

QUALIFICATION FILE - Standalone NOS

Basics of Marketing and Scaling Strategies for Entrepreneurs

Type of NOS: Horizontal / Generic

Type of Categories: For ToT , For ToA , General

NCrF/NSQF Level: 5

**Submitted By:
Samadhan Samiti**

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Section 1: Basic Details

1.	NOS-Qualification Name	Basics of Marketing and Scaling Strategies for Entrepreneurs	
2.	Sector(s)	Entrepreneurship	
3.	Sub-sector(s)	Entrepreneurship and Enterprise Development	
4.	Occupation(s) Name <i>(As per Occupational Map or NCO if available.)</i>	Entrepreneur	
5.	Type of Qualification: New	6. If Type of Qualification is Revised, provide Existing Qualification Details (As per NQR) : a. NOS Name : N/A b. NQR Code: N/A c. Version: N/A	
7.	NOS-Qualification, if Developed in Collaboration with MNC* <i>Multinational Companies (MNCs) and Leading Indian Enterprises including Original Equipment Manufacturer (OEM), Original Design Manufacturer (ODM) and Value-Added Reseller (VAR) - Refer relevant NCVET Guidelines.</i>	a. MNC Name: N/A b. Qualification Name as per MNC: N/A	
8.	National Qualification Register (NQR) Code and Version <i>(Issued after NSQC approval)</i>	a. NQR Code: N/A b. Version: N/A	9. NCrF/NSQF Level: 5
10.	Brief Description of the Standalone NOS	This occupational standard helps learners understand how to market and grow a business in a clear and practical way. It covers identifying target customers, building a strong brand, planning market entry, and using digital marketing and online platforms such as ONDC and Amazon for selling products. Learners also develop skills to review marketing results, improve sales strategies, and align marketing activities with overall business goals. The course explains different growth options including business expansion, franchising, joint ventures, and IPOs, along with basic SEBI regulations. It also introduces exit planning, business valuation basics, and preparation of financial documents to support a smooth and informed business transition. Mentorship and handholding support for enterprise establishment may also be availed by students through our Incubator, the Institute for Industrial Development (IID), which operates in partnership with the Ministry of MSME, Government of India. IID has a strong network	

of over 2,000 industry mentors who will guide and support these candidates throughout their enterprise development journey. IID will provide mentoring and handholding support to candidates throughout the enterprise development journey for a period of six months.

Eligibility Criteria for Entry for Students/Trainee/Learner/Employee

a. Entry Qualification and Relevant Experience:

S.No.	NSQF Level	Academic /Tech Education Completed	Specialization (Academic /Tech Education Completed)	LTT/STT Completed	Specialization (LTT/STT Completed)	Academic /Tech Education Pursuing	Specialization (Academic /Tech Education Pursuing)	Previous NSQF Levels Achieved	Relevant Experience in Years	Relevant Specialization	Remarks
1	5	Completed 2nd year of 3-year/ 4-years UG	N/A	N/A	N/A	Pursuing 2nd year of 3-year/ 4-years UG and continuing education	N/A	N/A	No Experience required	N/A	N/A
2	5	Completed 2nd year of diploma (after 12th)	N/A	N/A	N/A	Pursuing 2nd year of 2-year diploma after 12th	N/A	N/A	No Experience required	N/A	N/A
3	5	Completed 3 year diploma after 10th	N/A	N/A	N/A	N/A	N/A	N/A	1.5 year relevant experience	N/A	N/A
4	5	12th Grade	N/A		N/A	N/A	N/A	N/A	3 year relevant experience	N/A	N/A
5	5	N/A	N/A	N/A	N/A	N/A	N/A	Previous relevant Qualification of NSQF Level 4.5	1.5 year relevant experience	N/A	N/A

11.

b. Age (Please specify age only in case of any legal restrictions) : 18

Training Duration by Modes of Training Delivery

(National Occupational Standard (NOS) duration should from 30 hours to 210 hours. Specify training

12.

