types, resolution, and color modes. ● Understanding file types, bitmap vs. vector graphics, resolution, and color modes. Performing basic compositing techniques, making selections, and applying adjustments to images.	4

Graphics & Web Designer Assistant

		● Familiarizing with the Web Tools and Techniques, utilizing animations. ● Developing computer skills, communication competence, report writing skills, teamwork abilities, understanding ethics and values, and gaining knowledge about entrepreneurship and startup schemes. ● Throughout the course, Learner s will have extensive practical experience with hands-on projects and exercises, allowing them to apply the knowledge gained in real-world scenarios.	
Professional and Technical Skills/ Expertise/ Professional Knowledge	● Proficiency in Computer Graphics Software ● Technical Understanding of File Types, Resolution, and Color Modes ● Web Development Skills ● Proficiency in UI, UX	● Learners develop a high level of proficiency in computer graphics software, including navigating the interface, managing documents, and utilizing various tools and features effectively. ● Learners gain in-depth technical knowledge about different file types, understanding their characteristics and optimal usage. They also learn about resolution and color modes, ensuring accurate and high-quality output. ● Learner s acquire expertise in Web Tools, mastering the creation of websites/ web apps, optimizing, and applying animations to bring website to life.	4
Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	● Understand Personal Strengths \ Value, Digital Literacy, Money Matters and Preparing for Employment & Self Employment	● Learner can Develop communication competence, report writing skills & preparation of Resumes or Curriculum Vitae, Learner can be able to Interact effectively with co-workers and can apply the Engineering Ethics and Human Values at workplace. ● Leaner can understand the basic process of becoming an entrepreneur & start up and can get benefits from various government schemes applicable.	4

Graphics & Web Designer Assistant

Broad Learning Outcomes/Core Skill	• Lerner will achieve a high level of proficiency in computer graphics, including software usage, file management, and understanding different file types, resolution, and color modes. • Learners will develop strong skills in Web Design Tools • Learner s will develop essential employability skills, including effective communication, teamwork, time management, and professionalism. They will also gain an understanding of entrepreneurship, accessing funding, and government schemes for startups. • Learner s will cultivate creative problem-solving skills, enabling them to tackle challenges in computer graphics and Web.	• Learners demonstrate proficiency in computer graphics software, including file management, different file types, resolution, and color modes. • Learners showcase skills in creating and optimizing websites/web apps, and utilizing keyframe animation techniques. • Learners demonstrate effective communication, teamwork, time management, and professionalism, along with an understanding of entrepreneurship and government schemes for startups. • Learners exhibit the ability to creatively solve problems and express their artistic vision through visually appealing and engaging animations. • Learners will achieve a high level of proficiency in computer graphics, including software usage, file management, and understanding different file types, resolution, and color modes and web tools.	4
Responsibility	• Responsible for own work and learning as well as for the subordinates. • Takes complete responsibility for delivery and quality of own work and output.	• Learner is expected to perform the task as per given instructions, taking responsibility of proper execution of the program generated and its actions for the operation, quality and accuracy of the work. • Independently for certain tasks and collaboratively and takes responsibility fully for own work, he/she is expected to have openness to learning, ability to plan and organize own work and identify and solve problems in the course of working. • Understanding the need to take initiative and manage self-work and group tasks to improve efficiency and effectiveness	4

Graphics & Web Designer Assistant

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

List of Tools and Equipment
Batch Size:20

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size
1	Performance Computer or Workstation	OS: Windows / Mac CPU: AMD / Intel (High Performance Workstation) (or related equivalent) RAM: 8GB or Higher GPU: Nvidia/ AMD 4GB VRAM or Higher Monitor: Full HD Monitor or Higher	20
2	Graphics Software's	Latest versions as per industry standards	20
3	Web Technologies	Latest versions as per industry standards	20
4	Microsoft Visual Studio Code	Latest versions as per industry standards	20
3	Classroom Aids The aids required to conduct sessions in the classroom are: 1. Projector 2. Smart Board 3. Mic & Speaker 4. Webcam 5. Online Collaboration Tools /Video Conference Software's or related equivalent Software's 6. Practice Exercise etc.	Standard	1 Set

