

Qualification Pack



In-Store Demonstrator

QP Code: ELE/Q3202

Version: 3.0

NSQF Level: 3

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ELE/Q3202: In-Store Demonstrator

Brief Job Description

The individual in this job is responsible for effective engagement with the customers, understanding their buying requirements, explaining the promotions, schemes and offers of the store, assisting them in choosing the right model of appliance/device and completing the sales transaction.

Personal Attributes

The individual in this job needs to be customer friendly, with good communication skills. The individual should be target oriented, must have patience and display a positive attitude towards work to listen to diverse customers.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

- [1. ELE/N3203: Effectively interact with customers](#)
- [2. ELE/N3204: Demonstrate product specifications and offerings](#)
- [3. ELE/N9972: Communicate and coordinate effectively with others](#)
- [4. ELE/N1003: Work effectively, sustainably and safely](#)
- [5. DGT/VSQ/N0101: Employability Skills \(30 Hours\)](#)

Qualification Pack (QP) Parameters

Sector	Electronics
Sub-Sector	Consumer Electronics & IT Hardware
Occupation	Marketing And Sales
Country	India
NSQF Level	3
Credits	15
Aligned to NCO/ISCO/ISIC Code	NCO-2015/NIL



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Minimum Educational Qualification & Experience	8th grade pass (plus 2 year NTC/relevant experience) OR 10th grade pass
Minimum Level of Education for Training in School	8th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	NA
Next Review Date	24/02/2027
NSQC Approval Date	24/02/2022
Version	3.0
Reference code on NQR	2022/EHW/ESSCI/06636
NQR Version	1.0

Remarks:

NA



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ELE/N3203: Effectively interact with customers

Description

This unit is about dealing with customers of home appliance and other electronic equipment in the retail store and assisting them in buying the product. This unit also includes greeting the customers, understanding their requirements and engaging with them during the selling process.

Scope

The scope covers the following :

- This unit/task covers the following:
- Analyse customer requirements
- Assist customers in buying

Elements and Performance Criteria

Analyse customer requirements

To be competent, the user/individual on the job must be able to:

- PC1.** attend all walk-in customers and greet them as per company's/retailer's training
- PC2.** enquire customers about any query and be readily available/accessible to the customer for resolution to the queries
- PC3.** enquire the customer using both open-ended and leading questions to assess the customer's broad and specific requirements accurately
- PC4.** evaluate customer requirement received and suggest alternatives in a short time, if required
- PC5.** interact with customer to analyse the price restrictions, if any
- PC6.** offer relevant and running promotions of different brands to customers based on their choice of brand/product

Assist customers in buying

To be competent, the user/individual on the job must be able to:

- PC7.** inform customers about new product arrivals and related promotions
- PC8.** provide information on all variants, their price range, and special features
- PC9.** maintain customer engagement during the entire buying process
- PC10.** co-ordinate with the customer to inform/update the delivery status of the ordered appliance/s
- PC11.** identify the preferred mode of communication with customer after selling the product
- PC12.** collect positive feedback from the customer

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** company's code of conduct, reporting structure, documentation policy, sales policy, product pricing policy, etc.

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- KU2.** organisation culture and typical customer profile
- KU3.** company's line of business and product offerings
- KU4.** company's human resource and performance evaluation policy
- KU5.** internal process system, such as Enterprise resource planning (ERP), followed in the organisation
- KU6.** terms and conditions associated with the sale of company products
- KU7.** incentives offered by different brands/vendors for sales concluded
- KU8.** company's appliances, functions, features and specifications
- KU9.** company's products and their variants offered in the retail store and their functionalities
- KU10.** how to communicate with customers in order to put them at ease
- KU11.** basic electrical and electronics involved in the working of the appliance
- KU12.** warranty and annual maintenance contracts or special offerings
- KU13.** basic computer applications (MS Office) and using the Internet
- KU14.** different types of selling and promotion methods
- KU15.** reference sheets, manuals and documents to read
- KU16.** internal processes of the company and their significance
- KU17.** different models of after sales support provided by the company
- KU18.** different types of customer and the after sales support provided to them

Generic Skills (GS)

