





QUALIFICATION FILE

E-commerce Micro Entrepreneur

$oxtimes$ Short Term Training (STT) \oxtimes Long Term Training (LTT) \oxtimes Apprenticeship
☐ Upskilling ☐ Dual/Flexi Qualification ☐ For ToT ☐ For ToA
\square General \square Multi-skill (MS) \boxtimes Cross Sectoral (CS) \square Future Skills \square OEM
NCrF/NSQF Level: 4
Cultural Day

Submitted By:

Logistics Sector Skill Council

No. 480 A, 7th floor Khivraj Complex 2, Anna Salai, Nandanam, Chennai – 600 035

Submitting Body Contact Details:

Name: Ms. Reena Murray

Position in the Organization: Head - Standards & Quality Assurance

Address if different from the above: Same as above

Tel Number: 044 4851 4607

E-mail Address: reena@lsc-india.com

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Section 1: Basic Details

1.	Qualification Name	E-comme	erce Micro Entrepreneur		
2.	Sector/s	Logistics			
3.	Type of Qualification: ☑ New ☐ Revised ☐ Has Electives/Options ☐OEM	NQR Coo	de & version of existing/previous tion:	Qualification Name of existing/previous	s version:
4.	a. OEM Nameb. Qualification Name(Wherever applicable)				
5.	National Qualification Register (NQR) Code & Version (Will be issued after NSQC approval)	QG-04-T	W-01358-2023-V1-LSC & 1.0	6. NCrF/NSQF Level: 4	
7.	Award (Certificate/Diploma/Advance Diploma/ Any Other (Wherever applicable specify multiple entry/exits also & provide details in annexure)	Certifica	te		
8.	Brief Description of the Qualification	scale inc	•	s manufactured by self or by self-help grons. S/he will handle the end-to-end proconsumer.	•
9.	Eligibility Criteria for Entry for Student/Trainee/Learner/Employee	a. Entr	y Qualification & Relevant Experience	e:	
		S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)	
		1.	12th Grade Pass	-	
		2.	10th grade pass with two years of NTC/NAC/CITS	-	
		3.	10th Grade Pass	2 years of relevant experience	
		4.	8th Grade Pass plus 2-year NTC plus Year NAC plus 1-Year CITS	1-	
		5.	Completed 2nd year of 3-year diplon (after 10th)	na -	
		b. Age:	19 Years		

10.	Credits Assigned to this Qualification, Subject to Assessment	16		11	. Common Co	st Norm Category	(1/11/111)		
	(as per National Credit Framework (NCrF))				(wherever ap	pplicable): I			
12.	Any Licensing requirements for Undertaking Training on This Qualification (wherever applicable)	NA		l l					
13.	Training Duration by Modes of Training Delivery (Specify Total	□Offline □Online □	Blended						
	Duration as per selected training delivery modes and as per requirement of the qualification)	Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandator y (Hours)	OJT Recommended (Hours)	Total (Hours)		
		Classroom (offline)	155	295	30		480		
		Online							
		(Refer Blended Learnin	g Annexure fo	or details)	'				
14.	Aligned to NCO/ISCO Code/s (if no code is available mention the same)	NCO-2015/2431, 5221							
15.	Progression path after attaining the qualification (Please show	E-commerce entreprer	neur (Small sc	ale)					
	Professional and Academic progression)								
16.	Other Indian languages in which the Qualification & Model	Hindi							
	Curriculum are being submitted								
17.	Is similar Qualification(s) available on NQR-if yes, justification for this qualification	☐ Yes ☑ No URLs of	similar Quali	fications:					
18.	Is the Job Role Amenable to Persons with Disability	⊠ Yes □ No							
		If "Yes", specify applic	able type of I	Disability: Lo	comotive disa	bility, Hearing Imp	pairment		
19.	How Participation of Women will be Encouraged	This qualification was r	mainly develo	ped keeping	women and of	her self-help grou	os into		
		consideration, it enable	es them to se	ll their manuf	factured good	s online.			
20.	Are Greening/ Environment Sustainability Aspects Covered	☐ Yes ℤ No							
	(Specify the NOS/Module which covers it)								
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	Name: Ms. Reena Mu	rray						
	SPOC	Email: reena@lsc-ind	ia.com						

	(In case of CS or MS, provide details of both Lead AB &	Contact No.: 044 4851 4607	
	Supporting ABs)	Website: www.lsc-india.com	
23.	Final Approval Date by NSQC: 30-11-2023	24. Validity Duration: 3 Years	25. Next Review Date: 30-11-2026

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/Modul	Core/	NCrF/NS	Credits		Training Duration (Hours) Assessment Marks									
		e Code & Version (if applicable)	Non- Core	QF Level	as per NCrF	Th.	Pr.	OJT- Man.	OJT- Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) (if applicable)
1.	Introduction to Ecommerce Micro Entrepreneur	NA	Non- core	4	1	20	10			30	0	0		0	0	
2.	Branding, Pricing and Cataloguing	LSC/N2401 & V1.0	Core	4	2	20	35	5		60	30	60		10	100	
3.	Basics of inventory and Order management	LSC/N2402 & V1.0	Core	4	2	20	40			60	30	60		10	100	
4.	Selling on Ecommerce platforms	LSC/N2403 & V1.0	Core	4	3	20	60	10		90	30	60		10	100	
5.	First Mile Operations	LSC/N2404 & V1.0	Core	4	2	20	35	5		60	30	60		10	100	
6.	Digital Marketing and Financial Literacy	LSC/N2405 & V1.0	Core	4	3	20	60	10		90	30	60		10	100	
7.	Maintain Hygienic and Safe Working Environment	LSC/N9912 & V1.0	Core	4	2	20	40			60	30	60		10	100	