Annexure III: 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)*

Graphics & Web Designer Assistant

1	Ficus Productions Private Limited	Mr. Rohit D. Ghokshe	CEO, Managing DIrector	Room No. 58, Chawl no.6, Plot no.4, BMC Colony, Dr. E.Moses Road, Worli Naka, Mumbai 400018	866152165	Info.ficusproduction@gmail.com	
2	Ultra Digital Studio Pvt.Ltd	Mr. Anup Chandekar	Sr. Admin Executive	4th Floor, A4, Ultra Media & Entertainment Pvt Ltd, Peninsula Park, C/O, Off Veera Desai Rd, near Maruti Business Park, Veera Desai Industrial Estate, Andheri West, Mumbai, Maharashtra 400053	9321213141	anup.chandekar@ultraindia.com	
3	Chanchal Engineering works	Mr. DRYHAEBHWAR	PROPRIETOR	gut no.67,plot no.06(B),shivrana audyogik sanstha, wadgaon(ko), area, MIDC, Waluj, Aurangabad, Maharashtra 431133	9765499939	chanchalengineeringworks@gmail.com	
4	Antennae Venture	Mr.Manpreet Singh	Ecosystem Manager	LodhaSupremus, Saki Vihar Rd, opposite Mtnl, off Tunga Village, Tunga Village, Chandivali, Powai, Mumbai, Maharashtra 400076	9082860602	hr@antennae.in	
5	Royal Finesse Studio	Mr.Anchal Joshi	Cofounder	new prerana CHS, C-1, next to modihyundai, Bhakti Mandir, PanchPakhdi, Thane West, Thane, Maharashtra 400602	8356099360	aanchal@royalfinesse.in	
6	IDZ Digital Pvt. Ltd.	Ms. Anuja Dhage	Hr Executive	Kanakia Western Edge II, Western Edge II, B-607, behind Metro Mall, near SuSwagat Hotel, Food Corporation of India Warehouse, Borivali East, Mumbai, Maharashtra 400066	9321738407	careers@idzdigital.com	
7	Yanisa Execution	Sonu Waghmare	Studio Manager	04, 2nd floor, ShyamVihar,MewawalaNiwas, MG Road, near Puppy Tailor, Mulund (w), Mumbai: 80	7977468221	mswsonu@gmail.com	
8	Hydrotech Consultant	Prafulchandra Pramodrai Naik	Director Of Hydrotech Consultant	Admin office: 32, Sumit Samarth Arcade, A wing, Aarey Road, Goregaon (W), Mumbai - 400104 Regd. Office: Sarvodaya Bhuvan 'B', Gokhale Road (N), Dadar (West), Mumbai - 400028	9892177917	info@hydrotechconsultant.com	

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9	G.T. Engineering Works	Karuppaswamy Yadav	Partner	17, Vardhaman Indl. Estate, Opp. Nahur Station ,Village Road, Bhandup-(W),Mumbai-78	9702277955	gtengineeringworks@gmail.com	
10	Prabhavshali News	Stevan Jhon Badiger	Chief Editor	Ram Heritage Building, Plot No. 32, Sector - 12, Shop No. 19, Kamothe, Navi Mumbai - 410209	9324847296	prabhavshalinews@gmail.com	
11	Shree Swami Samartha Media Private Limited	Nilesh Gajanan Karanje	Director	Pratiksha Nagar, Palm Acres CHS, M-5, B Wing, Second floor, Flat Number-205, Pratikshanagar, Sion (East), Mumbai- 400022	9930461343	Nileshkaranje@gmail.com nilesh@shreeswamisamarthamedia.com	
12	Manik Machinery Manufacturer Pvt. Ltd.	Manojkumar Patil	Design Engineer	21/24, Sons Udyog, Parsi Panchayat Road, Andheri (East) mumbai- 400069	9892209289	manoj.patil@pilotindia.com	
13	Additional Ambarnath Manufacturer's Association (AAMA)	Umesh Tayade	AAMA - Chairman	P-42, AAMA Welfare Centre, Anandnagar, Additional Ambernath MIDC, Ambernath - 421506, Dist - Thane	9422073611	aama.ambarnath@gmail.com	
14	Word Publishing	Karan Jadhav	Talent Acquisition Manager	Office no. 117, First Floor,lobby no. 4Rupa Solitaire, MBP, Mahape Navi Mumbai Nearest Station: Ghansoli, Navi Mumbai	9619225867	karan.jadhav@wpsgp.com	
15	Ad On Enterprises	Sudhir Parte	Director	505/ B, Neelkantheshwar Apt, Lonin Nagar, Nitin Company Signal, Thane (W), Maharashtra - 400602	9821802203	enterprises.adon@gmail.com	
16	DigitalCube Tech Private Limited	Devayani Bendale	HR Executive	B- 203, Sai Siddhivinayak Apt, Near Tondvalkar School, Dombivil West. 421202	8485025073	hr@digitalcube.tech	
17	AV LASERCRFTS	Aniket Jadhav	Managing Director	ADD- SHOP-3, GAUREE LEELA APT, KADRAP BADLAPUR EAST.	9067788666	avalsercrafts@gmail.com	
18	Daynil Group Solutions Pvt. Ltd.	Ms. Shruti Ghodke	HR Associate	Unit no. 212, Globe Estate, Tata Power Circle, 1, near Vikas Naka, MIDC, Dombivli, Maharashtra 421203	8668215445	hr@daynilgroup.com	

