

QUALIFICATION FILE – Standalone NOS

Yuva Udyami (Basics)

Horizontal/Generic Vertical/Specialization

Upskilling Dual/Flexi Qualification For ToT For ToA

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

NCrF/NSQF Level: 2

NOS Code: IID/N0056

Submitted By: Samadhan Samiti

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Section 1: Basic Details

1.	NOS-Qualification Name	Yuva Udyami (Basics)							
2.	Sector/s	Management							
3.	Type of Qualification <input checked="" type="checkbox"/> New <input type="checkbox"/> Revised	NQR Code & version of existing/previous qualification: N/A	Qualification Name of existing/previous version: N/A						
4.	National Qualification Register (NQR) Code & Version <i>(Will be issued after NSQC approval.)</i>	NG-02-MG-046492025-V1-SS	5. NCrF/NSQF Level: 2						
6.	Brief Description of the Standalone NOS	Yuva Udyami (Basics) is a CMYUVA Scheme Orientation and Entrepreneurial Capacity Building Qualification developed for the Mukhyamantri Yuva Udyami (Basics) Vikas Abhiyan (CMYUVA) initiative by the Directorate of Industries and Enterprise Promotion, Government of Uttar Pradesh, in line with the respective mission office recommendations. It aims to prepare youth (aged 21–40) for successful enterprise creation by providing structured training before loan disbursement. The program covers entrepreneurship fundamentals, legal compliances, financial and digital literacy, operations management, life skills, and capacity building for sector-specific basic project conception. This qualification ensures that beneficiaries of CMYUVA are not only financially supported but also equipped with practical skills, decision-making ability, and execution readiness to sustain and scale their businesses.							
7.	Eligibility Criteria for Entry for a Student/Trainee/Learner/Employee	a. Entry Qualification & Relevant Experience: <table border="1" data-bbox="1064 992 2069 1098"> <thead> <tr> <th>S. No.</th> <th>Academic/Skill Qualification (with Specialization - if applicable)</th> <th>Required Experience (with Specialization - if applicable)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Grade 8th pass*</td> <td>No Experience Required</td> </tr> </tbody> </table> <p>* The candidate must be registered on the CM Yuva Portal. Age: 21 Years</p>		S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)	1	Grade 8 th pass*	No Experience Required
S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)							
1	Grade 8 th pass*	No Experience Required							
8.	Credits Assigned to this NOS-Qualification, Subject to Assessment <i>(as per National Credit Framework (NCrF))</i>	1	9. Common Cost Norm Category (I/II/III) <i>(wherever applicable):</i> Category III						
10.	Any Licensing Requirements for Undertaking Training on This Qualification <i>(wherever applicable)</i>	N/A							

11.	Training Duration by Modes of Training Delivery (<i>Specify Total Duration as per selected training delivery modes and as per requirement of the qualification</i>)	<input type="checkbox"/> Offline <input type="checkbox"/> Online <input checked="" type="checkbox"/> Blended					
		Training Delivery Mode	Theory (Hours)	Practical (Hours)	Total (Hours)		
		Online Lectures	9	0	9		
		Practical	0	9	9		
		Project Work	1	11	12		
	Total	10	20	30			
12.	Assessment Criteria	Theory (Marks)	Practical (Marks)	Project (Marks)	Viva (Marks)	Total (Marks)	Passing (%)
		46	24	24	6	100	50
13.	Is the NOS Amenable to Persons with Disability	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If “Yes”, specify applicable type of Disability:					
14.	Progression Path After Attaining the Qualification, wherever applicable (<i>Please show Professional and Academic progression</i>)	NA					
15.	How participation of women will be encouraged?	Preference for Women Entrepreneurs in Mukhyamantri Yuva Udyami Vikas Abhiyan (CMYUVA)-Uttar Pradesh Initiative of Government of Uttar Pradesh.					
16.	Other Indian languages in which the Qualification & Model Curriculum are being submitted	N/A					
17.	Is similar NOS available on NQR-if yes, justification for this qualification	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No URLs of similar Qualifications:					
18.	Name and Contact Details Submitting / Awarding Body SPOC (<i>In case of CS or MS, provide details of both Lead AB & Supporting ABs</i>)	Name: Samadhan Samiti Email: monilyadav@samadhan.group Contact No.: +91-8595940536 Website: https://ab.samadhan.group/					
19.	Final Approval Date by NSQC: 07th October 2025	20. Validity Duration: Three Years			21. Next Review Date: 06th October 2028		

Section 2: Training Related

1.	Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	Class 12 Pass or any higher educational qualification with more than 3 years of Business Consultation, Management, Entrepreneurship, and Industry experience.
2.	Master Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	Graduate or any higher educational qualification with more than 7 years of industry/training experience.
3.	Tools and Equipment Required for the Training	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (If "Yes", details to be provided in Annexure)
4.	In Case of Revised NOS, details of Any Upskilling Required for Trainer	N/A

Section 3: Assessment Related

1.	Assessor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	Class 12 Pass or any higher educational qualification with more than 3 years of Business Consultation, Management, Entrepreneurship, and Industry experience.
2.	Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines), (wherever applicable)	Class 12 Pass or any higher educational qualification with more than 3 years of industry/proctoring experience.
3.	Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years) (as per NCVET guidelines)	Graduate or any higher educational qualification with more than 7 years of industry/assessment/proctoring experience.
4.	Assessment Mode (Specify the assessment mode)	Online MCQ Assessment, Project Assessment and Viva
5.	Tools and Equipment Required for Assessment	<input checked="" type="checkbox"/> Same as for training <input type="checkbox"/> Yes <input type="checkbox"/> No (details to be provided in Annexure-if it is different for Assessment)

Section 4: Evidence of the Need for the Standalone NOS

Provide Annexure/Supporting documents name.