S. No	NOS/Module Name	NOS/Modul	Core/	NCrF/NS	Credits	lits Training Duration (Hours)					Assessment Marks					
		e Code &	Non-	QF Level	as per	Th.	Pr.	OJT-	OJT-	Total	Th.	Pr.	Proj.	Viva	Total	Weightage
		Version (if	Core		NCrF			Man.	Rec.							(%) (if
		applicable)														applicable)
8.	Employability Skills	DGT/VSQ/	Non-	4	1	15	15			30	20	30			50	
		N0101 &	core													
		V1.0														
Duration	n (in Hours) / Total Marks			4	16	155	295	30		480	200	390		60	650	

Elective NOS/s:

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

Optional NOS/s:

S. No	NOS/Module Name	NOS/Modul	Core/	NCrF/NS	Credits		Trainir	g Duration	on (Hours)				Assess	ment M	larks	
		e Code &	Non-	QF Level	as per	Th.	Pr.	OJT-	OJT-	Total	Th.	Pr.	Proj.	Viva	Total	Weightage
		Version (if	Core		NCrF			Man.	Rec.							(%) (if
		applicable)														applicable)
1.	NA	-	-	-	-	-	-			-	_	-	-	-	-	
																1
Duratio	n (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.)

Section 3: Training Related

1.	Trainer's Qualification and experience in the	Recommended that the Trainer is certified for the Job Role: "Trainer (VET and Skills)", mapped to the
	relevant sector (in years) (as per NCVET	Qualification Pack: "MEP/Q2601, V2.0". Minimum accepted score is 80%
	guidelines)	
2.	Master Trainer's Qualification and experience in	Certified for Job Role: "Ecommerce Micro Entrepreneur" mapped to QP: "LSC/Q2401, v1.0". Minimum
	the relevant sector (in years) (as per NCVET	accepted score is 80%
	guidelines)	
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	NA
	Upskilling Required for Trainer	

Section 4: Assessment Related

1.	Assessor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	Any degree + 2 years of industrial experience Recommended that the Assessor is certified for the Job Role: "Assessor (VET and Skills)", mapped to the Qualification Pack: "MEP/Q2701, V2.0". Minimum accepted score is 80%
2.	Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	Any degree + 2 years of industrial experience Certified for Job Role: "E-commerce Micro Entrepreneur" mapped to QP: "LSC/Q2401, v1.0". Minimum accepted score is 80%
3.	Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	Any degree + 5 years of industrial experience + 1 year assessment experience Recommended that the Assessor is certified for the Job Role: "Lead Assessor", mapped to the Qualification Pack: "MEP/Q2701, V2.0". Minimum accepted score is 80%
4.	Assessment Mode (Specify the assessment mode)	Online and 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 Need for the Qualification

Provide Annexure/Supporting documents name.

1.	Latest Skill Gap Study (not older than 2 years) (Yes/No): Yes
2.	Latest Market Research Reports or any other source (not older than 2 years) (Yes/No): Yes
3.	Government /Industry initiatives/ requirement (Yes/No): Yes
4.	Number of Industry validation provided: 14
5.	Estimated nos. of persons to be trained and employed: As per Annexure: Training and Employment Details
6.	Evidence of Concurrence/Consultation with Line Ministry/State Departments: Awaiting

Section 6: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name

1.	Annexure: NCrF/NSQF level justification based on NCrF	Yes
	level/NSQF descriptors (Mandatory)	
2.	Annexure: List of tools and equipment relevant for	Yes
	qualification (Mandatory, except in case of online	
	course)	
3.	Annexure: Detailed Assessment Criteria (Mandatory)	Assessment of the Candidates on completion of the Training is a very important activity that is monitored by Logistics Sector Skill Council (LSC). It ensures sustained quality of training delivery. It also indicates to the LSC the need for any changes in training content. LSC has developed policies related to affiliation of assessment agencies and assessment process to enhance the quality of assessments and they are outlined in succeeding paragraphs.\ 1) Guidelines on affiliation of assessment agencies: As per NSDC guidelines on affiliation of assessment agency, we are adhering the following: a) Application evaluation b) Affiliation certificate c) SME profile validation d) Question bank validation e) TOA process

		f) Link through SIP
		2) Assessment process:
		1) The assessment process would begin by developing the correct qualitative questions for
		theory/practical and viva. Questions papers are submitted by Assessment Bodies (AB) to LSC for
		approval.
		2) AB submits Assessor's details, their experience and credentials to LSC for approval.
		3) Third step in the process would be allocation of batches by LSC to AB for which LSC has shifted
		from a manual allocation system to automated allocation on the basis of grading system on the
		below mentioned parameters.
		i. Quality of the assessors submitted by the assessment agency.
		ii. Certification of the assessor by LSC basis the training of assessor's program
		conducted by LSC.
		iii. Adherence to schedule of assessments by the assessment agencies.
		iv. Integrity of the assessor in conducting quality assessments.
		v. Quality of the question papers submitted by the assessment agencies to LSC.
		vi. Submission of quality documents of the assessments conducted as insisted by LSC.
		vii. Time of submission of the required assessment related documents to LSC for
		approval
		viii. Time of submission of results in SDMS system post approval by LSC
		Basis the above grading metrics the system would allocate the batches to the assessment
		agencies, which has brought transparency in the system of who are allocated how many batches
		and it is made very clear to the ecosystem that performance matters a lot. This has in turn also
		helped to improve the quality of the trainings as the check list of documents advised by LSC to
		be submitted by the assessment agencies speaks on the quality of trainings happening.
4.	Annexure: Assessment Strategy (Mandatory)	1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council.
		Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC
		will also lay down proportion of marks for Theory and Skills Practical for each PC
		2. The assessment for the theory part will be based on knowledge bank of questions validated
		and approved by the SSC.
		3. Individual assessment agencies will create unique question papers for theory part for each
		candidate at each examination/training centre (as per assessment criteria below)
		4. Individual assessment agencies will create unique evaluations for skill practical for every
		student at each examination/training centre based on these criteria
		5. To pass the Qualification Pack, every trainee should score a minimum of 70% for NSQF level 4
		& above job roles and 50% for NSQF level 1 to 3 job roles.