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

- GS1.** communicate in English and local language
- GS2.** read customer information from the database and record details in the query log
- GS3.** read and interpret text manuals related to electronic products and their specifications
- GS4.** analyse and advise product solutions to the customer and develop a rapport with customers
- GS5.** listen carefully and interpret customer requirement
- GS6.** provide customers a comfortable and welcoming environment by showing good etiquette such as pleasing behaviour, being polite and listening patiently as well as maintain a clean demonstrating area/stand
- GS7.** attend to all customers, properly excusing oneself when leaving one customer to attend to another
- GS8.** seek inputs to assess the queries
- GS9.** put the customer at ease regarding their apprehensions and suggest solutions
- GS10.** recheck with customer on information obtained for correctness, re-confirm on actions being initiated and take concurrence from customer
- GS11.** significance of following telephone etiquettes while interacting with customers
- GS12.** importance of being patient and courteous with all types of customers
- GS13.** use company's internal process software such as ERP for recording and documenting the customer call

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Analyse customer requirements</i>	21	24	-	5
PC1. attend all walk-in customers and greet them as per company's/retailer's training	3	6	-	-
PC2. enquire customers about any query and be readily available/accessible to the customer for resolution to the queries	4	-	-	1
PC3. enquire the customer using both open-ended and leading questions to assess the customer's broad and specific requirements accurately	4	6	-	1
PC4. evaluate customer requirement received and suggest alternatives in a short time, if required	4	6	-	1
PC5. interact with customer to analyse the price restrictions, if any	3	-	-	1
PC6. offer relevant and running promotions of different brands to customers based on their choice of brand/product	3	6	-	1
<i>Assist customers in buying</i>	19	26	-	5
PC7. inform customers about new product arrivals and related promotions	4	1	-	-
PC8. provide information on all variants, their price range, and special features	3	6	-	1
PC9. maintain customer engagement during the entire buying process	3	6	-	1
PC10. co-ordinate with the customer to inform/update the delivery status of the ordered appliance/s	3	4	-	1
PC11. identify the preferred mode of communication with customer after selling the product	3	3	-	1



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. collect positive feedback from the customer	3	6	-	1
NOS Total	40	50	-	10



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National Occupational Standards (NOS) Parameters

NOS Code	ELE/N3203
NOS Name	Effectively interact with customers
Sector	Electronics
Sub-Sector	Consumer Electronics & IT Hardware
Occupation	Marketing & Sales
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	24/02/2022
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022

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ELE/N3204: Demonstrate product specifications and offerings

Description

This unit is about explaining and demonstrating FABs (Features, advantages and Benefits) of the company product, providing all offerings from the store to the customer and closing the sale.

Scope

The scope covers the following :

- This unit/task covers the following:
- Inform customer about product features/specifications
- Provide a demonstration of the finalized product and a few variants
- Finalize the sales process

Elements and Performance Criteria

Inform customer about product features/specifications

To be competent, the user/individual on the job must be able to:

- PC1.** identify various type/makes of company's product's and suggest appliance/ services as per the customer requirements.
- PC2.** identify products based on customer's price and quality requirements
- PC3.** inform the customer about appliance/product options available in the store which best fit the customer's requirement
- PC4.** provide customer further information or alternate options if the desired product is not offered by the company and store

Provide a demonstration of the finalized product and a few variants

To be competent, the user/individual on the job must be able to:

- PC5.** demonstrate unique characteristics of various appliances of the company which could help in buying decision
- PC6.** identify necessary safety precautions before demonstrating product functionalities, wherever applicable
- PC7.** demonstrate all functions and features of the product and explain how it suits the customer's requirement

Finalize the sales process

To be competent, the user/individual on the job must be able to:

- PC8.** confirm from the customer if the product is finalized by them and then ask any specific tailor-made requirements for installations
- PC9.** inform the customer about any discounts or promotional offers applicable on the product finalized
- PC10.** assess the customers' additional requirements such as number of appliances and accessories and provide relevant options
- PC11.** inform customer about final price, discounts, tax, mode of payment, terms and conditions, warranty coverage

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- PC12.** Identify any delivery requirement from client such as packaging instructions, labels to be placed
- PC13.** inform the details to the customer such as expected date of delivery, transportation mode used, delivery address etc.
- PC14.** explain the contents of product-usage manual and installation services
- PC15.** provide information about AMC/extended warranty to assess if the customer would like to opt for it

