

Qualification Pack



Sr. Executive Business Development

QP Code: ELE/Q1101

Version: 4.0

NSQF Level: 5

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ELE/Q1101: Sr. Executive Business Development

Brief Job Description

The individual at work is responsible for studying the market, understanding the customer requirement and offering products and services to satisfy the customer requirement. The individual at work coordinates and interacts with customers for sale of products and services.

Personal Attributes

The job requires the individual to be customer friendly, with good communication skill and target oriented. The individual must have patience and positive attitude towards work to listen to diverse customers

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [ELE/N1101: Analyse the market](#)
2. [ELE/N1102: Offer solutions to customer](#)
3. [ELE/N1002: Apply health and safety practices at the workplace](#)
4. [DGT/VSQ/N0102: Employability Skills \(60 Hours\)](#)

Qualification Pack (QP) Parameters

Sector	Electronics
Sub-Sector	Semiconductor & Components
Occupation	Marketing and Sales-S&C
Country	India
NSQF Level	5
Credits	20
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5242.0201

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Minimum Educational Qualification & Experience	<p>Diploma (After 10 (Electrical/Electronics/Mechanical)) with 1 Year of experience Relevant Experience</p> <p>OR</p> <p>12th grade pass with 1 year NTC/ NAC with 1 Year of experience Relevant Experience</p> <p>OR</p> <p>12th grade Pass with 2 Years of experience Relevant Experience</p> <p>OR</p> <p>Previous relevant Qualification of NSQF Level (4) with 3 Years of experience Relevant Experience</p> <p>OR</p> <p>10th grade pass with 4 Years of experience Relevant Experience</p>
Minimum Level of Education for Training in School	10th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	NA
Next Review Date	31/03/2025
NSQC Approval Date	31/03/2022
Version	4.0
Reference code on NQR	QG-05-EH-01329-2023-V1.1-ESSC
NQR Version	1.0

Remarks:

NA

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ELE/N1101: Analyse the market

Description

This OS unit is about studying the market opportunities, engaging with customers and understanding their requirement. It also includes finding new customers and fulfilling needs of existing clients.

Scope

The scope covers the following :

- Identifying the work requirement
- Analyse the market
- Initiate meeting with the prospective customers
- Interacting with the customer
- Recording the customer details and documentation of the visit

Elements and Performance Criteria

Identifying work requirement

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

- PC1.** receive instructions from the top management on work requirement, periodical (e.g., yearly, quarterly) sales target, location and area of operation etc.
- PC2.** attend training and obtain information about the characteristics and features of the latest products / software and services offered by the organisation

Analyse the market

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

- PC3.** collect information on the demographics of the location to know about the market
- PC4.** identify major players in different sector, their current use of semiconductor services and their product portfolio
- PC5.** assess the market by analysing past sales pattern and evaluate the current market trends for planning the sales strategy
- PC6.** identify the market opportunities and potential customers by conducting a market survey

Initiating meeting with prospective customers

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

- PC7.** prepare a list of potential customers in the region and make telephone calls to them for a meeting
- PC8.** prepare a presentation and pitch on company details, service offerings, areas of operation etc. for the customer
- PC9.** reach customer place on time for the meeting
- PC10.** interact periodically with existing customers to identify any new requirement and initiate meeting
- PC11.** maintain behavioural etiquette while interacting with customer on telephone / directly

Interacting with the customer

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

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- PC12.** greet the customer first and develop a rapport with them
- PC13.** deliver the presentation and pitch about the service offerings and handle any queries about the company and services
- PC14.** identify the customer requirement and expectations such as type of design services/product required price, delivery cycle, etc.
- PC15.** listen to customer without interrupting them and summarise the customer requirement for mutual understanding

Recording the customer details and documentation of the visit

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

- PC16.** record the customer and call details as per company policy and procedures
- PC17.** record the customer and call details as per company policy and procedures
- PC18.** rectify incorrect details in existing database to extent allowed by company policy
- PC19.** record customer queries in company's database for future references as per company policy and procedures