		6. In case of unsuccessful completion, the trainee may seek re-assessment on the Qualification
		Pack.
5.	Annexure: Blended Learning (Mandatory, in case	No
	selected Mode of delivery is Blended Learning)	
6.	Annexure: Multiple Entry-Exit Details (Mandatory, in	No
	case qualification has multiple Entry-Exit)	
7.	Annexure: Acronym and Glossary (Optional)	Yes
8.	Supporting Document: Model Curriculum (Mandatory	Yes
	– Public view)	
9.	Supporting Document: Career Progression (Mandatory	Yes
	- Public view)	
10.	Supporting Document: Occupational Map (Mandatory)	Yes
11.	Supporting Document: Assessment SOP (Mandatory)	https://drive.google.com/file/d/1G3IXYAboNyUNjTb6nHRY6fuK3HQkEsLu/view?usp=sharing
12.	Any other document you wish to submit:	NA

Annexure: Evidence of Level

NCrF/NSQF Level	Key requirements of the job role/ outcome of the	How the job role/ outcomes relate to the NCrF/NSQF	NCrF/NSQF
Descriptors	qualification	level descriptor	Level
Professional Theoretical	Possesses knowledge in multidisciplinary contexts,	This is an entrepreneurial job role and the E-commerce	4
Knowledge/Process	broadly, within the chosen fields of branding, cataloguing, basic inventory management and digital literacy. • Acquired specialized knowledge and a range of cognitive and practical skills to accomplish tasks like registering and selling on ecommerce platforms. The ability to solve a problem by selecting appropriate information, methods, tools, and materials.	Micor Entrepreneur will be trained in various fields like branding, cataloging, basic inventory management etc. S/he will acquire knowledge on selling the goods on the ecommerce platform, managing their seller account etc. Hence this qualification is proposed for level 4.	
Professional and Technical	Displays clarity of knowledge and practice in a broad	The Ecommerce Micro Entrepreneur must possess	4
Skills/ Expertise/	range of activities/ tasks for selling on ecommerce	managerial skills for running the manufacturing and	
Professional Knowledge	platforms.	business unit. S/he will be acquiring knowledge on	
	Business Management Skills for managing the complete	digital literacy and using basic online tools. S/he needs	
	business and manufacturing.	to possess decision-making skills for deciding on various	

Employment Readiness &	 Skill to clearly identify the relevant tools or sometimes improvise the available tools and techniques for work area safety. Acquired skills in data collecting, organizing information, analysis and communication of results for informed decision-making. Possesses excellent collaboration skills for clearly taking 	aspects and problem-solving skills. Hence this qualification qualifies to be pegged at level 4. The Ecommerce Micro Entrepreneur must display	4
Entrepreneurship Skills & Mind- set/Professional Skill	the leaders' vision to the shop floor-level workforce. • Acquired Digital, Financial, Legal Literacy and to use them effectively • Has a good understanding of constitutional, humanistic, ethical, and moral values for leading the workforce, and assisting other self-help groups. • Organisation and Time Management • Has a well-informed, practical understanding of the social, political and work environment. • Exercise self-management within the work context. • Emotional Intelligence • Entrepreneurial Skills and mindset for creating a start-up/ small business and its end-to-end management.	excellent collaboration skills to lead the workforce and the business. S/ he will be acquiring knowledge on basic Digital, Financial, Legal Literacy and to use them effectively. S/ he should possess a good understanding of constitutional, humanistic, ethical, and moral values for encouraging and leading the rural workforce. The ecommerce micro entrepreneur needs to possess Organisational and Time Management skills for the timely processing of orders. S/ he will have a clear understanding about the social, political and work environment and should be able to utilize the benefits offered by the Govt. of India. S/ he needs to exercise self-management within the work context and Emotional Intelligence to run the business unit. The ecommerce micro entrepreneur must possess excellent Entrepreneurial Skills and a mindset for creating and successfully developing, running a small business unit and selling the products on ecommerce platforms. Thus, considering the professional knowledge and responsibilities, s/he can be placed at level 4.	
Broad Learning Outcomes/Core Skill	 Apply the acquired specialized knowledge and a range of cognitive and practical skills to accomplish tasks like basic inventory and order management so as to solve problems by selecting appropriate information, methods, tools, and materials. Communication and collaboration skills to act as a layer between the ecommerce platforms, customers and workforce. 	The Job holder is expected to acquire the desired analytical and mathematical skills for preparing the Branding, Pricing, Cataloguing etc. S/he must have an understanding of social /political an environment like local cultures to communicate effectively with customers, interact effectively with seller team, skill in collecting and organizing information like analyzing local market trends, understanding requirements seasonal requirements, etc. and communication skills so as to interact effectively with customers, ensure	4