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** company's line of business and product offerings
- KU2.** importance of educating customer on safety and handling of product
- KU3.** internal process system such as ERP followed in the organisation
- KU4.** terms and conditions associated with the sale of company products
- KU5.** incentives offered by different brands/vendors for sales concluded
- KU6.** company's consumer appliances, their functionalities and specifications
- KU7.** company's products and competitive products
- KU8.** how to communicate with customers in order to put them at ease
- KU9.** product sale documents and manuals
- KU10.** cross-selling and up-selling techniques
- KU11.** new devices launched e.g., wi-fi, hard disks, USBs, today
- KU12.** price, warranty, after sales service details of each of the company's products
- KU13.** different types of selling and promotion methods
- KU14.** seasonality effect on product, discount sales schemes
- KU15.** reference sheets, manuals and documents to use

Generic Skills (GS)

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

- GS1.** read text manuals regarding the hardware equipment issues
- GS2.** recheck with customer on information obtained for correctness, re-confirm on actions being initiated and take concurrence from customer
- GS3.** build trade relationships and share workload as required
- GS4.** develop a rapport with customers
- GS5.** listen carefully and interpret record the customer query details in the query log their requirement
- GS6.** suggest customer on possible solutions
- GS7.** seek inputs to assess the requirement
- GS8.** put the customer at ease and suggest solutions
- GS9.** significance of following telephone etiquette while interacting with customers



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GS10. importance of being patient and courteous with all types of customers

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Inform customer about product features/specifications</i>	8	12	-	3
PC1. identify various type/makes of company's product's and suggest appliance/ services as per the customer requirements.	2	4	-	1
PC2. identify products based on customer's price and quality requirements	2	4	-	1
PC3. inform the customer about appliance/product options available in the store which best fit the customer's requirement	2	-	-	-
PC4. provide customer further information or alternate options if the desired product is not offered by the company and store	2	4	-	1
<i>Provide a demonstration of the finalized product and a few variants</i>	5	14	-	2
PC5. demonstrate unique characteristics of various appliances of the company which could help in buying decision	2	10	-	1
PC6. identify necessary safety precautions before demonstrating product functionalities, wherever applicable	1	-	-	-
PC7. demonstrate all functions and features of the product and explain how it suits the customer's requirement	2	4	-	1
<i>Finalize the sales process</i>	27	24	-	5
PC8. confirm from the customer if the product is finalized by them and then ask any specific tailor-made requirements for installations	4	-	-	1
PC9. inform the customer about any discounts or promotional offers applicable on the product finalized	4	4	-	-
PC10. assess the customers' additional requirements such as number of appliances and accessories and provide relevant options	4	6	-	1

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. inform customer about final price, discounts, tax, mode of payment, terms and conditions, warranty coverage	2	-	-	-
PC12. Identify any delivery requirement from client such as packaging instructions, labels to be placed	1	4	-	1
PC13. inform the details to the customer such as expected date of delivery, transportation mode used, delivery address etc.	4	4	-	1
PC14. explain the contents of product-usage manual and installation services	4	6	-	1
PC15. provide information about AMC/extended warranty to assess if the customer would like to opt for it	4	-	-	-
NOS Total	40	50	-	10



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National Occupational Standards (NOS) Parameters

NOS Code	ELE/N3204
NOS Name	Demonstrate product specifications and offerings
Sector	Electronics
Sub-Sector	Consumer Electronics & IT Hardware
Occupation	Marketing & Sales
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	24/02/2022
Next Review Date	19/07/2023
NSQC Clearance Date	19/01/2023

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ELE/N9972: Communicate and coordinate effectively with others

Description

This unit is about effective, respectful communication and coordination with supervisors and colleagues

Scope

The scope covers the following :

- This unit/task covers the following:
- Communicate effectively with supervisor and colleagues
- Respect gender and ability differences

Elements and Performance Criteria

Communicate effectively with supervisor and colleagues

To be competent, the user/individual on the job must be able to:

- PC1.** communicate potential hazards of a particular location
- PC2.** comply with organisation's policies and procedures for working with colleagues
- PC3.** maintain personal hygiene and professional appearance
- PC4.** seek clarification on the information provided by supervisor, if needed
- PC5.** respect the personal and professional space of colleagues and superiors
- PC6.** report work completed as per the schedule to superior and inform of any deviations or anomalies
- PC7.** analyse and act on feedback received from supervisor

Respect gender and ability differences

To be competent, the user/individual on the job must be able to:

- PC8.** work depicting proper behaviour towards all genders and people with disability
- PC9.** identify acts of discrimination and sexual harassment and report to concerned authorities