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** company policies on sales, incentives, documentation policy, human resource and performance evaluation and code of conduct
- KU2.** company's areas of operation, line of business and service offerings, culture and typical customer profile
- KU3.** company's reporting structure
- KU4.** internal process system such as ERP followed in the organisation
- KU5.** terms and conditions associated with the sale of company products/services
- KU6.** various products and services, their distinctive characteristics and features offered by the organisation
- KU7.** the other product/service related details such as cost, delivery period, post sales coverage, warranty
- KU8.** the different types of similar semiconductor products and offerings available in the market
- KU9.** the different types of active components, their specification, functional aspects and manufacturing capacity of the company
- KU10.** the responsibility of marketing and sales w.r.t to product and service coverage
- KU11.** semiconductor industry, trends, market and competition
- KU12.** sector knowledge, growth, trends and electronic product usage
- KU13.** basic electronics of system hardware
- KU14.** behavioural aspects and etiquette to be followed at customer's interaction
- KU15.** in depth product/service knowledge on the product handled
- KU16.** how to communicate with customers in order to put them at ease
- KU17.** different type of selling and promotional methods
- KU18.** how to handle and resolve technical queries on the specific semiconductor design service/product



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- KU19.** internal process system and their usage
- KU20.** computer operation and analyse data in Microsoft Excel tool
- KU21.** different models of after sales support provided by the company
- KU22.** 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.** read the customer information from the database
- GS2.** read text manuals regarding the design services, semiconductor devices and their specification
- GS3.** record the customer details in the query log
- GS4.** fill documentation in English or regional language
- GS5.** listen carefully and interpret the customer requirement
- GS6.** interact effectively with the customer for starting and closing the sale
- GS7.** assess and handle the customer queries
- GS8.** put the customer at ease and suggest solutions
- GS9.** communicate in English and local language
- GS10.** being patient and courteous with all types of customers
- GS11.** being polite and courteous under all circumstances
- GS12.** manage relationships with customers with intent on satisfying its requirements for service delivery
- GS13.** plan and organize work schedule to meet deadlines
- GS14.** work constructively and collaboratively with others
- GS15.** operate company internal process software such as ERP for recording and documenting the customer call
- GS16.** organize work processes and reduce repetition of errors for better time management
- GS17.** analyse the complexity of work to determine if it can be successfully carried out or needs to be referred to a superior/specialist

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Identifying work requirement</i>	4	6	-	-
PC1. receive instructions from the top management on work requirement, periodical (e.g., yearly, quarterly) sales target, location and area of operation etc.	2	3	-	-
PC2. attend training and obtain information about the characteristics and features of the latest products / software and services offered by the organisation	2	3	-	-
<i>Analyse the market</i>	9	12	-	-
PC3. collect information on the demographics of the location to know about the market	2	3	-	-
PC4. identify major players in different sector, their current use of semiconductor services and their product portfolio	2	3	-	-
PC5. assess the market by analysing past sales pattern and evaluate the current market trends for planning the sales strategy	3	3	-	-
PC6. identify the market opportunities and potential customers by conducting a market survey	2	3	-	-
<i>Initiating meeting with prospective customers</i>	13	15	-	-
PC7. prepare a list of potential customers in the region and make telephone calls to them for a meeting	2	3	-	-
PC8. prepare a presentation and pitch on company details, service offerings, areas of operation etc. for the customer	4	4	-	-
PC9. reach customer place on time for the meeting	2	2	-	-
PC10. interact periodically with existing customers to identify any new requirement and initiate meeting	3	3	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. maintain behavioural etiquette while interacting with customer on telephone / directly	2	3	-	-
<i>Interacting with the customer</i>	8	18	-	-
PC12. greet the customer first and develop a rapport with them	2	3	-	-
PC13. deliver the presentation and pitch about the service offerings and handle any queries about the company and services	2	6	-	-
PC14. identify the customer requirement and expectations such as type of design services/product required price, delivery cycle, etc.	2	6	-	-
PC15. listen to customer without interrupting them and summarise the customer requirement for mutual understanding	2	3	-	-
<i>Recording the customer details and documentation of the visit</i>	6	9	-	-
PC16. record the customer and call details as per company policy and procedures	2	2	-	-
PC17. record the customer and call details as per company policy and procedures	2	3	-	-
PC18. rectify incorrect details in existing database to extent allowed by company policy	1	2	-	-
PC19. record customer queries in company's database for future references as per company policy and procedures	1	2	-	-
NOS Total	40	60	-	-