	 Should be able to listen and understand properly and present complex information in a clear and concise manner make judgments and take decisions based on the analysis and evaluation of information for determining solutions to a variety of unpredictable problems associated with selling products online, Takes responsibility for the nature and quality of outputs. 	sales, and pass on instruction to the workforce. Thus, considering the core skills, s/he can be placed at Level 4.	
Responsibility	 Is accountable for determining and achieving personal and /Or group tangible outcomes Handles/ adapts/ accommodates change requirements and change management at the ground/ shop floor level. Team Building Manages processes and procedures within broad parameters for defined activities. Supervises the routine work of the workforce takes the required responsibility for the evaluation and improvement of employees. Constantly motivates, guides, mentors and trains the workforce. Is responsible for managing an independent work unit. 	The ecommerce micro entrepreneur is responsible for his/ her own work as s/he has to ensure the development of the business and expand through the identification of suitable opportunities, updating oneself with industry trends and skills for ensuring the provision of good service to all consumers while maintaining business viability, and to an extent influence the workforce and learning as s/he is responsible for passing knowledge and skills to his/ her team. Since the Job holder responsibility is not limited till his/her own work & learning but also encompasses responsibilities for others' learnings and improvement of the self-help group, as s/he is expected to ensure knowledge transfer to workers s/he can't be placed at 4. As the number of people reporting to him/her may be less and the individual may not have large teams working across multiple functions, s/he can't be placed at level 5. Considering the responsibilities, the individual can be placed at level 4.	4

Annexure: Tools and Equipment (Lab Set-Up)

List of Tools and Equipment

Batch Size: 30

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size
1	Personal Protective Equipment (PPE)	Standard	1

2	Computers with web camera	Standard	15
3	System tools	UPI payment apps for demo	5
4	Sample price lists, Sample catalogues	Standard	5
5	Sample brandings & product brochures	Standard	2
6	LLMS	LLMS software logins to be subscribed from LSC. Regarding equipment guidance, please reach out to Logistics Sector Skill Council.	15 logins per center
7	Packing materials, Sample POs	Standard	1
8	Forecasting software	Standard	15
9	GST guidelines	Standard	5
10	Sample reports	Standard	5
11	Thermal printers, shipping label	Standard	2
12	Invoice, packing and labeling materials	Standard	10
13	Digital marketing tools	Social Media apps	5
14	Sample profit and loss reports	Standard	5
15	RBI guidelines	Standard	5
16	First Aid Kit, Cleaning equipment	Standard	1
17	Fire extinguisher, waste disposal bins	Standard	1
18	MS Office	Standard	15

Classroom Aids

The aids required to conduct sessions in the classroom are:

- 1. Training Kit (Trainer Guide, Presentations) Charts, Models, Video presentation, Flip Chart
- 2. Whiteboard, Marker, Projector, Laptop

Annexure: Industry Validations Summary

S. No	Organization Name	Representative Name	Designation	Contact Address	Contact Phone No	E-mail ID	LinkedIn Profile (if available)
1	Saravi Nature's	Vinothini Poornachandran	Proprietor	No.38, Aditi Apartment, Pasumpon Nagar, 11 th Avenue, Kallikuppam, Ambattur, Chennai-600053.			
2	J Shree Ranga Nayaki	J Shree Ranga Nayaki	Proprietor	M.K.P Gardens, Elayamuthur (PO), Udumalpet, chennai-642154.			
3	G. Sivagami	G. Sivagami	Individual Seller/Owner	38A, Rani Anna Colony, Mettupatti, Chinnalapatti, Dinduigal District.			
4	Annai Magalir Self Help Group	M. Thangam	President of SHG	Pilangalai, vettukaatuvilai. Mekkamandam PO, Kanniyakumari District.			
5	M. Sevvanthi	M. Sevvanthi	President of SHG	2/31, Nadutheru, Allithurai, Sombaraspettai, Seerangam Taluk.			
6	Vetri Self Help Group	Indira Gandhi	Member of SHG	3/291, Palani Andavar Koil Street, Inamkulathur, Trichirapalli.			
7	M. Amsavalli	M. Amsavalli	Individual Seller/Owner	122A, Vadakutheru, Vizhupanur, Srivilliputhur Taluk, Virudhunagar District- 626138.			
8	V. Sagayaselvi	V. Sagayaselvi	Individual Seller/Owner	M1/2, New AR Quarters, Pudupet, Chennai-600002.			

9	B. Prabavathi	B. Prabavathi	Individual Seller/Owner	36, Iraiyur, Kamarajar Nagar, Perambalur District-621133.		
10	Kavitha	Kavitha	Individual Seller/Owner	68/45, TVK Street, Veerappan Chathiram, Erode.		
11	SS Craft Fabrics	V. Seetha	Asst. Vice President - Human Resource	3/116, Sridevi Karumari Amman Street, Kolapakkam, Chennai-600128.		
12	Cogos Technologies Pvt. Ltd.	Aruna H K	Asst. General Manager – Human Resources	No. 38, 3rd Floor, Kalyan Plaza, 33A Cross, 9th Main Road, Jayanagar 4th Block, Bangalore, Karnataka – 560011.		
13	CCI Logistics Limited	C V Kumar	CEO	202B, Corporate Centre, Andheri-Kurla Road, Andheri(E), Mumbai-400059.		
14	Mahindra Logistics Ltd	Naveen B H	Senior Manager – Human Resources	4 th Floor, Building No. 104, Infantry Techno Park, Infantry Road, Shivajinagar, Bangalore – 560001.		