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** importance of personal grooming
- KU2.** organisation's policy on code of conduct
- KU3.** organisation's reporting structure and documentation policy
- KU4.** how to communicate effectively through all means including face-to-face, telephonic as well as written
- KU5.** different types of information that colleagues might need and the importance of providing the same as and when required
- KU6.** rights and duties w.r.t PwD at workplace
- KU7.** organisation policies and standards to support PwD



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- KU8.** gender and disability based concepts or issues such as social and cultural bias, gender roles stereotypes, gender inequality and discrimination, especially for women and transgender
- KU9.** organisation grievance redressal mechanisms and related legislations
- KU10.** health and safety precautions for all individuals, including PwD at workplace

Generic Skills (GS)

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

- GS1.** listen actively and carefully in all interactions
- GS2.** communicate politely under all circumstances
- GS3.** report potential areas of disruptions to work process in writing or in person
- GS4.** maintain positive and effective relationships with others
- GS5.** decide when to report to supervisor and when to deal with a colleague depending on the type of concern
- GS6.** receive and act on supervisor's feedback in a constructive manner
- GS7.** speak, listen, and write using gender-inclusive or gender-neutral terms and gestures
- GS8.** be aware and accountable of ones own gender identity and role, as well as beliefs and practices about disability

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Communicate effectively with supervisor and colleagues</i>	27	51	-	-
PC1. communicate potential hazards of a particular location	4	7	-	-
PC2. comply with organisation's policies and procedures for working with colleagues	4	7	-	-
PC3. maintain personal hygiene and professional appearance	4	7	-	-
PC4. seek clarification on the information provided by supervisor, if needed	4	8	-	-
PC5. respect the personal and professional space of colleagues and superiors	3	8	-	-
PC6. report work completed as per the schedule to superior and inform of any deviations or anomalies	4	7	-	-
PC7. analyse and act on feedback received from supervisor	4	7	-	-
<i>Respect gender and ability differences</i>	8	14	-	-
PC8. work depicting proper behaviour towards all genders and people with disability	4	7	-	-
PC9. identify acts of discrimination and sexual harassment and report to concerned authorities	4	7	-	-
NOS Total	35	65	-	-



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National Occupational Standards (NOS) Parameters

NOS Code	ELE/N9972
NOS Name	Communicate and coordinate effectively with others
Sector	Electronics
Sub-Sector	Generic
Occupation	Generic - Organizational Behaviour
NSQF Level	3
Credits	TBD
Version	1.0
Last Reviewed Date	24/02/2022
Next Review Date	27/01/2027
NSQC Clearance Date	27/01/2022



Qualification Pack

ELE/N1003: Work effectively, sustainably and safely

Description

This unit is about following health and safety procedures, waste management procedures and resource management in order to achieve required productivity and quality.

Scope

The scope covers the following :

- This unit/task covers the following:
- Achieve optimum productivity and quality
- Implement health and safety procedures
- Organise waste management and recycling
- Conserve resources

Elements and Performance Criteria

Achieve optimum productivity and quality

To be competent, the user/individual on the job must be able to:

- PC1.** keep immediate work area clean and tidy
- PC2.** work effectively to meet daily target
- PC3.** deliver work of expected quality despite constraints
- PC4.** ensure timely completion of tasks
- PC5.** comply with organization's policies and procedures

Implement health and safety procedures

To be competent, the user/individual on the job must be able to:

- PC6.** take ESD precautions while doing work
- PC7.** avoid any damage in components due to negligence in ESD procedures
- PC8.** participate in fire drills or any other safety workshops organised by the organisation
- PC9.** use appropriate Personal Protective Equipment (PPE) as advised by the organisation

Organise waste management and recycling

To be competent, the user/individual on the job must be able to:

- PC10.** identify and segregate recyclable/non-recyclable and hazardous wastes
- PC11.** dispose waste as per the suggested procedures by the organization
- PC12.** participate in waste management and waste disposal workshops organised at workplace

Conserve resources

To be competent, the user/individual on the job must be able to:

- PC13.** use all resources judiciously
- PC14.** perform routine cleaning of tools, machines and equipment
- PC15.** report malfunctioning of machines and equipment

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PC16. connect electrical equipment and appliances properly when in use and turn off when not in use

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** importance of time management
- KU2.** organizational safety and health policy
- KU3.** different waste categories such as dry, wet, recyclable, non-recyclable and single use plastic items
- KU4.** usage of different colours of dustbins to dispose waste
- KU5.** cause and effect of greening of jobs
- KU6.** methods of waste disposal
- KU7.** methods of recycling as well as repairing and reusing electronic components
- KU8.** efficient utilisation of material and water
- KU9.** basics of electricity and prevalent energy efficient devices
- KU10.** ways to recognise common electrical problems
- KU11.** common practices of conserving electricity