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National Occupational Standards (NOS) Parameters

NOS Code	ELE/N1101
NOS Name	Analyse the market
Sector	Electronics
Sub-Sector	Semiconductor & Components
Occupation	Marketing & Sales
NSQF Level	5
Credits	TBD
Version	2.0
Last Reviewed Date	31/03/2022
Next Review Date	31/03/2025
NSQC Clearance Date	31/03/2022

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ELE/N1102: Offer solutions to customer

Description

This OS unit is about offering product solutions to customer, closing the sales transaction, maintaining good relations and achieving customer satisfaction.

Scope

The scope covers the following :

- Offer possible solutions to customer
- Coordinating with production and design teams
- Closing the sales
- Documentation of purchase
- Assist customer with post sales service
- Maintain relationship with client
- Achieve productivity targets set by the company

Elements and Performance Criteria

Offering possible solution to customer

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

- PC1.** identify the customer requirement and suggest possible multiple product and service offered by the company
- PC2.** assist the customer in finalising the product/service which could best suit the requirement and also suggest some product/service options in the market which could fit the customer requirement if the product is not offered by the own company
- PC3.** inform the customers about unique characteristics of the product/service which could help in taking decision

Coordinating with production and design teams

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

- PC4.** inform the production/design team about the all aspects of customer requirement
- PC5.** coordinate or arrange a meeting between customer and production/design team for further finalising the project and customer requirement
- PC6.** inform production/design team about the cost, delivery time of the product/service discussed with the customer

Closing the sales

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

- PC7.** assist the customer in taking a buying decision and make them feel happy about the purchase
- PC8.** take the details of the purchase such as number of product and other requirements from the customer once the buying decision is made
- PC9.** negotiate the pricing of product/service with customer appropriately by ensuring that the sale transaction results in profit for the organisation

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PC10. inform the customer about final price after deducting discounts, payment terms, mode of payment etc.

Documentation of purchase

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

PC11. prepare and provide documents such as invoice, agreement, warranty certificate and other relevant documents related to purchase to the customer as per company standards

PC12. inform customers about terms and conditions, warranty coverage as per component in the equipment and other related detail related to the purchase

Assisting client with after sales service

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

PC13. identify the service support requirement from client after the completion of sale

PC14. provide information to the customer about after sales service offered by organisation such as any service maintenance technician requirement, repairing work etc.

Maintaining relationship with clients

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

PC15. interact periodically with existing customers to identify any new requirement

PC16. seek new business opportunity with existing customers and obtain new reference for sales from them

PC17. gauge customer on satisfaction

Achieving Productivity

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

PC18. achieve the target set for number of calls / visits to attend and number of calls to be closed successfully in a period of time such as the monthly, quarterly and yearly sales target

PC19. satisfy the customer with the service and maintain continuous relationship

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. companys policies on sales, incentives, documentation policy, human resource and performance evaluation and code of conduct

KU2. companys areas of operation, line of business and service offerings, culture and typical customer profile

KU3. companys reporting structure

KU4. internal process system such as ERP followed in the organisation

KU5. terms and conditions associated with the sale of company products/services

KU6. various products and services, their distinctive characteristics and features offered by the organisation

KU7. the other product/service related details such as cost, delivery period, post sales coverage, warranty

KU8. the different types of similar semiconductor products and offerings available in the market

KU9. the different types of active components, their specification, functional aspects and manufacturing capacity of the company