Annexure: Training & Employment Details

Training and Employment Projections:

Year	Total Candidates		Total Candidates Women		People with Disability	
	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities
2023-24	200	100	80	50	50	40

2024-25	600	400	200	100	100	60
2025-26	800	550	350	200	150	100

Data to be provided year-wise for next 3 years.

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

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

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

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

1.

2.

Content availability for previous versions of qualifications:

Languages in which Content is available:

Annexure: Blended Learning

Blended Learning Estimated Ratio & Recommended Tools:

 $Refer\ NCVET\ "Guidelines\ for\ Blended\ Learning\ for\ Vocational\ Education,\ Training\ \&\ Skilling"\ available\ on:$

 $\underline{https://ncvet.gov.in/sites/default/files/Guidelines\%20 for\%20 Blended\%20 Learning\%20 for\%20 Vocational\%20 Education,\%20 Training\%20 \&\%20 Skilling.pdf}$

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	
2	☐ Imparting Soft Skills, Life Skills, and Employability Skills / Mentorship to Learners	
3	☐ Showing Practical Demonstrations to the learners	
4	☐ Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	
5	☐Tutorials/ Assignments/ Drill/ Practice	
6	☐ Proctored Monitoring/ Assessment/ Evaluation/ Examinations	
7	☐ On the Job Training (OJT)/ Project Work Internship/ Apprenticeship Training	

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	Practica	Project	Viva
		Marks	I Marks	Marks	Marks
	PC1. Write a brief description of the products manufactured and add				
	details corresponding to the brand's purpose, position, personality, and				
Branding, Pricing and Cataloguing	unique features like handmade, eco-friendly etc.	2	3	-	-
	PC2. Identify the target audience for your products by taking factors				
	such as age, location, gender, income level, education, and ethnic				
	background into consideration.	2	3	-	1
	PC3. Check for information about competitors selling similar products				
	successfully and how to differentiate your branding from them.	2	3	-	-
	PC4. Try to include a brand story containing brief information about the				
	origin of this product, artisans etc.	1	3	-	1
	PC5. Create a unique brand name with the above factors, a logo and a	1	4	-	-
	simple slogan.				
	PC6. Register the brand and copyright if necessary.	2	4	-	-

PC7. Ensure GST registration is done, as it's mandatory for selling most of the products.	1	3	-	-
PC8. Use consultants, vendors or agencies for assistance.	1	3	-	-
PC9. Calculate the variable costs (per product) by adding the cost of				
raw materials, labour, utility expenses, affiliated commissions etc.	2	4	-	1
PC10. Estimate the fixed cost of the business, e.g., rent, property tax,				
insurance, machinery, maintenance and depreciation.	2	3	_	_
PC11. Decide on the profit margin by considering fixed and variable costs.	2	3	-	1
PC12. Work out the target price for every product once the margin is				
<pre>decided {Generally, Target Price = (Variable cost per product) / (1 - your desired profit margin as a decimal)}</pre>	2	3	-	1
PC13. Compare the price with existing competitors in the market and keep your price flexible.	2	3	_	1
PC14. Take help from professionals to try various pricing methods, market trends, and demands.	2	3	-	1
PC15. Considering the above factors, create a price list for all the products manufactured.	2	3	-	1
 PC16. Produce visually appealing product images by following the below steps: Arrange your products with proper background and lighting. If you have photography skills and feel comfortable taking pictures by yourself and own a digital camera/ mobile phone with a high pixel ratio - set the camera to the highest resolution and take photos. Click high-quality pictures from multiple angles and perspectives. Hire a professional photographer if the above steps are complicated or the budget permits. 	1	3	-	-
PC17. Write down the product features, benefits, technical specifications, original and discount prices, etc.	1	3	_	1
PC18. Categorise the products based on any one of the factors, e.g.,				
specifications or uses or methods/ raw materials.	1	3	-	-

	PC19. Organise the content and design a catalogue. Agencies may also be hired to design the catalogues.				
	Total Marks	30	60	_	10
	PC1. Start with a basic inventory with a surplus of finished goods and raw materials.	2	4	-	1
	PC2. Categorise and organise stocks according to type, e.g., raw materials, packing materials, finished products etc.	2	4	-	1
	PC3. Label and stack the goods according to categories, part numbers, colours, tools etc.	2	4	-	-
	PC4. Monitor your stockroom regularly and dedicate an employee to inventory management if required.	2	4	_	1
	PC5. Do physical inventory counting daily and tally the same periodically with the production, orders placed/ received etc.	2	4	-	1
	PC6. Forecast the requirement according to orders and season and restock accordingly.	2	4	-	-
Basics of Inventory and Order	PC7. Record and maintain inventory on books. Effective inventory management is essential for accounting and analysing the flow of business.	2	4	-	1
management	PC8. Inventory management software can also be used for maintaining inventory and order management on a computer.	2	4	-	1
	PC9. Organise and record finished products, vendor information, and orders received.	2	4	-	2
	PC10. Create accurate purchase orders for offline orders and share them with customers.	2	4	-	1
	PC11. Use the order management tool provided by E-commerce platforms effectively and monitor each order placed.	2	4	-	-
	PC12. Ensure to fulfil the order is within the timeline provided by the E-commerce platforms and generate periodical performance reports		_		
	using their seller services. PC13. Plan your production according to the orders received.	2	4	-	1
	PC14. In the case of orders received through multiple E-commerce		7	_	1
	platforms, integrate and maintain records for all orders placed, physically or by computer.	2	4	-	_