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19	Allied Engineering Pvt Ltd	Alumer Gadkari	Application Engineer	Plot No. D-222/14 , TTC Industrial Area, MIDC, Nerul, Navi Mumbai, Maharashtra - 400706	7977806044 / 8291195952	sales@alliedenginering.co.in info@alliedenginering.co.in	
20	Evertiz Solutions	Shavin Kamble	Sr Hr Executive	Seawoods west, Sector 44A, Navi Mumbai, Maharashtra,	7900054498	shavin.kamble@evertiz.com	
21	Aja Consultants and Engineers	Aniruddha Pradhan	Partner	701, Swami Sankul, Vasant Patil Marg, Chunabhatti, Sion, Mumbai - 400022	9892675218	aapradhan@ajconsult.com	
22	A to Z Placement Service	Amit Varma	Director	office no. 004, Ground floor, Manas Sarovar CHSL, B wing, Beturkar Pada, Near M.K. College, kalyan (W) - 421301	7977261570	amitkumar.verma@atozjobs.in	
23	BrainHap	Amruta Suki	Executive- HR	35/151, 1st Floor, Shree laxmi Vijay Industrial Premises, New Link Road, Sab TV lane	9970747512	admin@aerobott.com	
24	Softcon Automation	Sanjay Narayan Sheth	Partner	Unit No.7, Bldg., No.1, Sector No. 11, Millennium Business Park, Mahape, MIDC, Navi Mumbai. 4cO710	9324645875	sanjay@softconautomation.com	
25	Tibe Allianz Pvt Ltd	Shraddha Nijai	General Manager	Regd Address: Tibe House, Main Road, Opp. Panchayat Samiti, Murbad, Maharashtra 421401	8459857541	tibeallianz@gmail.com connect@tibeallianz.com	
26	S.N. Engineering works	Sneha	CEO	Chaudhary, Sambhaji Nagar	9822859974	snehag858@gmail.com	
27	Pranav Enterprises	Padharinath Devkar	Owner	Plot No C-40, Midc Area, Waluj MIDC, Aurangabad-Maharashtra - 431136	9371671146	pranavent@gmail.com	
28	R.P. Industries	Prashant Patil	CEO	H-5/27, MIDC Industrial Area, Chikalthana, Aurangabad-431210, Maharashtra, India.	8007222251	prashantpatil@gmail.com	
29	Madhura Die Cast Private Limited	Madhura	CEO	D-168 MIDC Shendra, Aurangabad - 431 154	9422204622	madhuradiecast@gaikegroup.in	
30	Gayatri Auto Components	Ranjeet Mete	Lead Designer	Plot No. K39, Chh, MIDC, Ranjangaon, Waluj, Aurangabad, Ghanegaon, Maharashtra 431136	7385613842	info@gayatriauto.in	

Graphics & Web Designer Assistant

Annexure IV: 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
24-25	1500	1200	750	500	-	-
25-26	2500	2000	900	750	-	-
26-27	3500	3100	1500	1250	-	-

Data to be provided year-wise for next 3 years

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	Assessed	Certified	Placed
1.0	2020-21	25	25	25	24	12	12	12	10	-	-	-	-
1.0	2021-22	379	379	379	350	150	150	150	136	-	-	-	-
1.0	2022-23	340	340	340	310	170	170	170	156	-	-	-	-

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. Skill Development Training for the Masses under ICT – Ministry of Electronics and Information Technology