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- KU10.** the responsibility of marketing and sales w.r.t to product and service coverage
- KU11.** semiconductor industry, trends, market and competition
- KU12.** sector knowledge, growth, trends and electronic product usage
- KU13.** basic electronics of system hardware
- KU14.** behavioural aspects and etiquette to be followed at customers interaction
- KU15.** in depth product/service knowledge on the product handled
- KU16.** how to communicate with customers in order to put them at ease
- KU17.** different type of selling and promotional methods
- KU18.** how to handle and resolve technical queries on the specific semiconductor design service/product
- KU19.** internal process system and their usage
- KU20.** computer operation and analyse data in Microsoft Excel tool
- KU21.** different models of after sales support provided by the company
- KU22.** 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.** read the customer information from the database
- GS2.** read text manuals regarding the design services, semiconductor devices and their specification
- GS3.** record the customer details in the query log
- GS4.** fill documentation in English or regional language
- GS5.** listen carefully and interpret the customer requirement
- GS6.** interact effectively with the customer for starting and closing the sale
- GS7.** assess and handle the customer queries
- GS8.** put the customer at ease and suggest solutions
- GS9.** communicate in English and local language
- GS10.** patient and courteous with all types of customers
- GS11.** being polite and courteous under all circumstances
- GS12.** manage relationships with customers with intent on satisfying its requirements for service delivery
- GS13.** plan and organize work schedule to meet deadlines
- GS14.** work constructively and collaboratively with others
- GS15.** operate company's internal process software such as ERP for recording and documenting the customer call
- GS16.** organize work processes and reduce repetition of errors for better time management
- GS17.** analyse the complexity of work to determine if it can be successfully carried out or needs to be referred to a superior/specialist

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Offering possible solution to customer</i>	9	11	-	-
PC1. identify the customer requirement and suggest possible multiple product and service offered by the company	3	4	-	-
PC2. assist the customer in finalising the product/service which could best suit the requirement and also suggest some product/service options in the market which could fit the customer requirement if the product is not offered by the own company	3	4	-	-
PC3. inform the customers about unique characteristics of the product/service which could help in taking decision	3	3	-	-
<i>Coordinating with production and design teams</i>	9	9	-	-
PC4. inform the production/design team about the all aspects of customer requirement	3	3	-	-
PC5. coordinate or arrange a meeting between customer and production/design team for further finalising the project and customer requirement	3	3	-	-
PC6. inform production/design team about the cost, delivery time of the product/service discussed with the customer	3	3	-	-
<i>Closing the sales</i>	8	14	-	-
PC7. assist the customer in taking a buying decision and make them feel happy about the purchase	2	3	-	-
PC8. take the details of the purchase such as number of product and other requirements from the customer once the buying decision is made	2	4	-	-
PC9. negotiate the pricing of product/service with customer appropriately by ensuring that the sale transaction results in profit for the organisation	2	4	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. inform the customer about final price after deducting discounts, payment terms, mode of payment etc.	2	3	-	-
<i>Documentation of purchase</i>	4	6	-	-
PC11. prepare and provide documents such as invoice, agreement, warranty certificate and other relevant documents related to purchase to the customer as per company standards	2	3	-	-
PC12. inform customers about terms and conditions, warranty coverage as per component in the equipment and other related detail related to the purchase	2	3	-	-
<i>Assisting client with after sales service</i>	3	6	-	-
PC13. identify the service support requirement from client after the completion of sale	2	3	-	-
PC14. provide information to the customer about after sales service offered by organisation such as any service maintenance technician requirement, repairing work etc.	1	3	-	-
<i>Maintaining relationship with clients</i>	3	8	-	-
PC15. interact periodically with existing customers to identify any new requirement	1	3	-	-
PC16. seek new business opportunity with existing customers and obtain new reference for sales from them	1	3	-	-
PC17. gauge customer on satisfaction	1	2	-	-
<i>Achieving Productivity</i>	4	6	-	-
PC18. achieve the target set for number of calls / visits to attend and number of calls to be closed successfully in a period of time such as the monthly, quarterly and yearly sales target	2	3	-	-
PC19. satisfy the customer with the service and maintain continuous relationship	2	3	-	-
NOS Total	40	60	-	-



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National Occupational Standards (NOS) Parameters

NOS Code	ELE/N1102
NOS Name	Offer solutions to customer
Sector	Electronics
Sub-Sector	Semiconductor & Components
Occupation	Marketing & Sales
NSQF Level	5
Credits	TBD
Version	2.0
Last Reviewed Date	31/03/2022
Next Review Date	31/03/2025
NSQC Clearance Date	31/03/2022

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ELE/N1002: Apply health and safety practices at the workplace

Description

This OS unit is about knowledge and practices relating to health, safety and security that candidates need to use in the workplace.