	PC15. Track the payments received against each order and file GST accordingly.	2	4	-	-
	Total Marks	30	60	-	10
	PC1. Collect information about the e-commerce platforms in which you want to sell the products.	0.5	1	-	-
	PC2. Check details about becoming their seller by calling their customer care or browsing their website.	0.5	1	_	_
	PC3. Find information about the different schemes/ plans offered and details on their profit share, margins, assistance in filing GST, packing,				
	shipping etc.	0.5	1	-	-
Selling on E-commerce platforms	PC4. Coordinate with the seller/ registration team of the e-commerce platform to collect more information on the above-mentioned aspects and whether the privileges given by the Govt of India (if any) are taken into consideration.	1	2	-	-
	PC5. Check and arrange if any infrastructure requested by the e-commerce platform companies e.g., thermal printers.	0.5	1	-	1
	PC6. Read all the terms and conditions laid by e- commerce platforms in detail like packing regulations, processing time, returns & refunds, etc. and seek assistance if clarity required.	0.5	1		
	PC7. Get all the information and documents required for registration ready.	0.5	1	-	-
	PC8. Register online in the e-commerce platforms by filling out the relevant fields like contact details, store name, bank account details and uploading the necessary documents like Aadhaar, PAN, address	1	2	-	1
	proof, and GST registration. PC9. If online registration is difficult, get assistance from the customer care/ seller team for completing the registration.	0.5	1	_	_
	PC10. Start selling on a single e-commerce platform at a time to identify the difficulties and to adapt.	1	1	-	-
	PC11. Check whether the offline price decided earlier is feasible, with all the additional included and the profit margin is achieved.	0.5	1	-	-
	PC12. Compare the pricing decided by you with that of similar products available on the e- commerce platforms. If your product is unique or				

the first of its kind on the platform, the price can be decided taking only the above points into consideration.	1	2	-	-
PC13. Decide on the final online price for each item and categorize them.	1	2	-	1
PC14. Once the registration process is completed, login to your account to start listing your products.	0.5	1	-	-
PC15. Select the respective category or search option can also be used.	0.5	1	-	-
PC16. If the existing categories/ options do not match, create a new category.	0.5	2	-	-
PC17. Update on requested fields like product name, batch details (if any), Price, quantity available, origin, product description, dimensions, item condition, HSN code, country of origin etc. and upload the photos.	1	2	-	1
PC18. Additional help can be taken from customer care or seller team for listing.	0.5	1	-	-
PC19. Once the product is live on the platform, check whether the listing matches with that of the details entered earlier. Coordinate further with customer care or seller team if there are any discrepancies.	1	2	-	_
PC20. You will get regular notifications on the orders placed from the ecommerce platform on the registered contact details.	1	2	_	_
PC21. Login to the seller account and check frequently for new orders received.	1	2	-	1
PC22. Use filters or search options to find the status of orders received.	0.5	1	-	-
PC23. Check whether the order details match with that of the listing.	0.5	1	-	-
PC24. Contact customer care or seller team if there are any discrepancies.	0.5	1	-	-
PC25. Confirm the new orders received and update further information				
about pick up/ dispatch, tracking details, shipping date etc.	1	2	-	1
PC26. Generate and print the shipping label and invoice.	0.5	1	-	-
PC27. Pack the product according to the specifications given by the e-				
commerce selling company and place the invoice inside the package.	1	2	-	_
PC28. Ensure that the guidelines for packing and labeling given by the e-commerce platform are followed on each stage.				
e-confinence piatrorm are followed on each stage.	0.5	1	-	-
PC29. Stick the shipping label firmly on the outside of package.	0.5	1	-	-

received in good condition. PC35. Login to the seller login and check on the other features available in the account. PC36. Coordinate with customer care or seller team to know how the seller performance is rated and the steps to improve. PC37. Answer to the questions raised by the customers about products. PC38. Generate various available reports to check on the performance, customer ratings/ reviews etc. PC39. In case of negative reviews received from customers, take action to rectify the errors. PC40. Check the reasons for returns, exchanges and fix any issues. PC41. Monitor whether the payments are received on time, for the orders processed. PC42. Implement new and innovative products, services that help improve customer satisfaction. Total Marks PC1. Choose suitable packing materials according to the type of product (e.g., fragile items, food items), the courier company's/transporter's guidelines/ restrictions, weight, product dimensions, distance, weather conditions, transportation charges etc. PC2. Cover the product with a plastic bag or shrink wrap to protect it from dust spillage etc. and ensure it is labelled						
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(e.g., fragile items, food items), the courier company's/transporter's guidelines/ restrictions, weight, product dimensions, distance, weather conditions, transportation charges etc. PC2. Cover the product with a plastic bag or shrink wrap to protect it from dust, spillage etc. and ensure it is labelled			30	60	-	10
from dust spillage etc. and ensure it is labelled		(e.g., fragile items, food items), the courier company's/transporter's guidelines/ restrictions, weight, product dimensions, distance, weather	2	5	-	1
	First mile operations	, , , , , , , , , , , , , , , , , , , ,	2	5	-	1
PC3. Place the product inside the exterior packaging, e.g., cardboard boxes, flyers, and poly bags. 3 5 - 1		, , , , , , , , , , , , , , , , , , , ,	3	5	-	1