Training Mode : Blended

Training Delivery Mode	Theory (Hours)	Practical (Hours)	Total (Hours)
Classroom (offline)	0.0	60.0	60.0
Online	30.0	0.0	30.0

	<i>Duration as per selected training delivery modes and as per requirement of the qualification. Refer Blended Learning Annexure for details)</i>	Total	30.0	60.0	90.0																																								
13.	Credits Assigned to this NOS- Qualification, Subject to Assessment. <i>(As per National Credit Framework (NCrF))</i> 3.00	14. Credits Validity Period <i>(As per NCrF SOP)</i> : N/A																																											
15.	Assessment Mode and Criteria	Assessment Mode : Blended Formative assessment marks of the qualification to be included in result calculations. (Formative assessment for a qualification is optional. If the check box is checked, then the specified Formative assessment marks are to be included in the Total .) No																																											
		<table border="1"> <thead> <tr> <th colspan="2">Formative Assessment (Marks)</th> <th colspan="4">Summative - Physical/Offline Assessments (Marks)</th> <th colspan="4">Summative - Online Assessments (Marks)</th> <th rowspan="2">Total (Marks)</th> <th rowspan="2">Passing %</th> </tr> <tr> <th>Physical /Offline</th> <th>Online</th> <th>Theory</th> <th>Practical</th> <th>Project</th> <th>Viva</th> <th>Theory</th> <th>Practical</th> <th>Project</th> <th>Viva</th> </tr> </thead> <tbody> <tr> <td>N/A</td> <td>N/A</td> <td>0.0</td> <td>50.0</td> <td>0.0</td> <td>0.0</td> <td>50.0</td> <td>0.0</td> <td>0.0</td> <td>0.0</td> <td>100.0</td> <td>50.0</td> </tr> </tbody> </table>										Formative Assessment (Marks)		Summative - Physical/Offline Assessments (Marks)				Summative - Online Assessments (Marks)				Total (Marks)	Passing %	Physical /Offline	Online	Theory	Practical	Project	Viva	Theory	Practical	Project	Viva	N/A	N/A	0.0	50.0	0.0	0.0	50.0	0.0	0.0	0.0	100.0	50.0
Formative Assessment (Marks)		Summative - Physical/Offline Assessments (Marks)				Summative - Online Assessments (Marks)				Total (Marks)	Passing %																																		
Physical /Offline	Online	Theory	Practical	Project	Viva	Theory	Practical	Project	Viva																																				
N/A	N/A	0.0	50.0	0.0	0.0	50.0	0.0	0.0	0.0	100.0	50.0																																		
16.	Common Cost Norm Category (I/II/III) <i>(Wherever applicable, as per CCN notification):</i>	III																																											
17.	Any Licensing requirements for Undertaking Training on this Qualification <i>(Wherever applicable)</i>	N/A																																											
18.	Progression Path after Attaining the Qualification <i>(Please show Professional and Academic progression, as applicable. In case of multiple progression options, mention them separately, including cross sectoral progression.)</i>	N/A NSQF Level: 5																																											
19.	Skills Taxonomy	Master Data For The Sector Selected In Basic Details Is Not Available.																																											