Scope

The scope covers the following :

- Deal with workplace hazards
- Apply fire safety practices
- Follow emergencies, rescue and first-aid procedures
- Effective waste management/recycling practices

Elements and Performance Criteria

Deal with workplace hazards

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

- PC1.** identify job-site hazards and possible causes of accident in the workplace
- PC2.** perform work complying to organizational safe working practices and observing hazard signs displayed on containers, equipment and in various work areas such as inside buildings, in open areas and public spaces, etc.
- PC3.** use appropriate personal protective equipment (PPE) for specific tasks and work conditions, contaminant (concentration w.r.t air) requirements and severity of hazard while conforming to the Indian/International standards
- PC4.** follow standard safety procedures while handling tool/ ,equipment, hazardous substances and while working in hazardous environments
- PC5.** dispose electronic waste (such as toxins; metals such as lead, cadmium, barium; flame retardant plastics, welding slag etc.) as per industry approved techniques
- PC6.** avoid damage of components due to negligence in electrostatic discharge (ESD) procedures
- PC7.** locate general health and safety equipment in the workplace such as fire extinguishers; first aid equipment; safety instruments, clothing and installations (fire exits, exhaust fans)
- PC8.** maintain appropriate posture while handling heavy objects
- PC9.** apply good housekeeping practices at all times

Apply fire safety practices

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

- PC10.** take preventive measures to prevent fire hazards
- PC11.**
 - use appropriate fire extinguishers for different types of fires
 - Types of fires: Class A: e.g. ordinary solid combustibles, such as wood, paper, cloth, plastic, charcoal, etc.; Class B: flammable liquids and gases, such as gasoline, propane, diesel fuel, tar, cooking oil, and similar substances; Class C: e.g. electrical equipment such as appliances, wiring, breaker panels, etc. (These categories of fires become Class A, B, and D fires when the electrical equipment that initiated the fire is no l
- PC12.** exhibit rescue and first-aid techniques in case of fire or electrocution

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Follow emergencies, rescue and first-aid procedures

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

- PC13.** administer appropriate first aid to victims in case of bleeding, burns, choking, electric shock, poisoning etc.
- PC14.** administer first aid to victims in case of a heart attack or cardiac arrest due to electric shock,
- PC15.** participate regularly in emergency procedures such as raising alarm, safe/efficient, evacuation, correct means of taking shelter and escaping, correct assembly point, roll call, correct return to work
- PC16.** use correct method to move injured people and others during an emergency

Effective waste management/recycling practices

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

- PC17.** identify recyclable and non-recyclable, and hazardous waste generated
- PC18.** segregate waste into different categories
- PC19.** ensure disposal of non-recyclable waste appropriately
- PC20.** deposit non-recyclable and reusable material at identified location
- PC21.** follow processes specified for disposal of hazardous waste

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** importance of working in clean and safe work environment following safety practices and procedures
- KU2.** health and safety roles and responsibilities of relevant personnel within and outside the organisation
- KU3.** key internal and external sources of health and safety information
- KU4.** basic knowledge of electronic devices and related health risks
- KU5.** meaning of hazards and risks
- KU6.** various types of health and safety hazards commonly present in the work environment such as physical hazards, electrical hazards, chemical hazards, fire hazards, equipment related hazards, health hazards, etc.
- KU7.** methods of accident prevention
- KU8.** importance of using protective clothing/equipment while working
- KU9.** general principles for identifying and controlling health and safety risks
- KU10.** main hazards and preventive as well as control measures while working with different types of equipment
- KU11.** importance of carrying out electrical and non-electrical isolation to prevent hazards from loss of machine/system/process control
- KU12.** main hazards and preventive as well as control measures when working with electrical systems or using electrical equipment
- KU13.** forms and classifications of hazardous substances
- KU14.** safe working practices while working at various hazardous sites
- KU15.** prevention and control measures to reduce risks from exposure to hazardous substances