Generic Skills (GS)

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

- GS1.** read job cards/complaint registers for the work requirement
- GS2.** organise work and be punctual
- GS3.** read instructions, warnings, labels on equipment while doing work
- GS4.** escalate any health and safety issues to supervisors
- GS5.** report any inappropriate incidents/issues to the relevant person
- GS6.** write in local/English language and complete written work with attention to detail

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Achieve optimum productivity and quality</i>	12	18	-	-
PC1. keep immediate work area clean and tidy	2	4	-	-
PC2. work effectively to meet daily target	2	4	-	-
PC3. deliver work of expected quality despite constraints	2	3	-	-
PC4. ensure timely completion of tasks	3	4	-	-
PC5. comply with organization's policies and procedures	3	3	-	-
<i>Implement health and safety procedures</i>	9	14	-	-
PC6. take ESD precautions while doing work	2	4	-	-
PC7. avoid any damage in components due to negligence in ESD procedures	2	3	-	-
PC8. participate in fire drills or any other safety workshops organised by the organisation	2	3	-	-
PC9. use appropriate Personal Protective Equipment (PPE) as advised by the organisation	3	4	-	-
<i>Organise waste management and recycling</i>	8	12	-	-
PC10. identify and segregate recyclable/non-recyclable and hazardous wastes	3	4	-	-
PC11. dispose waste as per the suggested procedures by the organization	2	4	-	-
PC12. participate in waste management and waste disposal workshops organised at workplace	3	4	-	-
<i>Conserve resources</i>	11	16	-	-
PC13. use all resources judiciously	2	4	-	-
PC14. perform routine cleaning of tools, machines and equipment	3	4	-	-



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC15. report malfunctioning of machines and equipment	3	4	-	-
PC16. connect electrical equipment and appliances properly when in use and turn off when not in use	3	4	-	-
NOS Total	40	60	-	-



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National Occupational Standards (NOS) Parameters

NOS Code	ELE/N1003
NOS Name	Work effectively, sustainably and safely
Sector	Electronics
Sub-Sector	Generic
Occupation	Generic - Health Safety
NSQF Level	3
Credits	TBD
Version	1.0
Last Reviewed Date	24/02/2022
Next Review Date	27/01/2027
NSQC Clearance Date	27/01/2022



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DGT/VSQ/N0101: Employability Skills (30 Hours)

Description

This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and apprenticeship, getting ready for jobs and career development.

Scope

The scope covers the following :

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs

Elements and Performance Criteria

Introduction to Employability Skills

To be competent, the user/individual on the job must be able to:

PC1. understand the significance of employability skills in meeting the job requirements

Constitutional values - Citizenship

To be competent, the user/individual on the job must be able to:

PC2. identify constitutional values, civic rights, duties, personal values and ethics and environmentally sustainable practices

Becoming a Professional in the 21st Century

To be competent, the user/individual on the job must be able to:

PC3. explain 21st Century Skills such as Self-Awareness, Behavior Skills, Positive attitude, self-motivation, problem-solving, creative thinking, time management, social and cultural awareness, emotional awareness, continuous learning mindset etc.

Basic English Skills

To be competent, the user/individual on the job must be able to:

PC4. speak with others using some basic English phrases or sentences

Communication Skills

To be competent, the user/individual on the job must be able to:

PC5. follow good manners while communicating with others

PC6. work with others in a team

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Diversity & Inclusion

To be competent, the user/individual on the job must be able to:

PC7. communicate and behave appropriately with all genders and PwD

PC8. report any issues related to sexual harassment

Financial and Legal Literacy

To be competent, the user/individual on the job must be able to:

PC9. use various financial products and services safely and securely

PC10. calculate income, expenses, savings etc.