20.	Content Availability Timeline for this qualification (Within 3 months from NSQC approval date)	a. Current qualification:						
		S.No.	Language in which MC is being submitted	Student's /Learner's Handbook (Content Availability Timeline)	Teacher's /Trainer's Guide (Content Availability Timeline)	Digital Content (Content Availability Timeline)	Any Other (Content Availability Timeline)	If any other (Content Availability Timeline)
		1	English	05/12/2026	05/12/2026	05/12/2026	N/A	N/A
21.	Is Similar NOS(s) available on NQR-if yes, provide details of similar qualifications with justification for developing this qualification	No If yes, NQR Code: N/A Version: N/A Justification: N/A						
22.	Is the NOS Amenable to Persons with Disability	Yes If Yes, specify applicable type of Disabilities:						
		S.No.	Type of Disability					
		1	Locomotive Disability					
23.	Is this Qualification for PwD ?	No						
24.	List Action Plan/Strategy for Encouraging Active Participation of Women	Preference for Women Entrepreneurs in various Government Schemes like PMEGP and Stand-UpIndia.Additional Subsidy to Women in PMEGP and Many CMEGP Schemes. Additional Support for Women in Rural						
25.	Is NOS Suitable to be Offered in Schools /Colleges	Colleges						
26.	Name and Contact Details of Submitting / Awarding Body SPOC (In case of Cross-Sectoral or Multi-Skill qualification provide details of both Lead AB and Supporting ABs.)	Name: Mayank Kapoor Email: mayank@iid.org.in Contact No.: 8595940536 Website: https://ab.samadhan.group						
27.	Date of Approval by NSQC: N/A	28. Validity Duration: N/A			29. Next Review Date: 02/18/2029			

Section 2: Training Related

Section 2: Training Related										
1.	Trainer's Qualification and experience in relevant sector (in years) <i>(As per NCVET guidelines. If multiple combinations of qualification and experience are envisaged, mention each combination)</i>	S.No.	Minimum Educational Criteria	Specialization	Relevant Industry Experience Years	Relevant Industry Experience Specialization	Relevant Training Experience Years	Relevant Training Experience Specialization	Remarks	
		1	MBA	NA	5.0	Business or consultancy experience	0.0	NA	Domain Certification is compulsory	
		Trainer's Certification:								
		S.No.		Domain Certification			Platform Certification			
1		The Trainer must be certified for the NOS Qualification for Marketing Scaling and Exit Strategies for Entrepreneurs with a minimum acceptable score of eighty percent			It is recommended that the assessor be certified for the job role Trainer mapped to the Qualification Pack Assessor VET and Skills with a minimum acceptable score of eighty percent					
2.	Master Trainer's Qualification and experience in relevant sector (in years) <i>(As per NCVET guidelines. If multiple combinations of qualification and experience are envisaged, mention each combination)</i>	S.No.	Minimum Educational Criteria	Specialization	Relevant Industry Experience Years	Relevant Industry Experience Specialization	Relevant Training Experience Years	Relevant Training Experience Specialization	Remarks	
		1	MBA	NA	7.0	Business or consultancy experience	6.0	Similar Domain	Domain Certification is compulsory	
		Master Trainer's Certification:								
3.	Tools and Equipment Required for Training	Yes								

Section 3: Assessment Related

1.	<p>Assessor's Qualification and experience in relevant sector (in years) <i>(As per NCVET guidelines. If multiple combinations of qualification and experience are envisaged, mention each combination)</i></p>												
		S.No.	Minimum Educational Criteria	Specialization	Relevant Industry Years	Relevant Industry Specialization	Relevant Training Years	Relevant Training Specialization	Remarks				
		1	MBA	NA	3.0	Business or consultancy experience	0.0	NA	Domain Certification is compulsory				
		<p>Assessor's Certification:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%; text-align: center;">S.No.</th> <th style="width: 45%; text-align: center;">Domain Certification</th> <th style="width: 40%; text-align: center;">Platform Certification</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td>The assessor must be certified for the NOS Qualification for Marketing Scaling and Exit Strategies for Entrepreneurs with a minimum acceptable score of eighty percent</td> <td>It is recommended that the assessor be certified for the job role Assessor mapped to the Qualification Pack Assessor VET and Skills with a minimum acceptable score of Ninety percent</td> </tr> </tbody> </table>								S.No.	Domain Certification	Platform Certification	1
S.No.	Domain Certification	Platform Certification											
1	The assessor must be certified for the NOS Qualification for Marketing Scaling and Exit Strategies for Entrepreneurs with a minimum acceptable score of eighty percent	It is recommended that the assessor be certified for the job role Assessor mapped to the Qualification Pack Assessor VET and Skills with a minimum acceptable score of Ninety percent											