2. Fee based Training Program under the Ministry of MSME.

Content availability for previous versions of qualifications:

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

Languages in which Content is available:

English

Graphics & Web Designer Assistant

Annexure V: 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	Books/ e-books Presentations Reference Material Audio / Video Modules with 2D and 3D animation Self-Learning Videos /Broadcasts /Mobile Learning /Curated Digital content	40:60
2	☒Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners	Self-Learning Videos Broadcasts Mobile Learning Curated Digital content	40:60
3	☒Showing Practical Demonstrations to the learners	Adobe Suite and Autodesk maya Software's Video Content E-Resource library	100:00
4	☒Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	On above software's	00:100
5	☒Tutorials/ Assignments/ Drill/ Practice	Online Question Bank Mobile Quick test app MCQ based tests Practical Test on Machines	50:50
6	☒Proctored Monitoring/ Assessment/ Evaluation/ Examinations	Assessment engine for Essays, Up-loadable file examinations, Mock test sessions	50:50
7	☐On the Job Training (OJT)/ Project Work Internship/ Apprenticeship Training	N/A	100:0

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Annexure VI: 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
NOS / Module: **MSME/GWD/01** **Mastering the fundamentals of Art and Illustration**	Technical Mastery: PC.1 Learners should demonstrate proficiency in various art techniques, including drawing, painting, and digital media. PC.2 Learners should have a strong command of technical aspects such as line, shape, color, texture, and composition in their chosen mediums. Creative Expression: PC.3 Learners should showcase their creativity and artistic expression in their work. PC.4 They should be able to express their ideas, emotions, and concepts through their artwork effectively. Visual Communication: PC.5 Learners should effectively communicate their messages and concepts visually. PC.6 They should be able to use visual language, symbols, and design principles to convey ideas and emotions clearly and engagingly. Conceptual Development: PC.7 Learners should demonstrate the ability to develop and expand on creative concepts and ideas. PC.8 They should be skilled in conceptual thinking and translating abstract ideas into visual artwork. Research Integration: PC.9 Learners should incorporate research, reference materials, and inspiration into their work.	-	100	-	-

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	PC.10 They should be adept at researching historical, cultural, and contemporary influences in their art and illustration. Creative Problem-Solving: PC.11 Learners should exhibit effective problem-solving skills when faced with artistic challenges. PC.12 They should develop the ability to find creative solutions to visual problems and obstacles. Presentation Skills: PC.13 Learners should present their work professionally and effectively for exhibitions, portfolios, and client projects. PC.14 They should be skilled in presenting their artwork in a manner that showcases professionalism and impact. Critique and Self-Reflection: PC.15 Learners should actively participate in critiques and provide constructive feedback to peers. PC.16 They should be able to critically evaluate their own work and the work of others, contributing to a constructive learning environment. Cultural and Ethical Awareness: PC.17 Learners should demonstrate an understanding of cultural and ethical considerations in their work. PC.18 They should be aware of cultural diversity, social issues, and ethical implications related to their art and illustration practice.				
	Understanding Computer Graphics: PC 1. Learners can explain fundamental computer graphics concepts. Software Proficiency:	-	**100**	-	-

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NOS/Module: **MSME/GWD/02** **Acquire proficiency in Computer Graphics**	PC 2. Learners successfully install relevant graphics software. Document Creation: PC 3. Learners create new documents efficiently using the start workspace. Interface Customization: PC 4. Learners effectively utilize panels and customize the interface. Shortcut Proficiency: PC 5. Learners competently use keyboard shortcuts and menu commands. Workspace Utilization: PC 6. Learners use workspaces effectively for different tasks. File Management: PC 7. Learners explain different file types and their appropriate usage. Image Handling: PC 8. Learners handle image resizing, resolution, and color modes competently. Selection Techniques: PC 9. Learners use selection tools accurately and competently. Layer Management: PC 10. Learners demonstrate knowledge of layers and apply manipulation techniques effectively. Masking and Blending: PC 11. Learners apply layer masks, blend modes, and gradient layer masks proficiently. Adjustment Application:			