	PC4. Add appropriate cushioning with materials like bubble wraps,				
	sealed air pockets, thermocol beads etc., to avoid damage during	3	5		1
	transport.	3	J	_	
_	PC5. Seal the package securely so there are no gaps and check	2	5	-	-
	thoroughly.				
	PC6. Fix the waybill/ tracking details, labels, sender & receiver				
	information, shipping label, invoice etc., according to the E-commerce				
	platform/company's and the courier company's guidelines.	3	5	-	1
	PC7. Collect details about courier companies currently servicing your	2	5	-	1
	locality.				
	PC8. Gather further information like a tariff, delivery speed, VAS, plans,				
	doorstep pick-up, online tracking, customer service etc., offered by				
	them and their rate of complaints.	3	5	-	-
	PC9. Choose the best service provider in the above aspects and tie up				
	with them to send couriers regularly.	3	5	_	1
	DC10 Create a plan with healthy activity community and which	3	3	-	1
	PC10. Create a plan with backup courier companies and which				
	company to choose for different delivery locations according to the	2	_		1
	tariff, urgency of deliveries etc.	2	5	-	1
	PC11. If the E-commerce company requests products to be delivered to				
	their fulfilment centre, warehouse etc., choose transporters	3	5	-	1
	accordingly.				
	PC12. Track the packages regularly until they are delivered to the				
	customer, using the tracking number by checking the courier	2	_		1
	company's website tracking or calling their customer care.	2	5	-	1
	Total Marks	30	60	-	10
	PC1. Identify the suitable sales channels for the products or services	1	2	-	1
Digital Marketing and Financial Literacy	PC2. Develop a digital marketing strategy for promoting products and	1	2	-	-
	services	4	2	1	1
	PC3. Determine the budget for promotional activities	1	2	1	1
	PC4. Use a mix of promotional strategies, such as social media and	1	2	-	-
	point-of-sale promotions	4			
	PC5. Prepare the promotional materials/medium and messages	1	2	-	1
	PC6. Analyse networks and formal/informal sources of support	1	2	-	-
	available for business				
		2	2	-	1

PC8. Identify social media channels and blogs with customers' presence for the enterprise's products or services.	1	3	_	_
PC9. Use digital marketing tools like email and Search Engine Marketing (SEM) to market products and services.	1	3	_	1
PC10. Follow Search Engine Optimisation (SEO) practices to improve		<u> </u>		
the business's visibility and products/services on the relevant search engines.	1	2	-	1
PC11. Coordinate with the relevant experts or agencies if the above actions are complex.	1	2	-	-
PC12. Ensure the privacy and security of consumer data.	2	2	-	1
PC13. Confirm that the latest updates are accurate on social media and digital marketing platforms.	1	2	_	_
DC14 Ensure prempt and apprenriate response to sustamors who			-	-
PC14. Ensure prompt and appropriate response to customers who contact due to marketing and ask for referrals.	4	2		
	1	2	-	-
PC15. Calculate the profit and loss performance of the business.	1	3	-	1
PC16. Analyse profitability and business performance trends.	1	3	-	-
PC17. Prepare and follow simple budgets.	2	2	-	-
PC18. Estimate the cash flow over a fixed period and the savings required to absorb sales fluctuation.	1	2	_	1
PC19. Analyse the actual cost w.r.t physical output and reduce the cost wherever possible.	2	3	-	-
PC20. Open a bank account and deposit funds. Avoid holding excess cash in the business unit.	1	2	-	-
PC21. Do simple interest calculations before taking a loan and always read the terms and conditions.	1	3	_	
DC22 Change nationalized banks for transparance and authoritisity	2	3	-	1
PC22. Choose nationalised banks for transparency and authenticity.		2	-	1
PC23. Avoid taking financial risks during the initial phase of business.	1		-	-
PC24. Get help from banks setting up online banking services, UPI and using debit cards.	1	2	-	-
PC25. Analyse various digital payment options and Set-up online payment methods.	1	3	-	-
PC26. Follow the Do's and Dont's issued by RBI for secure online transactions.	1	2	-	-

	Total Marks	30	60	-	10
	PC1. Make arrangements to prevent/ curb the hazards in the work area.	2	3	-	-
	PC2. Educate the use of protective equipment and safety devices in the				
	production house and ensure appropriate PPE is used at work.	2	4	-	1
	PC3. Arrange for periodic mock drills/ evacuation procedures at the workplace.	2	5	-	-
	PC4. Organise first aid, firefighting, emergency training sessions and programs for staff health, safety, and security.	2	4	_	1
	PC5. Lead the evacuation procedure in an emergency and perform		-		
	rescue activity during an accident if applicable (e.g., moving the victim is advisable).	2	4	-	1
	PC6. Follow proper first aid methods for dealing with blisters, scratches, accidental fires or any other type of emergency at work.	2	4	_	_
	PC7. Conduct periodic checks to keep the work area free from hazards and obstructions.	2	4	-	1
Maintain Hygienic and Safe Working Environment	PC8. Ensure that the safety devices (e.g., Fire extinguisher) and first aid kits are constantly replenished and are in working condition.	2	4	_	1
	PC9. Document and maintain safety records, and if any audits/ checks are done by authorities.	2	4	-	-
	PC10. Ensure that the work area is always clean, tidy and sanitised regularly.	2	4	-	1
	PC11. Confirm that the staff follow cleanliness and sanitise appropriately before entering and leaving the work area.	2	3	-	-
	PC12. Undergo preventive health checkups at regular intervals and advise the same for staff.	2	4	-	1
	PC13. Segregate and use designated bins for waste disposal, as per the local authority's waste management policy.	2	5	_	1
	PC14. Comply with regulatory health and safety guidelines applicable according to the industry.	2	4	-	1
	PC15. Ensure that the storage of materials and tools are in line with				
	manufacturers and Cooperative Society/NGO/SHG guidelines.	2	4	-	1
	Total Marks	30	60	-	10