1.	Government /Industry initiatives/ requirement (Yes/No): Yes , Annexure: Mukhyamantri Yuva Udyami Vikas Abhiyan (CMYUVA), Uttar Pradesh
2.	Number of Industry Validations provided: 30 , Annexure: Industry Validations Summary

3.	Estimated number of people to be trained: 36,000 per Year
4.	Evidence of Concurrence/Consultation with Line/State Departments (In case of regulated sectors) (Yes/No): Yes

Section 5: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name

1.	Annexure: NCrF/NSQF level justification based on NCrF/NSQF descriptors (<i>Mandatory</i>)	Annexure: Evidence of Level
2.	Annexure: List of tools and equipment relevant for NOS (<i>Mandatory, except in case of online course</i>)	Annexure: Tools and Equipment
3.	Annexure: Performance and Assessment Criteria (<i>Mandatory</i>)	1. Annexure: Standalone NOS- Performance Criteria details 2. Annexure: Assessment Criteria
4.	Annexure: Assessment Strategy (<i>Mandatory</i>)	Annexure: Assessment Strategy
5.	Annexure: Blended Learning (<i>Mandatory, in case selected Mode of delivery is Blended Learning</i>)	Annexure: Blended Learning
6.	Annexure: Acronym and Glossary (<i>Optional</i>)	Annexure: Acronym and Glossary
7.	Other Annexure / Supporting Document:	1. Annexure: Training Letter from CMYUVA Mission Office, Directorate of Industries and Enterprise Promotion, Government of Uttar Pradesh. 2. Annexure: First 3 Pages of Respective Agreement.
8.	Supporting Document: Model Curriculum (<i>Mandatory – Public view</i>)	Model Curriculum_Yuva Udyami (Basics)

Annexure: Evidence of Level

NCrF/NSQF Level Descriptors	Key requirements of the job role/ outcome of the qualification	How the job role/ outcomes relate to the NCrF/NSQF level descriptor	NCrF/NSQF Level
Professional Theoretical Knowledge/Process	<ul style="list-style-type: none"> • Possesses knowledge involving a defined range of standard procedures employed in routine contexts. • Understands the basic concept of timely delivery and Quality. • Can interpret the available information & communicate the same. • Basic knowledge of collecting and organizing information for problem identification and solution. • Understands the basic financial and • Uses limited discretion and judgement over a range of known responses to familiar problems. 	<p>The qualification imparts foundational knowledge of entrepreneurship, compliance, financial literacy, and digital tools within defined and routine contexts. Learners understand basic processes such as registration, budgeting, and operations planning, enabling them to deliver timely and quality outputs. Information is interpreted through simplified formats (e.g., templates, checklists), fostering effective communication. The qualification encourages basic problem identification (e.g., assessing feasibility or resource gaps) and introduces financial decision-making at a beginner level. Learners apply limited discretion and judgment within familiar problem-solution frameworks like business model selection, vendor decisions, or loan applications. Therefore, Matches NSQF Level 2 descriptors through knowledge of standard procedures, basic time-quality understanding, and limited judgment in known contexts.</p>	2
Professional and Technical Skills/ Expertise/ Professional Knowledge	<ul style="list-style-type: none"> • A range of skills and technical capabilities of carrying out a choice of processes and procedures within the range of familiar contexts. • The ability to gain, and where relevant apply a range of knowledge, skills and understanding. • Has the required skills for Identification of the problem and issues within the range of familiar contexts and generate possible solution. • Skills to identify the relevant tools and materials in given context. • Possesses operational knowledge and understanding of the work/ job. • Skill to deliver job/work with reasonable precision. 	<p>Learners are equipped with basic operational and managerial skills to manage small ventures or projects. They gain technical proficiency in simple business processes like inventory management, cost estimation, digital payments, and customer handling—executed within predictable environments. They learn to identify business tools (e.g., spreadsheets, UPI apps, productivity tools) and apply structured methods in HR, procurement, and planning. The qualification enables moderate problem-solving abilities (e.g., resolving supply chain delays or cash flow mismatch) using learned methods and concepts. Thus, aligns with Level 2 by emphasizing application of knowledge in familiar scenarios, tool identification, and delivery with reasonable precision.</p>	2

Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	<ul style="list-style-type: none"> • Working as a member of a team/ within a team. Display Personal Motivation. Positive Attitude & Passion for Work • Good skills in written and oral communication with some clarity, basic knowledge of Language to support such communication. • Intermediate literacy and Numeracy skills • Skills for workshop calculations and basic arithmetic and algebraic principles. • Have broader Employability Skills including self-employment and mini-entrepreneurship skills creating job for more than 1 person. • Can use digital tools, has basic Financial and Digital literacy, Aadhar and Mobile, digital payments etc with some proficiency. • Basic understanding of social political natural and work environment. • Basic understanding of Constitutional values & Citizenship, inclusion and Diversity 	<p>The course promotes entrepreneurial behavior including positive work attitudes, teamwork, and accountability. Participants develop intermediate communication and numeracy skills relevant to managing transactions, negotiations, and reports. They are also introduced to self-employment and job creation through mini-entrepreneurship models, supported by digital and financial tools such as Aadhaar, UPI, and e-market platforms. Basic constitutional values, inclusion, and the social-political context are discussed to build awareness and responsible citizenship. Thus, reflects Level 2 readiness by embedding intermediate employability skills, basic entrepreneurial mindset, and readiness for self-employment within structured environments.</p>	2
Broad Learning Outcomes/Core Skill	<ul style="list-style-type: none"> • The candidate must be able to carry out job/ work/ tasks/ /small project/assignments in a familiar, predictable, routine, situation of clear choice. • Focus on range of application of standard procedures or operations in production/ services. • Able to identify/ anticipate the problems and possible range of solutions in production/ services • Tasks are mostly performed by own and require little instructions and supervision. • Understands all safety & general hygiene norms and environmental aspects, together with Risks. • For self-help group members, mini-entrepreneurs end to end clear understanding of production process, quality parameters, delivery and local marketing. 	<p>Learners are trained to independently handle basic entrepreneurial tasks such as business registration, budgeting, procurement, and compliance in familiar, routine settings. They follow standard procedures in operations, apply hygiene and safety norms, and manage their ventures with little supervision. For self-help group members or mini-entrepreneurs, the training enables a clear understanding of the full business cycle—from product creation to delivery and marketing. They are also taught how to anticipate basic challenges and consider multiple solution paths. Thus, Fits Level 2 as learners operate independently in predictable situations using standard processes with awareness of risks and environment.</p>	2

Responsibility	<ul style="list-style-type: none"> • Takes responsibility for delivery and quality of own work and tangible output. • Take work from the helpers or assistants and collaboratively work with junior technician. • Able to assist in the planning of the routine and predictable tasks within a specific field. 	Learners are expected to take ownership of their entrepreneurial journey, ensuring delivery and quality of work outputs such as business plans, budgets, and operational tasks. They function as skilled individuals or entry-level entrepreneurs who may also coordinate small teams (helpers or assistants), and contribute to planning and executing tasks. The qualification prepares them to transition from passive job-seekers to active job creators with clear roles and responsibilities. Which conforms to Level 2 responsibility by enabling learners to take charge of their own work, support team functions, and manage basic planning in enterprise tasks.	2
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Annexure: Tools and Equipment

List of Tools and Equipment

Batch Size: 30

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size
1	Computer / Laptop	8 GB RAM, 12 GHZ total processing speed, 2 GB Graphics memory.	30
2	Microsoft Office	365	30

Classroom Aids:

The aids required to conduct sessions in the classroom are:

1. Laptop
2. Projector
3. Whiteboard
4. Whiteboard Marker
5. Whiteboard Duster

Annexure: Industry Validations Summary

No.	Organization Name	Representative Name	Designation	Contact Address	Contact No	E-mail ID
1	ASPIRE LABS	ABHINAV	HEAD	B-37, Sector -1, Noida – 201301 Distt. Gautam Buddh Nagar, Uttar Pradesh, India	8826636677	ABHINAV@ASPIRELABS.COM
2	KALYAN MACHINES	Vijay Gangwar	Owner	F-8, SECTOR-11, NOIDA	8196957044	kalyanmachines2011 @gmail.com
3	Eyconic Solar Pvt.Ltd.	Ankit Singh	Owner	C101, Third Floor, C Block, Sector 10, Noida, Uttar Pradesh 201301	9098939012	kabhishek85@gmailcom
4	Ushnaurja energy India Pvt Ltd	Shreedhara H	Director	A28, 12th Cross Rd, 3rd Stage, Maruthi Nagar, Peenya, Bengaluru, Karnataka 560058	9611965001	avisolartech@gmail.com
5	Solar India Enterprises	Ritam Saiymar	CEO	M-5/4-5-6, Vishal Market, West Mukherjee Nagar, Delhi - 110 009	9811606202	solarindia0009@gmail.com
6	RISE HYDROPONICS	TUSHAR AGARWAL	DIRECTOR	211, North Plaza, Complex, 4D Rd, next to 4 D Square Mall, Motera, Ahmedabad, Gujarat 380005	6290777944	RISEHYDROPONICS@GMAIL.COM
7	RAAR TECHNOLOGIES	RAKESH KUMAR	FOUNDER	Plot No 189, Third floor, Sultanpur, New Delhi, Delhi 110030	9354109926	SALES@RAARTECHNOLOGIES
8	BARTON BREEZE	SHIVENDRA SINGH	CEO	Barton Breeze Pvt Ltd Plot no. 312 First Floor Udyog Vihar - Phase 2Gurgaon, Haryana - 122008	9020061000	INFO@BARTONBREEZE.COM
9	SUNCOV ENERGY PVT LTD	RAHUL BHALLA	FOUNDER	AP 83A, Maurya Enclave, Block HD, Dakshini Pitampura, Pitampura, New Delhi, Delhi, 110034	9560993832	SALES@suncovenergy.com
10	AMRITANJALI AYURVED PVT LTD	SAROJ PATIDAR	CEO	9 polo ground saheli nagar Udaipur 3330001	9799930900	amritstevia@gmail.com
11	URJA SATHI	SURBHI SINGH	MANAGER	D-2/101, 2nd Floor, Vibhuti Khand, Gomti Nagar Lucknow 226016	8887521559	AYODHYAWASICORP@GMAIL.COM
12	M/s. Natraj Industries	Sandeep Nagpal	Managing Partner	Plot No. 65, Sector- 6, Faridabad, Haryana - 121006	9811044404	natrajindustries78@gmail.com
13	LIVING GREENS OGANICS PVT LTD	PRATEEK TIWARI	DIRECTOR	583-584, NIRMAN NAGAR, AB SHYAM NAGAR, JAIPUR - 302019, RAJASTHAN, INDIA	9001093422	thelivinggreens@gmail.com
14	Agile Process Chemicals LLP	Suhas Dixit	Founder	3rd Floor, B-315, Shree Nand Dham Complex, Plot No 59, Sector 11, CBD Belapur	8828888199	contact@apchemi.com