2.	<p>Proctor's Qualification and experience in relevant sector (in years) <i>(As per NCVET guidelines. If multiple combinations of qualification and experience are envisaged, mention each combination)</i></p>								
		S.No.	Minimum Educational Criteria	Specialization	Relevant Industry Years	Relevant Industry Specialization	Relevant Training Years	Relevant Training Specialization	Remarks
		1	MBA	NA	3.0	Business or consultancy experience	0.0	NA	Domain Certification is compulsory

		S.No.	Minimum Educational Criteria	Specialization	Relevant Industry Years	Relevant Industry Specialization	Relevant Training Years	Relevant Training Specialization	Remarks
		1	MBA	NA	7.0	Business or consultancy experience	0.0	NA	Domain Certification is compulsory

3.	Master Assessor's/Proctor's Qualification and experience in relevant sector (in years) <i>(As per NCVET guidelines. If multiple combinations of qualification and experience are envisaged, mention each combination)</i>	Master Assessor's Certification:						
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S.No.	Domain Certification	Platform Certification						
1	The assessor must be certified for the NOS Qualification for Marketing Scaling and Exit Strategies for Entrepreneurs with a minimum acceptable score of ninety percent	It is recommended that the assessor be certified for the job role Assessor mapped to the Qualification Pack Assessor VET and Skills with a minimum acceptable score of Ninety percent						
4.	Tools and Equipment Required for Assessment	Same as for training						

Section 4: Evidence of the need for the Standalone NOS Qualification

1.	Government /Industry initiatives/ requirement (Yes/No) : Yes				
	S.No.	Remarks/Document			
	1	Government Initiative			
	2	Government Initiative			
2.	Number of Industry validation provided:				
	<p>Agnistoka Technology, IOCFC INDIA, KSP EQUIPMENTS, ESPACIA DECORATORZ, MANJU ENTERPRISES, FOODMART AGRO ENGINEERING, Nuti Food Science, S K Engineering Works, Kritti Wash Equipments Pvt Ltd, Manmachine Works Pvt Ltd, WOW Go Green LLP, Eco Green Tech Solution, Esniff Devices Pvt Ltd, Shree Ganesh Recycling Pvt Ltd, TERRON INDIA PVT LTD, Vital Van Gaurd, Thave Engineering Corporation, Antriksh Photonergy, Metropod EV Private Limited, Nutrelis Agro Food, R Mech Machines LLP, D Art International, Concept of Superfood LLP, Saurdisha Innovations Pvt Ltd, Craft Tree Academy, Microtech Engineering, Technic Pharma Equipments, SPEC Engineering and Consulta, Zigma Machinery and Equipment, Startup Business and Property</p>				
3.	Estimated number of learners to be trained:				
	S.No.	Year	Estimated trainings of total Candidates	Estimated trainings of women	Estimated trainings of Persons with Disabilities (PwDs)
	1	2024 - 2025	0	0	0
	2	2025 - 2026	360	36	0
	3	2026 - 2027	360	36	0
	Total		0	0	0