	Introduction to Employability Skills	1	1	-	-
	PC1. identify employability skills required for jobs in various industries	-	-	-	-
	PC2. identify and explore learning and employability portals	-	-	-	-
	Constitutional values – Citizenship	1	1	-	-
	PC3. recognize the significance of constitutional values, including civic				
	rights and duties, citizenship, responsibility towards society etc. and				
	personal values and ethics such as honesty, integrity, caring and	_	_	_	_
	respecting others, etc.				
	PC4. follow environmentally sustainable practices	-	-	-	-
	Becoming a Professional in the 21st Century	2	4	-	-
	PC5. recognize the significance of 21st Century Skills for employment	-	-	-	-
	PC6. practice the 21st Century Skills such as Self- Awareness, Behaviour				
	Skills, time management, critical and adaptive thinking, problem-				
	solving, creative thinking, social and cultural awareness, emotional				
	awareness, learning to learn for continuous learning etc. in personal	_	_	_	_
	and professional life				
	Basic English Skills	2	3	-	-
Employability Skills (60 Hours)	PC7. use basic English for everyday conversation in different contexts,				
Employabliney Skills (66 Hears)	in person and over the telephone	-	-	-	-
	PC8. read and understand routine information, notes, instructions,				
	mails, letters etc. written in English	_		_	_
	PC9. write short messages, notes, letters, e-mails etc. in English	_			
	Career Development & Goal Setting	1	2		-
	PC10. understand the difference between job and career	-	-	_	_
	PC11. prepare a career development plan with short- and long-term	-	-	-	-
	goals, based on aptitude				
	Communication Skills	2	2	-	-
	PC12. follow verbal and non-verbal communication etiquette and				
	active listening techniques in various settings				
	PC12 work collaboratively with others in a team	-	-	-	-
	PC13. work collaboratively with others in a team Diversity & Inclusion	1	2	-	-
	PC14. communicate and behave appropriately with all genders and	_	Z	- -	-
	PwD	_	_	_	_
	PC15. escalate any issues related to sexual harassment at workplace	-	-	-	-
	according to POSH Act				

Financial and Legal Literacy	2	3	-	-
PC16. select financial institutions, products and services as per requirement	-	-	-	-
PC17. carry out offline and online financial transactions, safely and securely	-	-	-	-
PC18. identify common components of salary and compute income, expenses, taxes, investments etc	_			_
PC19. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
Essential Digital Skills	3	4	-	_
PC20. operate digital devices and carry out basic internet operations securely and safely	-	-	-	-
PC21. use e- mail and social media platforms and virtual collaboration tools to work effectively	-	-	-	-
PC22. use basic features of word processor, spreadsheets, and presentations	-	-	-	-
Entrepreneurship	2	3	-	-
PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	_	_	_	_
PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	_	-	_
PC25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	_	-	-
Customer Service	1	2	-	-
PC26. identify different types of customers	-	-	-	-
PC27. identify and respond to customer requests and needs in a professional manner.	-	-	-	-
PC28. follow appropriate hygiene and grooming standards	-	-	-	-
Getting ready for apprenticeship & Jobs		3	-	-
PC29. create a professional Curriculum vitae (Résumé)	-	-	-	-
PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively				
PC31. apply to identified job openings using offline	-	-	-	-
1 COL. apply to lacinine a job openings using unine				

/online methods as per requirement				
PC32. answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
PC33. identify apprenticeship opportunities and register for it as per	-	-	-	-
guidelines and requirements				
Total Marks	20	30	-	-
Grand Total	200	390	-	60

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:
 - SSC will receive batches through SIP or email to schedule assessment.
 - Batches will be assigned to the NCVET affiliated assessment agencies for conducting the assessment.
 - Assessment agencies send the assessment confirmation and procedure to TP/TC looping SSC.
 - Assessment agency deploys the ToA certified Assessor for executing the assessment.
 - SSC will monitor the assessment process & records.
- 2. Testing Environment:
 - Check the Assessment location, date and time is same as SIP data.
 - Specified equipment's must be available to facilitate assessment.
 - 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) and are verified by the other SME of LSC.
 - Questions are mapped to the specified assessment criteria.
 - Assessor must be ToA certified.
 - Mock test/Self assessment will be conducted during training through LSC softwares.
- 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
- 21 points check list must be adhered by both AA and assessor.
- 5. Method of verification or validation:
 - LSC will validate the evidence and results through LSC portal.
 - Validation will be candidate wise scrutiny.
- 6. Method for assessment documentation, archiving, and access
 - Hard copies of the documents are stored by AA for certain years.
 - Softcopies of evidences will be stored in LSC portal.

On the Job(OJT assessment applicable):

- 1. The candidate must score 60% to successfully complete the OJT.
- 2. 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
- 3. 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
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	NOS define the measurable performance outcomes required from an individual engaged in a particular task.	
Standards (NOS)	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.	
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	