No.	Organization Name	Representative Name	Designation	Contact Address	Contact No	E-mail ID
				Navi Mumbai - 400614, Thane, Maharashtra, India		
15	DALMIA POLYPRO INDUSTRIES PVT LTD.	Mayank Gauda	Senior manager IR and HR	319 Prabhadevi Industrial Estate V S Marg, Prabhadevi Mumbai - 400 025. India.	9665200762	mayank.gauda@polypro.in
16	Deluxe Recycling Pvt. Ltd.	Jignesh Shah	Director	A-Wing, 2nd Floor, Kakad House, Opp Bombay Hospital, New Marine Lines, Mumbai - 400020	9820013067	info@ecolinkindia.com
17	R Mech Machines Llp	Rajesh Kumar	Owner	PLOT NO. 896, PASUNJ VILLAGE KUBADTHAL ROAD, HIGHWAY, INDORE, Gujarat 382433	9327320386	Info@rmechmachines.com
18	Recytronics waste solutions LLP	kamishetty Praneeth Kumar	Founder	Plot no 52,1st Floor, Opp: Prerana Hospital Balajinagar,Kukatpally, Hyderabad,Telangana, India -500072	9711701423	nitin_taneja1@hotmail.com
19	Sun Steller	Davinder Taluja	Director	Tehsil khasra no 12/21 & 22 jalapur -1 sanoli jalapur road bapauli haryana 132103	9143917917	info@mehergroup.com
20	Emmvee Solar System Private Limited	D.V. Manjunath	Director	# 13/1, international airport road bettalhalaspur post, bengaluru 562157	8022174333	info@emmvee.in
21	Auto Spa	Ankur	Director	Phoenix United Mall, Chhoti Vihar Bareilly, UP 243122	8171810003	info@autozspa.com
22	Caggo Steam Services Pvt Ltd	Jitin Raj	Director	MRA, 1st floor, Opp SBI, Mavelipuram, Kochi Kerala 682030	9137123456	info@caggo.in
23	Zixdo tech Pvt Ltd	Shaked Rehman	Founder	D485, kh 29/8 Ram phal Chowk Palam Extn Sec 7, Dwarka Delhi	8130205524	info@zixdo.com
24	KarSpa	Gokul Prakash	Owner	NoorNagar, Opp to Sobha City, Main Road, RK Hegde Nagar, Bengaluru, Karnataka, 560077	9188800100	info@karspa.in
25	Jaspo Worldwide	Ranjit Singh	Partner	Plot No.11 New Gautam Nagar, Near Kohinoor Rubber, Kapurthala Road Jalandhar-144021	9872419194	jaspoexports@gmail.com
26	SMIRITI'S CHOCOHOUSE & SIABAZ	SMIRITI BHATIA	FOUNDER	Jaypee Wishtown, Imperial Cts Rd, Sector 128, Noida, Uttar Pradesh 201304	9899924610	CHOCOHOUSE10@GMAIL.COM
27	MOBIBIZZ	SHEHZAD ALI	DIRECTOR	INDUSTRIAL SHED IN KANJHAWALA INDUSTRIAL AREA KANJHAWALA VI GALI NO-11 NORTH WEST DELHI-110081	9958501061	CONTACT@MOBIBIZZ.COM

No.	Organization Name	Representative Name	Designation	Contact Address	Contact No	E-mail ID
28	MARC ENERGY SOLUTIONS	NITISH SHARMA	FOUNDER	5E, 12, Railway Rd, Block E, New Industrial Twp 5, New Industrial Township, Faridabad, Haryana 121001	9310577017	SALES@ENERGY.COM
29	Vedik Oils	Rakesh Pahuja	Proprietor	B 54-55, flatted factory complex, Captain Gaur Marg, adjacent to okhla sabzi mandi, Okhla, New Delhi, Delhi 110020	9811140514	rakeshpahuja14@gmail.com
30	Pyrogreen Energy Pvt Ltd	Sampath Subramaniam	Managing Director	Flat no 304, SAHITI SRI VIDHYA PETALS, Street No-2, Patrika Nagar, HITEC City, Hyderabad, Telangana 500081	8048370670	pyro@pyrogreen.in

Annexure: Training Details

Training Projections:

Year	Estimated Training # of Total Candidates	Estimated training # of Women	Estimated training # of People with Disability
2025-2026	36,000	3,600	0
2026-2027	36,000	3,600	0
2027-2028	36,000	3,600	0

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

Annexure: Blended Learning

Blended Learning Estimated Ratio & Recommended Tools:

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

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

S. No.	Select the Components of the NOS	List Recommended Tools – for all Selected Components	Offline: Online Ratio
1	<input checked="" type="checkbox"/> Theory/ Lectures - Imparting theoretical and conceptual knowledge	LMS and its associated resources: Preferably integrated with CMYUVAUP Integrated IT Solution	0:1
2	<input checked="" type="checkbox"/> Imparting Soft Skills, Life Skills and Employability Skills /Mentorship to Learners	LMS and its associated resources: Preferably integrated with CMYUVAUP Integrated IT Solution	0:1
3	<input checked="" type="checkbox"/> Showing Practical Demonstrations to the learners	LMS and its associated resources: Preferably integrated with CMYUVAUP Integrated IT Solution	1:0
4	<input checked="" type="checkbox"/> Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	LMS and its associated resources: Preferably integrated with CMYUVAUP Integrated IT Solution	1:0
5	<input checked="" type="checkbox"/> Tutorials/ Assignments/ Drill/ Practice	LMS and its associated resources: Preferably integrated with CMYUVAUP Integrated IT Solution	1:2
6	<input checked="" type="checkbox"/> Proctored Monitoring/ Assessment/ Evaluation/ Examinations	LMS and its associated resources: Preferably integrated with CMYUVAUP Integrated IT Solution	1:2
7	<input checked="" type="checkbox"/> On the Job Training (OJT)/ Project Work Internship/ Candidate Training	NA	1:0

Annexure: Standalone NOS- Performance Criteria details

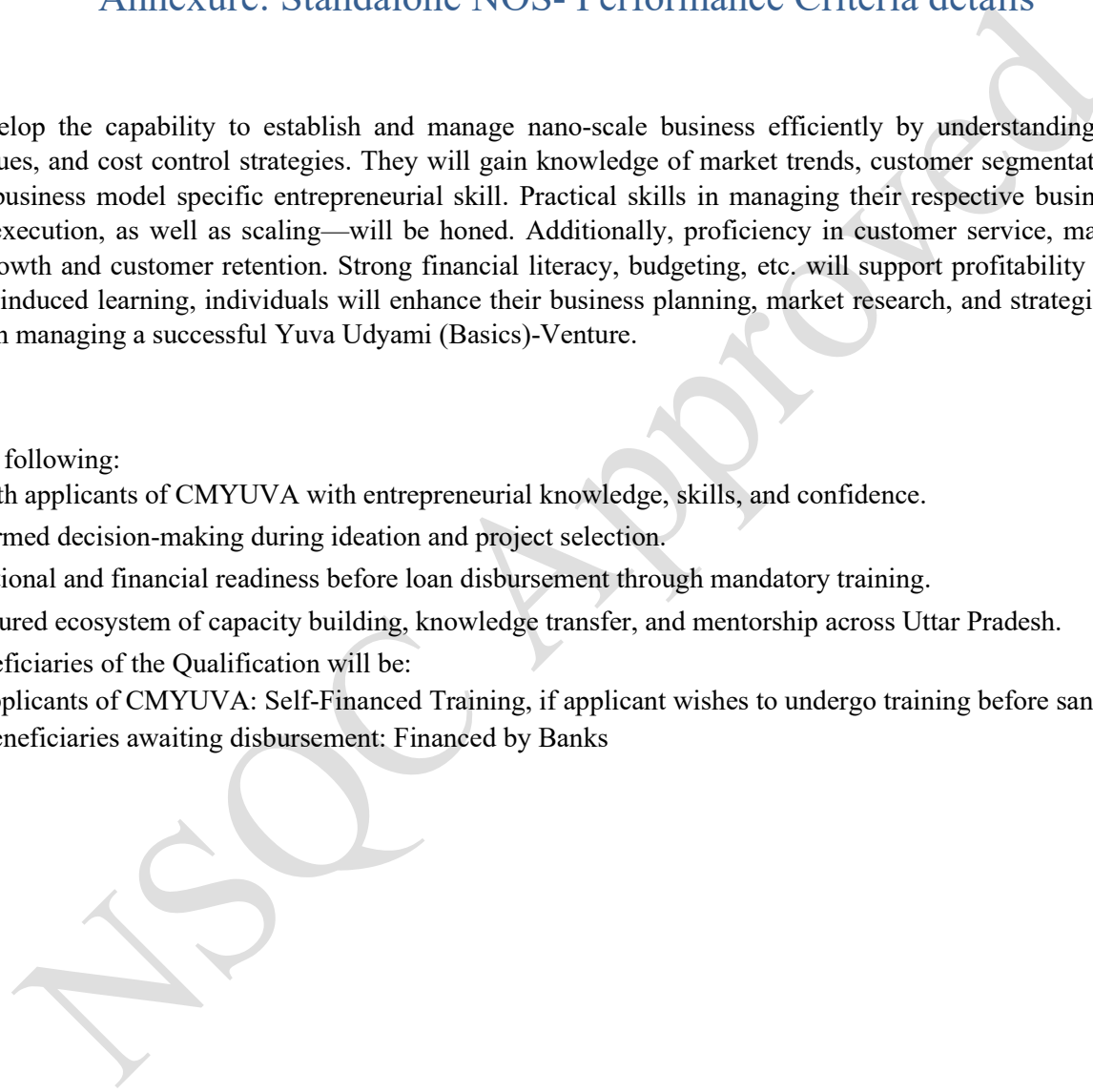
1. Description:

Individuals will develop the capability to establish and manage nano-scale business efficiently by understanding various business models, financial management techniques, and cost control strategies. They will gain knowledge of market trends, customer segmentation, and legal compliance, including insurance and their business model specific entrepreneurial skill. Practical skills in managing their respective business enterprises, such as Process and Logistics planning, execution, as well as scaling—will be honed. Additionally, proficiency in customer service, marketing, and networking will enable effective business growth and customer retention. Strong financial literacy, budgeting, etc. will support profitability and sustainability. Through business model-based project-induced learning, individuals will enhance their business planning, market research, and strategic decision-making abilities, ensuring overall competence in managing a successful Yuva Udyami (Basics)-Venture.

2. Scope:

The scope covers the following:

- To empower youth applicants of CMYUVA with entrepreneurial knowledge, skills, and confidence.
- To facilitate informed decision-making during ideation and project selection.
- To ensure institutional and financial readiness before loan disbursement through mandatory training.
- To create a structured ecosystem of capacity building, knowledge transfer, and mentorship across Uttar Pradesh.
- The primary beneficiaries of the Qualification will be:
 - a) Registered Applicants of CMYUVA: Self-Financed Training, if applicant wishes to undergo training before sanction of loan.
 - b) Sanctioned Beneficiaries awaiting disbursement: Financed by Banks



3. Elements and Performance Criteria

Understand the Provisions of Mukhyamantri Yuva Udyami Vikas Abhiyan (CMYUVA), UP for Entrepreneurship

- PC1. trace the concept and historical evolution of entrepreneurship
- PC2. identify key characteristics and traits of successful entrepreneurs

Demonstrate Entrepreneurial Abilities and Attitudes

- PC3. apply effective negotiation and liaisoning techniques in business situations
- PC4. use decision-making and problem-solving strategies in entrepreneurial contexts
- PC5. follow time management techniques to improve productivity and efficiency
- PC6. coordinate with team members and demonstrate leadership skills
- PC7. maintain consistent motivation and self-discipline in business scenarios

Generate Business Ideas and Recognize Opportunities

- PC8. access, identify and select business ideas aligned with market demands and emerging trends
- PC9. identify and analyze internal and external sources of entrepreneurial opportunities
- PC10. use a range of business development resources to support idea generation and growth
- PC11. outline the key stages in product planning and development processes
- PC12. read and interpret customer needs using structured market research methods
- PC13. prepare a basic business model using the Business Model Canvas framework

Identify Suitable Business Types and Ensure Legal Compliance

- PC14. select and read a business activity based on personal interest market feasibility and demand analysis
- PC15. choose an appropriate legal business structure such as proprietorship partnership or company
- PC16. follow the required steps to register the business with relevant government authorities
- PC17. apply for and obtain necessary operational licenses and permits
- PC18. comply with labour laws employment guidelines and statutory regulations
- PC19. register the business brand and protect intellectual property through legal means
- PC20. check and confirm all required approvals for business premises or location are in place

Apply Pricing, Costing, and Budgeting Techniques

PC21. calculate cost and set appropriate pricing strategies for products or services

PC22. identify the purpose and types of budgets used in business

PC23. record financial transactions using basic accounting practices

PC24. prepare and maintain statutory business accounts and financial records

PC25. apply cost estimation and control techniques in budgeting activities

Use Marketing, Digital Tools, and E-Commerce Platforms

PC26. apply a mix of traditional and digital marketing techniques to promote the business

PC27. identify types of digital marketing and match them to business objectives

PC28. create and manage content for a business website or online platform

PC29. operate and manage sales using various e-commerce platforms

PC30. plan and execute promotional campaigns and advertising strategies

PC31. access digital payment systems in a secure and efficient manner

Comply with Business Taxation Requirements

PC32. access and interpret key GST provisions and registration steps

PC33. identify key income tax concepts applicable to MSMEs

PC34. follow compliance steps for timely income tax submission

PC35. apply rules related to MSME delayed payment grievance redressal

Demonstrate Basic Banking and Financial Literacy

PC36. identify suitable types of bank accounts for business use

PC37. conduct safe and secure digital transactions through banking platforms

PC38. access various types of credit and loan facilities for entrepreneurs

PC39. follow steps to maintain a strong business credit profile

Plan for Business Expansion and Long-Term Sustainability

- PC40. assess different strategies for business expansion
- PC41. assess the growth potential and scalability of a business model
- PC42. identify new market opportunities for business diversification
- PC43. plan and strategize funding approaches for business scaling

Execute Business Model-Specific Project Work

- PC44. select a business model based on market research and self-assessment
- PC45. conduct a feasibility study for the chosen business idea
- PC46. assess, prepare a detailed project report and execution plan
- PC47. simulate implementation through role play case study or practical exercise
- PC48. present business project findings and solutions to peers or experts
- PC49. revise and refine the business plan based on received feedback

4. Knowledge and Understanding (KU):

The individual on the job needs to know and understand:

- KU1. Describe the key benefits and objectives of the CMYUVA scheme for aspiring entrepreneurs.
- KU2. Explain the step-by-step process for registration under the CMYUVA scheme.
- KU3. List all mandatory documents required for successful submission of the CMYUVA application.
- KU4. Describe the concept of entrepreneurship and its historical and modern-day relevance.
- KU5. Discuss various techniques used for generating innovative and viable business ideas.
- KU6. Explain methods to identify potential business opportunities across sectors.
- KU7. List the types of entrepreneurial resources and support systems available for startups.
- KU8. Describe effective product planning strategies for a new business.
- KU9. Discuss tools and methods used for conducting market research and competitor analysis.
- KU10. Explain the structure, components, and purpose of a bankable project report.
- KU11. List different types of businesses based on ownership, function, and legal identity.
- KU12. Identify available legal structure options for establishing a business entity.
- KU13. Describe the detailed steps involved in the business registration process.
- KU14. List the essential licenses and permits required for lawful business operations.
- KU15. Explain the basic labour laws and compliance norms relevant to micro and small enterprises.

- KU16.** Describe the types and importance of intellectual property rights for entrepreneurs.
- KU17.** Discuss the procedures and approvals required for establishing a business premises.
- KU18.** Explain costing methods and budgeting techniques for planning business finances.
- KU19.** Describe the fundamentals of bookkeeping and financial record maintenance.
- KU20.** Identify various types of account books used in small businesses and their management.
- KU21.** Discuss different pricing strategies and techniques to ensure competitive pricing.
- KU22.** Explain the basic principles of marketing and their role in business development.
- KU23.** Identify commonly used digital marketing tools and platforms for business promotion.
- KU24.** Discuss key steps for setting up an e-commerce business and managing digital operations.
- KU25.** Describe planning techniques for effective promotional and branding strategies.
- KU26.** Explain the types, features, and advantages of digital payment systems for small businesses.
- KU27.** Discuss the fundamentals of GST and other applicable taxation regulations for entrepreneurs.
- KU28.** List key MSME schemes and government provisions supporting entrepreneurship.
- KU29.** Identify various types of loans, credit facilities, and financial institutions for funding businesses.
- KU30.** Discuss different models and approaches for sustainable business expansion.
- KU31.** Explain strategies to secure funding and attract investors or institutional support.
- KU32.** Describe operational planning, inventory control, and supply chain techniques for business management.

5. Generic Skills (GS):

User/individual on the job needs to know how to:

- GS1.** Communication skills
- GS2.** Customer service excellence
- GS3.** Problem-solving abilities
- GS4.** Time management
- GS5.** Decision-making skills
- GS6.** Teamwork and collaboration
- GS7.** Leadership qualities
- GS8.** Entrepreneurial mindset
- GS9.** Attention to detail
- GS10.** Critical thinking
- GS11.** Adaptability and flexibility
- GS12.** Networking and relationship-building
- GS13.** Financial literacy

- GS14.** Marketing and sales skills
- GS15.** Negotiation skills
- GS16.** Organizational skills
- GS17.** Self-motivation and discipline
- GS18.** Stress management
- GS19.** Creativity and innovation
- GS20.** Business ethics awareness

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Annexure: Assessment Criteria

Detailed PC-wise assessment criteria and assessment marks for the NOS are as follows:

No.	Module Names	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
1	Understand the Provisions of Mukhyamantri Yuva Udyami Vikas Abhiyan (CMYUVA), UP for Entrepreneurship	trace the concept and historical evolution of entrepreneurship	3	1	0	0
		identify key characteristics and traits of successful entrepreneurs	2	1	0	0
		Total Marks	5	2	0	0
2	Demonstrate Entrepreneurial Abilities and Attitudes	apply effective negotiation and liaisoning techniques in business situations	1	0	0	0
		use decision-making and problem-solving strategies in entrepreneurial contexts	1	1	0	0
		follow time management techniques to improve productivity and efficiency	1	0	0	0
		coordinate with team members and demonstrate leadership skills	1	1	0	0
		maintain consistent motivation and self-discipline in business scenarios	1	0	0	0
		Total Marks	5	2	0	0
3	Generate Business Ideas and Recognize Opportunities	access, identify and select business ideas aligned with market demands and emerging trends	1	1	0	0
		identify and analyze internal and external sources of entrepreneurial opportunities	1	1	0	0
		use a range of business development resources to support idea generation and growth	1	0	0	0
		outline the key stages in product planning and development processes	1	0	0	0
		read and interpret customer needs using structured market research methods	1	1	0	0
		prepare a basic business model using the Business Model Canvas framework	1	1	0	0
		Total Marks	6	4	0	0
4	Identify Suitable Business Types and Ensure Legal Compliance	select and read a business activity based on personal interest market feasibility and demand analysis	1	1	0	0
		choose an appropriate legal business structure such as proprietorship partnership or company	1	1	0	0