PC11. approach the concerned authorities for any exploitation as per legal rights and laws

Essential Digital Skills

To be competent, the user/individual on the job must be able to:

PC12. operate digital devices and use its features and applications securely and safely

PC13. use internet and social media platforms securely and safely

Entrepreneurship

To be competent, the user/individual on the job must be able to:

PC14. identify and assess opportunities for potential business

PC15. identify sources for arranging money and associated financial and legal challenges

Customer Service

To be competent, the user/individual on the job must be able to:

PC16. identify different types of customers

PC17. identify customer needs and address them appropriately

PC18. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

To be competent, the user/individual on the job must be able to:

PC19. create a basic biodata

PC20. search for suitable jobs and apply

PC21. identify and register apprenticeship opportunities as per requirement

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. need for employability skills

KU2. various constitutional and personal values

KU3. different environmentally sustainable practices and their importance

KU4. Twenty first (21st) century skills and their importance

KU5. how to use basic spoken English language

KU6. Do and dont of effective communication

KU7. inclusivity and its importance

KU8. different types of disabilities and appropriate communication and behaviour towards PwD

KU9. different types of financial products and services



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- KU10.** how to compute income and expenses
- KU11.** importance of maintaining safety and security in financial transactions
- KU12.** different legal rights and laws
- KU13.** how to operate digital devices and applications safely and securely
- KU14.** ways to identify business opportunities
- KU15.** types of customers and their needs
- KU16.** how to apply for a job and prepare for an interview
- KU17.** apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

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

- GS1.** communicate effectively using appropriate language
- GS2.** behave politely and appropriately with all
- GS3.** perform basic calculations
- GS4.** solve problems effectively
- GS5.** be careful and attentive at work
- GS6.** use time effectively
- GS7.** maintain hygiene and sanitisation to avoid infection

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Introduction to Employability Skills</i>	1	1	-	-
PC1. understand the significance of employability skills in meeting the job requirements	-	-	-	-
<i>Constitutional values - Citizenship</i>	1	1	-	-
PC2. identify constitutional values, civic rights, duties, personal values and ethics and environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	1	3	-	-
PC3. explain 21st Century Skills such as Self-Awareness, Behavior Skills, Positive attitude, self-motivation, problem-solving, creative thinking, time management, social and cultural awareness, emotional awareness, continuous learning mindset etc.	-	-	-	-
<i>Basic English Skills</i>	2	3	-	-
PC4. speak with others using some basic English phrases or sentences	-	-	-	-
<i>Communication Skills</i>	1	1	-	-
PC5. follow good manners while communicating with others	-	-	-	-
PC6. work with others in a team	-	-	-	-
<i>Diversity & Inclusion</i>	1	1	-	-
PC7. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC8. report any issues related to sexual harassment	-	-	-	-
<i>Financial and Legal Literacy</i>	3	4	-	-
PC9. use various financial products and services safely and securely	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. calculate income, expenses, savings etc.	-	-	-	-
PC11. approach the concerned authorities for any exploitation as per legal rights and laws	-	-	-	-
<i>Essential Digital Skills</i>	4	6	-	-
PC12. operate digital devices and use its features and applications securely and safely	-	-	-	-
PC13. use internet and social media platforms securely and safely	-	-	-	-
<i>Entrepreneurship</i>	3	5	-	-
PC14. identify and assess opportunities for potential business	-	-	-	-
PC15. identify sources for arranging money and associated financial and legal challenges	-	-	-	-
<i>Customer Service</i>	2	2	-	-
PC16. identify different types of customers	-	-	-	-
PC17. identify customer needs and address them appropriately	-	-	-	-
PC18. follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship & Jobs</i>	1	3	-	-
PC19. create a basic biodata	-	-	-	-
PC20. search for suitable jobs and apply	-	-	-	-
PC21. identify and register apprenticeship opportunities as per requirement	-	-	-	-
NOS Total	20	30	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0101
NOS Name	Employability Skills (30 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	2
Credits	1
Version	1.0
Last Reviewed Date	NA
Next Review Date	29/01/2026
NSQC Clearance Date	29/01/2021

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ 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 Element/ PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.



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Minimum Aggregate Passing % at QP Level : 50

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
ELE/N3203.Effectively interact with customers	40	50	-	10	100	30
ELE/N3204.Demonstrate product specifications and offerings	40	50	-	10	100	30
ELE/N9972.Communicate and coordinate effectively with others	35	65	-	-	100	15
ELE/N1003.Work effectively, sustainably and safely	40	60	-	-	100	15
DGT/VSQ/N0101.Employability Skills (30 Hours)	20	30	0	0	50	10
Total	175	255	0	20	450	100



Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
QP	Qualification Pack
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards

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Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.

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Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.
Declarative Knowledge	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
OJT (M)	On-the-job training (Mandatory) trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended) trainees are recommended the specified hours of training on site
Procedural Knowledge	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.



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Terminal Outcome

Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module. A set of terminal outcomes help to achieve the training outcome.