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	PC 12. Learners utilize adjustment layers and apply adjustments such as levels, curves, and hue/saturation proficiently. Retouching and Editing: PC 13. Learners effectively use photo retouching tools, content-aware fill, and sharpening techniques. Text and Layout Design: PC 14. Learners skillfully use the type tool, guides, rulers, and smart guides for text manipulation and layout design. File Handling and Export: PC 15. Learners save files in appropriate formats and utilize quick export features efficiently.				
NOS/Module: **MSME/GWD/03** **Understand and Develop a Website**	Fundamentals of Web: PC.1 Learners grasp basic web concepts and page delivery processes. HTML & CSS Mastery: PC.2 Learners effectively structure web pages with HTML and style them using CSS. Media Integration: PC.3 Learners format text, insert images, and create hyperlinks appropriately. Copyright Awareness: PC.4 Learners understand copyright principles when using external content. Advanced Web Styling: PC.5 Learners apply advanced styling techniques using CSS selectors. Personal Homepage Project: PC.6 Learners develop a personal homepage, showcasing creativity and practical skills. UI Design Principles: PC.7 Learners evaluate and incorporate user interface design principles. Accessibility & Readability: PC.8 Learners ensure accessibility and readability in web design. Rapid Prototyping: PC.9 Learners efficiently create web pages using rapid prototyping methods. Final Project Development: PC.10 Learners create a final project integrating course concepts and demonstrating creativity.	-	100	-	-

	Responsive Design: PC.11 Learners implement responsive design principles using Bootstrap and media queries. JavaScript & jQuery Usage: PC.12 Learners enhance interactivity with client-side scripting and jQuery. Adobe Flash/Animate Skills: PC.13 Learners demonstrate proficiency in Adobe Flash/Animate for web animation. Web Hosting & Management: PC.14 Learners understand web hosting basics and manage email accounts and website maintenance. Device Adaptation: PC.15 Learners design web pages adaptable to different screen sizes and devices.				
NOS / Module: **MSME/GWD/04** **Understanding to Work with Figma & Adobe XD**	Proficiency in Design Tools: PC.1 Learners demonstrate proficiency in Figma and Adobe XD, using key features effectively. Design Principles Application: PC.2 Learners apply design principles like layout, typography, color theory, and visual hierarchy effectively. UI Design Skills: PC.3 Learners create aesthetically pleasing and intuitive user interfaces for web and mobile applications. UX Design Understanding: PC.4 Learners design experiences that enhance user satisfaction, understanding UX principles and conducting user research. Interactive Prototyping: PC.5 Learners create interactive prototypes in Figma and Adobe XD to showcase functionality and user pathways.	-	100	-	-

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	Collaboration and Version Control:				
	PC.6 Learners collaborate on design projects in real-time, utilizing version control features for consistency.				
	Design Documentation:				
	PC.7 Learners prepare design documentation, including guidelines, style guides, and annotations effectively.				
	Presentation Skills:				
	PC.8 Learners develop effective communication and presentation skills to convey design decisions.				
	Problem-Solving and Iteration:				
	PC.9 Learners analyze design problems, gather feedback, and iterate solutions based on user testing.				
	Usability Testing:				
	PC.10 Learners conduct usability tests on designs, optimizing them based on findings.				
	Ethical Considerations:				
	PC.11 Learners are aware of ethical considerations like accessibility, inclusivity, and privacy in design.				
NOS/Module: **MSME/ES/02** **Employability Skills**	PC.1 Discuss the Employability Skills required for jobs in various industries PC.2 List different learning and employability related GOI and private portals and their usage PC.3 Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen PC.4 Show how to practice different environmentally sustainable practices.	**100**	-	-	-

	PC.5 Discuss importance of relevant 21st century skills.
	PC.6 Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life.
	PC.7 Describe the benefits of continuous learning.
	PC.8 Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone
	PC.9 Read and interpret text written in basic English
	PC.10 Write a short note/paragraph / letter/e -mail using basic English
	PC.11 Create a career development plan with well-defined short- and long-term goals
	PC.12 Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.
	PC.13 Explain the importance of active listening for effective communication
	PC.14 Discuss the significance of working collaboratively with others in a team
	PC.15 Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD
	PC.16 Discuss the significance of escalating sexual harassment issues as per POSH act.
	PC.17 Outline the importance of selecting the right financial institution, product, and service
	PC.18 Demonstrate how to carry out offline and online financial transactions, safely and securely
	PC.19 List the common components of salary and compute income, expenditure, taxes, investments etc.
	PC.20 Discuss the legal rights, laws, and aids
	PC.21 Describe the role of digital technology in today's life
	PC.22 Demonstrate how to operate digital devices and use the associated applications and features, safely and securely