No.	Module Names	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
		follow the required steps to register the business with relevant government authorities	1	1	0	0
		apply for and obtain necessary operational licenses and permits	1	1	0	0
		comply with labour laws employment guidelines and statutory regulations	1	0	0	0
		register the business brand and protect intellectual property through legal means	1	0	0	0
		check and confirm all required approvals for business premises or location are in place	1	0	0	0
		Total Marks	7	4	0	0
5	Apply Pricing, Costing, and Budgeting Techniques	calculate cost and set appropriate pricing strategies for products or services	1	1	0	0
		identify the purpose and types of budgets used in business	1	0	0	0
		record financial transactions using basic accounting practices	1	1	0	0
		prepare and maintain statutory business accounts and financial records	1	1	0	0
		apply cost estimation and control techniques in budgeting activities	1	0	0	0
		Total Marks	5	3	0	0
6	Use Marketing, Digital Tools, and E-Commerce Platforms	apply a mix of traditional and digital marketing techniques to promote the business	1	1	0	0
		identify types of digital marketing and match them to business objectives	1	0	0	0
		create and manage content for a business website or online platform	1	1	0	0
		operate and manage sales using various e-commerce platforms	1	1	0	0
		plan and execute promotional campaigns and advertising strategies	1	1	0	0
		access digital payment systems in a secure and efficient manner	1	0	0	0
		Total Marks	6	4	0	0
7	Comply with Business Taxation Requirements	access and interpret key GST provisions and registration steps	1	1	0	0
		identify key income tax concepts applicable to MSMEs	1	0	0	0
		follow compliance steps for timely income tax submission	1	1	0	0
		apply rules related to MSME delayed payment grievance redressal	1	0	0	0

No.	Module Names	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
		Total Marks	4	2	0	0
8	Demonstrate Basic Banking and Financial Literacy	identify suitable types of bank accounts for business use	1	0	0	0
		conduct safe and secure digital transactions through banking platforms	1	0	0	0
		access various types of credit and loan facilities for entrepreneurs	1	1	0	0
		follow steps to maintain a strong business credit profile	1	1	0	0
		Total Marks	4	2	0	0
9	Plan for Business Expansion and Long-Term Sustainability	access different strategies for business expansion	1	0	0	0
		assess the growth potential and scalability of a business model	1	0	0	0
		identify new market opportunities for business diversification	1	1	0	0
		plan and strategize funding approaches for business scaling	1	0	0	0
		Total Marks	4	1	0	0
10	Execute Business Model-Specific Project Work	select a business model based on market research and self-assessment	0	0	4	1
		conduct a feasibility study for the chosen business idea	0	0	4	1
		assess, prepare a detailed project report and execution plan	0	0	4	1
		simulate implementation through role play case study or practical exercise	0	0	4	1
		present business project findings and solutions to peers or experts	0	0	4	1
		revise and refine the business plan based on received feedback	0	0	4	1
		Total Marks	0	0	24	6
Total Marks for NOS			46	24	24	6

Maximum Marks = Theory(46) + Practical (24) + Project (24) + Viva (6) = Qualification Total Marks (100)

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.

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

Assessment Methods:

1. Written Assignments and Case Studies:

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

2. MCQ Based Segment Wise Final Theory Test:

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

3. Development & Evaluation of a Comprehensive Project Work:

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

4. Viva on the Project Work Taken Up:

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

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

- Demonstration of understanding and application of theoretical concepts.
- Critical analysis and evaluation of information.
- Effectiveness of communication and presentation.
- Creativity and innovation in problem-solving.

- Ability to work independently and collaboratively.
- Ability to reflect on learning and apply feedback.

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

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

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

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Annexure: Government Initiatives (Mukhyamantri Yuva Udyami Vikas Abhiyan, UP)

- **Governing Body:** Department of Micro, Small & Medium Enterprises (MSME), Government of Uttar Pradesh
- **Purpose:** To empower the youth of Uttar Pradesh by providing financial assistance and support for establishing micro and small enterprises, thereby promoting self-employment and entrepreneurship.
- **Eligibility:**
 - Permanent residents of Uttar Pradesh.
 - Aged between 21 and 40 years.
 - Minimum educational qualification: 8th grade pass or equivalent.
 - Preference given to applicants with skill training certificates, diplomas, or degrees from recognized institutions.
 - Applicants should not be beneficiaries of other central or state government schemes
 - **Phase 1:** Interest-free loans up to ₹5 lakh for eligible projects in the manufacturing and service sectors with project cost up to 10 Lacs.
 - **Phase 2:** Upon successful repayment of the first loan, eligible units may receive a second-stage composite loan of up to ₹7.5 lakh.
 - 10% margin money grant on the project cost.
 - Collateral-free loans with coverage under the Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE).
- **Application Process:**
 - a) Visit the official CMYUVA portal: <https://cmyuva.iid.org.in>.
 - b) Register or log in to create a user profile.
 - c) Fill in the application form with required details.
 - d) Upload necessary documents, including identity proof, educational qualifications, skill training certificates, and a detailed project report.
 - e) Submit the application for review and processing.
- **Sector Focus:** Micro and small enterprises across various sectors, including manufacturing, services, and traditional industries.
- **Duration & Reporting:**
 - Ongoing scheme with annual targets and periodic reviews.
 - Regular monitoring and performance assessment by the Department of MSME, Uttar Pradesh.

Annexure: Acronym and Glossary

Acronym

Acronym	Description
AA	Assessment Agency
AB	Awarding Body
NCrF	National Credit Framework
NOS	National Occupational Standard(s)
NQR	National Qualification Register
NSQF	National Skills Qualifications Framework

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.
Sector	A grouping of professional activities on the basis of their main economic function, product, service or technology.

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