4. Evidence of Concurrence/Consultation with Line Ministry/State Departments (in case of Regulated sectors) : No

Annexure: Evidence of Level

NSQF Domain	Key requirements of the job role/ outcome of the qualification	How the job role/ outcomes relate to the NSQF Level Descriptor
Professional Theoretical Knowledge/Process	<p>Possesses knowledge in multidisciplinary contexts, broadly, within the chosen fields of technology/ skills/ job role. Deeper knowledge and understanding of specialized field of technology / skills/ job role and its underlying principles. Acquired specialized knowledge and a range of cognitive and practical skills to accomplish tasks like basic design, prototyping, testing so as to solve a problem by selecting appropriate information, methods, tools, and materials. Multidisciplinary and specialized knowledge Possesses broad and deep knowledge and skills to solve problems in specialized fields.</p>	<p>The learner possesses comprehensive theoretical and practical knowledge of entrepreneurship processes, including market research, business planning, financial forecasting, and regulatory frameworks. The qualification enables understanding of nonroutine and unpredictable business scenarios, equipping the individual to design feasible business models, assess risks, and make informed strategic decisions. The learner is proficient in interpreting economic trends, legal compliance, and operational strategies essential for enterprise success. This matches Level 5 by integrating broad theoretical and technical knowledge across various domains required for complex entrepreneurial processes.</p>
Professional and Technical Skills/ Expertise/ Professional Knowledge	<p>Demonstrates cognitive specialised professional and technical skills required for performing and accomplishing difficult tasks relating to the chosen field /s of technology / skills/ job role; successfully applying techniques in routine or non-routine, Possesses a range of professional and technical skills, displays clarity of knowledge and practice in broad range of activities/ tasks. Project Management Skills, Skill to clearly identify the relevant tools or sometimes improvise the available tools and techniques; and has advance knowledge of materials in difficult situations and different contexts. Very good in data collecting organizing information, analysis and communication of results for informed decision making. Range of skills along with specialized domain skills Excellent cognitive skills and technical prowess utilized to perform complex tasks with ease, project management expertise, and adept at data analysis for informed decision making.</p>	<p>The learner possesses comprehensive theoretical and practical knowledge of entrepreneurship processes, including market research, business planning, financial forecasting, and regulatory frameworks. The qualification enables understanding of nonroutine and unpredictable business scenarios, equipping the individual to design feasible business models, assess risks, and make informed strategic decisions. The learner is proficient in interpreting economic trends, legal compliance, and operational strategies essential for enterprise success. This matches Level 5 by integrating broad theoretical and technical knowledge across various domains required for complex entrepreneurial processes breadth of their skills reflect Level 5 competencies enabling the execution of entrepreneurial functions with autonomy, precision, and innovation.</p>
Employment Readiness & Entrepreneurship Skills & Mind-set /Professional Skill	<p>Possesses excellent oral and written communication and collaboration skills for clearly taking the vision of the leaders to the shop floor level workforce. Possesses very good Digital, Financial and Legal Literacy to use them effectively, Has a good understanding the constitutional, humanistic, ethical, and moral values. Organisation and Time Management, Very good in complex calculations, and mathematical and financial analysis skills for applied solutions. Has well informed practical understanding of the social, political and work environment. Exercise self management within the work contexts. Emotional Intelligence, May have an entrepreneurial Mind set for creating a startup/ small businesses and its end to end management Entrepreneurial mindset, self management A versatile professional with excellent communication, digital and financial literacy, ethical values, self management and may have entrepreneurial mindset</p>	<p>The course fosters an entrepreneurial mindset, critical thinking, problem-solving, digital literacy, and leadership skills. Learners are trained in communication, negotiation, networking, and pitching to investors, aligning with the need for both employment readiness and self-employment orientation. They understand legal, financial, and digital ecosystems, and are prepared to initiate and scale ventures or work in entrepreneurial roles within organizations. The skill set supports professional and business independence, as defined at Level 5, and encourages innovative thinking and opportunity recognition.</p>
Broad Learning Outcomes/Core Skill	<p>Demonstrates a wide range of specialized professional and technical skill in broad range of activity involving standard and non-standard practices. Apply the acquired specialized knowledge and a range of cognitive and practical skills to accomplish tasks like basic design, prototyping, testing so as to solve problems by selecting appropriate information, methods, tools, and materials. Communication and collaboration skills to act as a layer between the senior management and workforce/ shop floor. Should be able to listen and understand properly and present complex information in a clear and concise manner, make judgement and take decision, based on the analysis and evaluation of information, for determining solutions to a variety of unpredictable problems associated with the chosen fields of learning, Takes responsibility for the nature and quality of outputs. Is able to work on processes to improve the quality of outputs, Can analyze and synthesize</p>	<p>The learner is capable of planning and executing entrepreneurial ventures with minimal supervision, demonstrating mastery over tools and techniques required for venture development and operations. They apply analytical and evaluative skills to real-world problems, identify market gaps, and implement effective solutions. Outcomes include effective communication, numerical proficiency, legal understanding, and resource mobilization, ensuring success in both entrepreneurial and intrapreneurial settings. These core skills reflect Level 5 descriptors, which emphasize broad cognitive and practical competencies in variable, often unpredictable contexts.</p>