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	PC.23	Discuss the significance of displaying responsible online behavior while browsing, using various socialmedia platforms, e-mails, etc., safely and securely				
	PC.24	Create sample word documents, excel sheets and presentations using basic features				
	PC.25	Utilize virtual collaboration tools to work effectively				
	PC.26	Explain the types of entrepreneurship and enterprises				
	PC.27	Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan				
	PC.28	Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement				
	PC.29	Create a sample business plan, for the selected business opportunity				
	PC.30	Describe the significance of analyzing different types and needs of customers				
	PC.31	Explain the significance of identifying customer needs and responding to them in a professional manner.				
	PC.32	Discuss the significance of maintaining hygiene and dressing appropriately				
	PC.33	Create a professional Curriculum Vitae (CV)				
	PC.34	Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively				
	PC.35	Discuss the significance of maintaining hygiene and confidence during an interview				
	PC.36	Perform a mock interview				
	PC.37	List the steps for searching and registering for apprenticeship opportunities				
Total Marks			100	400	-	-

Annexure VII: 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.

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Mention the detailed assessment strategy in the provided template.

1. Assessment System Overview:

- Batches are assigned to the MSME NSQF Assessment Agency via email for the assessment.
- MSME NSQF Assessment Agency sends the assessment confirmation to respective TC.
- MSME NSQF Assessment Agency deploys the certified Assessor for executing the assessment at respective TC via online / offline mode.
- MSME NSQF Assessment Agency & respective TC Internal Assessment cell monitors the assessment process & records.

2. Testing Environment:

- MSME NSQF Assessment Agency confirms the Assessment location, date and time
- For number of candidates more than 30 separate assessors are assigned for the assessment.
- MSME NSQF Assessment Agency & respective assessor confirms that the allotted time to the candidates to complete Theory & Practical Assessment is correct.

3. Assessment Quality Assurance levels/Framework:

- Each TC Submits the Question Bank for the individual subject Theory &Practice separately, submits to MSME NSQF Assessment Agency and it is verified by the MSME NSQF Assessment Agency Committee members.
- Questions are mapped to the specified assessment criteria
- All the assessors & Trainers are well qualified & trained to carry out the specified task.

4. Types of evidence or evidence-gathering protocol:

- Online Link is send by MSME NSQF Assessment Agency to respective TC & Assessor. Reporting of the assessor from assessment location is verified by the MSME NSQF Assessment Agency through the online Meeting Link. Students are also required to join for the online link for verification by the MSME NSQF Assessment Agency.
- Assessment Photographs are shared with the MSME NSQF Assessment Agency & are also with the respective TC.

5. Method of verification or validation:

- Online Link is send by MSME NSQF Assessment Agency to respective TC & Assessor. Reporting of the assessor from assessment location is verified by the MSME NSQF Assessment Agency through the online Meeting Link. Students are also required to join for the online link for verification by the MSME NSQF Assessment Agency.

6. Method for assessment documentation, archiving, and access:

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- The Assessment records are shared with MSME NSQF Assessment Agency & also stored at respective TC.

- Assessor fills the assessment report and shares with the MSME NSQF Assessment Agency.

On the Job Training:

- Each module will be assessed separately.

- The candidate must score 60% marks to successfully complete the OJT.

- Learner will be assessed on the basis of OJT report followed by Viva

- Assessment will ensure that the Learner is able to:

  ✓ Effective engagement with the customers / Subordinates and team
  ✓ Understand the working of various tools and equipment
  ✓ Understand the working environment of the industry

Annexure VIII: Acronym and Glossary

Acronym

Acronym	Description
AA	Assessment Agency
AB	Awarding Body
ISCO	International Standard Classification of Occupations
NCO	National Classification of Occupations
NCrF	National Credit Framework
NOS	National Occupational Standard(s)
NQR	National Qualification Register
NSQF	National Skills Qualifications Framework
OJT	On the Job Training

Glossary

Term	Description
National Occupational Standards (NOS)	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.
Qualification	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
Qualification File	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.

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Sector	A grouping of professional activities on the basis of their main economic function, product, service or technology.
Long Term Training	Long-term skilling means any vocational training program undertaken for a year and above. https://ncvet.gov.in/sites/default/files/NCVET.pdf

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