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- KU16.** health effects associated with exposure to noise and vibration and the appropriate control measures
- KU17.** precautionary activities to prevent the fire accident
- KU18.** various causes of fire such as heating of metal, spontaneous ignition, sparking, electrical eating, loose fires (smoking, welding, etc.) chemical fires etc.
- KU19.** techniques of using the different fire extinguishers
- KU20.** different methods and material to extinguish fires
- KU21.** different materials used for extinguishing fire such as sand, water, foam, CO₂, dry powder
- KU22.** rescue techniques used during a fire hazard
- KU23.** various types of safety signs and their meaning
- KU24.** basic first aid treatment relevant to the common work place injuries e.g. shock, electrical shock, bleeding, breaks to bones, minor burns, resuscitation, poisoning, eye injuries
- KU25.** contents of written accident report
- KU26.** potential injuries and ill health associated with incorrect handling of tools and equipment
- KU27.** safe lifting and carrying practices
- KU28.** potential impact to a person who is moved incorrectly
- KU29.** personal safety, health and dignity issues relating to the movement of a person by others
- KU30.** ESD measures and 5S
- KU31.** efficient utilization and management of material and water
- KU32.** ways to recognize common electrical problems and practices of conserving electricity
- KU33.** usage of different colours of dustbins, categorization of waste into dry, wet, recyclable, nonrecyclable and items of single-use plastics
- KU34.** organization's procedure for minimizing waste
- KU35.** waste management and methods of waste disposal
- KU36.** common sources of pollution and ways to minimize it
- KU37.** names, contact information and location of people responsible for health and safety in the workplace
- KU38.** location of documents and equipment for health and safety compliance/practices in the workplace
- KU39.** safety notices, signs and instructions at workplace

Generic Skills (GS)

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

- GS1.** interpret general health and safety guidelines labels, charts, signages
- GS2.** read operation manuals
- GS3.** write health and safety compliance report
- GS4.** write an accident/incident report in local language or English
- GS5.** provide an emergency or safety incident brief to seniors or relevant authorities in a calm, clear and to-the-point manner
- GS6.** communicate general health and safety guidelines to colleagues/co-workers



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- GS7.** communicate appropriately with co-workers in order to clarify instructions and other issues
- GS8.** act in case of any potential hazards observed in the work place
- GS9.** plan and organize their own work schedule, work area, tools, equipment in compliance with organizational policies for health, safety and security
- GS10.** take adequate measures to ensure the safety of clients and visitors at the workplace
- GS11.** identify immediate or temporary solutions to resolve delays
- GS12.** evaluate the work area for health and safety risks or hazards
- GS13.** use cause and effect relations to anticipate potential issues, problems and their solution in the work area related to safety
- GS14.** recognise emergency and potential emergency situations
- GS15.** protect self and others from a health and safety risk or hazard
- GS16.** communicate and collaborate to incorporate sustainable practices (greening) in workplace processes
- GS17.** record data on waste disposal at workplace