	ideas, Uses discretion and judgement over a range of known and innovative responses to familiar and unfamiliar problems and issues. Judgement / decision making specialized A skilled professional with technical expertise, adept at solving complex problems and improving output.	
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 others, takes the required responsibility for the evaluation and improvement of work or study activities. At level 4.5 the candidate is Highly skilled and works as a Junior Technical Supervisor. Constantly motivates, guides, mentors and trains the workforce. At level 5.0 the candidate is a Technical supervisor or junior/ deputy manager. Is responsible for managing an independent work unit/ shop floor/ section/ business activity/ assignment Team leader Junior technical supervisor, Technical supervisor or junior/ deputy manager. Highly skilled Technical Supervisor responsible for achieving tangible outcomes, managing change, building teams, and mentoring the workforce	The individual assumes full responsibility for their work and the outcomes of the enterprise, including financial, legal, and social impacts. They are capable of managing teams, delegating tasks, ensuring compliance, and meeting customer expectations. The learner shares responsibility in collaborative settings while also being independently accountable for strategic decisions. This aligns with the Level 5 expectation of taking charge in a lead entrepreneurial role and being answerable for business outcomes, indicating readiness for both leadership and accountability in professional practice.

Annexure: Tools and Equipment (Lab Set-Up)

List of Tools and Equipment

Batch Size : 30

S.No.	Tool or Equipment Name	Specification	Tool or Equipment ratio per the number of learners	Remarks
1	Computer or Laptop	Eight GB RAM with Twelve GHZ total processing speed with two GB Graphics memory with MS OFFICE	1:1	-

Classroom Aids

The aids required to conduct sessions in the classroom are:

S.No.	Aids required to conduct sessions in the classroom / Equipment Name
1	Laptop, Projector, Whiteboard, Whiteboard Marker, Whiteboard Duster

Annexure: Industry Validations Summary

Agnistoka Technology, IOCFC INDIA, KSP EQUIPMENTS, ESPACIA DECORATORZ, MANJU ENTERPRISES, FOODMART AGRO ENGINEERING, Nuti Food Science, S K Engineering Works, Kritti Wash Equipments Pvt Ltd, Manmachine Works Pvt Ltd, WOW Go Green LLP, Eco Green Tech Solution, Esniff Devices Pvt Ltd, Shree Ganesh Recycling Pvt Ltd, TERRON INDIA PVT LTD, Vital Van Gaurd, Thave Engineering Corporation, Antriksh Photonergy, Metropod EV Private Limited, Nutrelis Agro Food, R Mech Machines LLP, D Art International, Concept of Superfood LLP, Saurdisha Innovations Pvt Ltd, Craft Tree Academy, Microtech Engineering, Technic Pharma Equipments, SPEC Engineering and Consulta, Zigma Machinery and Equipment, Startup Business and Property

Annexure: Training Details

Training and Employment Projections:

S.No.	Year	Estimated trainings of total Candidates	Estimated trainings of women	Estimated trainings of Persons with Disabilities (PwDs)
1	2024 - 2025	0	0	0
2	2025 - 2026	360	36	0
3	2026 - 2027	360	36	0
Total		0	0	0

Annexure: Blended Learning

Blended Learning Estimated Ratio and Recommended Tools:

Refer NCVET Guidelines for Blended Learning for Vocational Education, Training and Skilling available on:

S.No.	Components of the MC	List Recommended Tools for all Selected Components	Offline:Online Ratio
1	Theory/ Lectures - Imparting theoretical and conceptual knowledge	LMS and its associated resources Preferably integrated with ABs own LMS Solution	3:4
2	Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners	LMS and its associated resources Preferably integrated with ABs own LMS Solution	3:4
3	Showing Practical Demonstrations to the learners	LMS and its associated resources Preferably integrated with ABs own LMS Solution	4:3
4	Tutorials/ Assignments/ Drill/ Practise	LMS and its associated resources Preferably integrated with ABs own LMS Solution	4:3
5	Proctored Monitoring/ Assessment/ Evaluation/ Examinations	LMS and its associated resources Preferably integrated with ABs own LMS Solution	1:3
6	On the Job Training (OJT)/ Project Work Internship /Apprenticeship Training	NA	1:0

Annexure: Standalone NOS-Performance Criteria Details

1.	Description :	<p>This occupational standard helps learners understand how to market and grow a business in a clear and practical way. It covers identifying target customers, building a strong brand, planning market entry, and using digital marketing and online platforms such as ONDC and Amazon for selling products. Learners also develop skills to review marketing results, improve sales strategies, and align marketing activities with overall business goals. The course explains different growth options including business expansion, franchising, joint ventures, and IPOs, along with basic SEBI regulations. It also introduces exit planning, business valuation basics, and preparation of financial documents to support a smooth and informed business transition. Mentorship and handholding support for enterprise establishment may also be availed by students through our Incubator, the Institute for Industrial Development (IID), which operates in partnership with the Ministry of MSME, Government of India. IID has a strong network of over 2,000 industry mentors who will guide and support these candidates throughout their enterprise development journey.</p>
2.	Scope :	To build skills in marketing and scaling a business.

3. Elements and Performance Criteria:	To be competent, the user/individual on the job must be able to:	
	S.No.	Elements and Performance Criteria(PC)
	1	identify and segment customers based on basic demographic and behavioural data
	2	build and position a brand aligned with business objectives and customer expectations
	3	define and document a go-to-market plan aligned with business and market needs
	4	create customer-focused content for digital and offline marketing channels
	5	analyse marketing campaign data using basic analytical tools to assess performance
	6	apply product grouping principles to design effective retail or store layouts
	7	select suitable digital marketing channels to support product promotion and outreach
	8	list and manage products on e-commerce platforms such as ONDC or Amazon
	9	explain the role of online marketplaces like ONDC, Amazon, and Flipkart in driving sales
	10	align marketing plans with overall business goals to support growth decisions
	11	identify key factors influencing business expansion and scaling strategies
12	evaluate franchise and joint venture models for business growth opportunities	

		13	prepare a mock IPO application with required documents for learning purposes
		14	identify applicable SEBI guidelines related to company listing and public issues
		15	explain the purpose and structure of the Government e-Marketplace GeM portal
		16	perform seller registration, product listing, bidding, and order tracking on the GeM portal
		17	develop a basic marketing plan integrating digital and offline channels for customer reach
		18	track market trends and customer feedback and prepare a financial summary for stakeholders
		The individual on the job needs to know and understand:	
		S.No.	Knowledge and Understanding(KU)
		1	Explain the meaning, purpose, and application of market segmentation for grouping customers in business contexts
		2	Describe the concept of branding and brand positioning and its role in long-term business growth
		3	Explain the structure and key components of a go-to-market plan aligned with identified customer segments
		4	Describe common types of customer-focused content and principles for creating content based on customer preferences
		5	Explain the role of marketing data and basic analytics in measuring and improving campaign performance

4. Knowledge and Understanding (KU):	6	Describe product grouping methods and retail layout strategies used to improve visibility and sales	
	7	Explain the basics of digital marketing and its importance in modern business operations	
	8	Describe the functioning of major e-commerce platforms such as ONDC Amazon and Flipkart in supporting product sales	
	9	Explain the relationship between marketing plans marketing activities and overall business goals	
	10	Describe key factors and considerations involved in assessing business growth feasibility and scaling decisions	
	11	Explain expansion models such as franchising and joint ventures as methods for business growth	
	12	Describe the concept purpose and key steps involved in planning an initial public offering IPO	
	13	Explain SEBI regulations guidelines and compliance requirements related to company listing	
	14	Describe the purpose structure and key features of the Government e-Marketplace GeM portal	
	15	Explain the process of product registration listing bidding and order management on the GeM portal	
	16	Describe the role of marketing strategies in increasing customer reach brand visibility and sales performance	
	17	Explain the use of digital and offline marketing channels to support business expansion and market penetration	
	18	Describe the importance of monitoring market trends and customer feedback in informed business scaling decisions	

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

5. Generic Skills (GS):

S.No.	Generic Skills(GS)
1	Customer feedback analysis
2	Networking skills
3	Relationship building
4	Collaborative networking
5	Decision making
6	Critical evaluation eg expansion options
7	Strategic thinking
8	Goal orientation
9	Communication written digital verbal
10	Time and task management
11	Adaptability in timelines
12	Analytical reasoning
13	Problem solving
14	Planning and organizing
15	Digital literacy
16	Entrepreneurial mindset

Annexure: Standalone NOS-Detailed Assessment Criteria

Ensure the Assessment Mode and Criteria under Basic Details are mapped to the Standalone NOS-Detailed Assessment Criteria.

Detailed PC-wise assessment criteria and assessment marks for the NOS are as follows (Refer NCVET Guidelines):

Learning Outcomes	Formative Assessment (Marks)	Theory Marks	Practical Marks	Project Marks	Viva Marks
identify and segment customers based on basic demographic and behavioural data	N/A	3.0	3.0	0.0	0.0
build and position a brand aligned with business objectives and customer expectations	N/A	2.0	2.0	0.0	0.0
define and document a go-to-market plan aligned with business and market needs	N/A	3.0	3.0	0.0	0.0
create customer-focused content for digital and offline marketing channels	N/A	3.0	3.0	0.0	0.0
analyse marketing campaign data using basic	N/A	3.0	3.0	0.0	0.0

analytical tools to assess performance					
apply product grouping principles to design effective retail or store layouts	N/A	3.0	3.0	0.0	0.0
select suitable digital marketing channels to support product promotion and outreach	N/A	3.0	3.0	0.0	0.0
list and manage products on e-commerce platforms such as ONDC or Amazon	N/A	2.0	2.0	0.0	0.0
explain the role of online marketplaces like ONDC, Amazon, and Flipkart in driving sales	N/A	3.0	3.0	0.0	0.0
align marketing plans with overall business goals to support growth decisions	N/A	2.0	2.0	0.0	0.0
identify key factors influencing	N/A	2.0	2.0	0.0	0.0

business expansion and scaling strategies					
evaluate franchise and joint venture models for business growth opportunities	N/A	3.0	3.0	0.0	0.0
prepare a mock IPO application with required documents for learning purposes	N/A	3.0	3.0	0.0	0.0
identify applicable SEBI guidelines related to company listing and public issues	N/A	3.0	3.0	0.0	0.0
explain the purpose and structure of the Government e-Marketplace GeM portal	N/A	3.0	3.0	0.0	0.0
perform seller registration, product listing, bidding, and order tracking on the GeM portal	N/A	3.0	3.0	0.0	0.0
develop a basic marketing plan integrating digital and offline channels for customer reach	N/A	3.0	3.0	0.0	0.0

track market trends and customer feedback and prepare a financial summary for stakeholders	N/A	3.0	3.0	0.0	0.0
Total	0.0	50.0	50.0	0.0	0.0

Categorization of Learning Outcomes and Detailed Assessment Criteria : N/A