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Deal with workplace hazards</i>	20	31	-	-
PC1. identify job-site hazards and possible causes of accident in the workplace	2	3	-	-
PC2. perform work complying to organizational safe working practices and observing hazard signs displayed on containers, equipment and in various work areas such as inside buildings, in open areas and public spaces, etc.	3	4	-	-
PC3. use appropriate personal protective equipment (PPE) for specific tasks and work conditions, contaminant (concentration w.r.t air) requirements and severity of hazard while conforming to the Indian/International standards	3	4	-	-
PC4. follow standard safety procedures while handling tool/ ,equipment, hazardous substances and while working in hazardous environments	3	4	-	-
PC5. dispose electronic waste (such as toxins; metals such as lead, cadmium, barium; flame retardant plastics, welding slag etc.) as per industry approved techniques	2	4	-	-
PC6. avoid damage of components due to negligence in electrostatic discharge (ESD) procedures	2	3	-	-
PC7. locate general health and safety equipment in the workplace such as fire extinguishers; first aid equipment; safety instruments, clothing and installations (fire exits, exhaust fans)	2	3	-	-
PC8. maintain appropriate posture while handling heavy objects	1	3	-	-
PC9. apply good housekeeping practices at all times	2	3	-	-
<i>Apply fire safety practices</i>	4	9	-	-
PC10. take preventive measures to prevent fire hazards	2	3	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<p>PC11.</p> <ul style="list-style-type: none"> • use appropriate fire extinguishers for different types of fires • Types of fires: Class A: e.g. ordinary solid combustibles, such as wood, paper, cloth, plastic, charcoal, etc.; Class B: flammable liquids and gases, such as gasoline, propane, diesel fuel, tar, cooking oil, and similar substances; Class C: e.g. electrical equipment such as appliances, wiring, breaker panels, etc. (These categories of fires become Class A, B, and D fires when the electrical equipment that initiated the fire is no l 	1	3	-	-
<p>PC12. exhibit rescue and first-aid techniques in case of fire or electrocution</p>	1	3	-	-
<p><i>Follow emergencies, rescue and first-aid procedures</i></p>	6	13	-	-
<p>PC13. administer appropriate first aid to victims in case of bleeding, burns, choking, electric shock, poisoning etc.</p>	1	3	-	-
<p>PC14. administer first aid to victims in case of a heart attack or cardiac arrest due to electric shock,</p>	1	2	-	-
<p>PC15. participate regularly in emergency procedures such as raising alarm, safe/efficient, evacuation, correct means of taking shelter and escaping, correct assembly point, roll call, correct return to work</p>	2	4	-	-
<p>PC16. use correct method to move injured people and others during an emergency</p>	2	4	-	-
<p><i>Effective waste management/recycling practices</i></p>	5	12	-	-
<p>PC17. identify recyclable and non-recyclable, and hazardous waste generated</p>	1	3	-	-
<p>PC18. segregate waste into different categories</p>	1	2	-	-
<p>PC19. ensure disposal of non-recyclable waste appropriately</p>	1	2	-	-
<p>PC20. deposit non-recyclable and reusable material at identified location</p>	1	3	-	-



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC21. follow processes specified for disposal of hazardous waste	1	2	-	-
NOS Total	35	65	-	-



Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	ELE/N1002
NOS Name	Apply health and safety practices at the workplace
Sector	Electronics
Sub-Sector	Generic
Occupation	Generic - Health Safety
NSQF Level	4
Credits	TBD
Version	3.0
Last Reviewed Date	24/02/2022
Next Review Date	24/02/2025
NSQC Clearance Date	24/02/2022



Qualification Pack

DGT/VSQ/N0102: Employability Skills (60 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
- Career Development & Goal Setting
- 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.** identify employability skills required for jobs in various industries
- PC2.** identify and explore learning and employability portals

Constitutional values - Citizenship

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

- PC3.** recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.
- PC4.** follow environmentally sustainable practices

Becoming a Professional in the 21st Century

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

- PC5.** recognize the significance of 21st Century Skills for employment
- PC6.** practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life

Basic English Skills

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

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- PC7.** use basic English for everyday conversation in different contexts, in person and over the telephone
- PC8.** read and understand routine information, notes, instructions, mails, letters etc. written in English
- PC9.** write short messages, notes, letters, e-mails etc. in English

Career Development & Goal Setting

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

- PC10.** understand the difference between job and career
- PC11.** prepare a career development plan with short- and long-term goals, based on aptitude

Communication Skills

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

- PC12.** follow verbal and non-verbal communication etiquette and active listening techniques in various settings
- PC13.** work collaboratively with others in a team

Diversity & Inclusion

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

- PC14.** communicate and behave appropriately with all genders and PwD
- PC15.** escalate any issues related to sexual harassment at workplace according to POSH Act

Financial and Legal Literacy

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

- PC16.** select financial institutions, products and services as per requirement
- PC17.** carry out offline and online financial transactions, safely and securely
- PC18.** identify common components of salary and compute income, expenses, taxes, investments etc
- PC19.** identify relevant rights and laws and use legal aids to fight against legal exploitation

Essential Digital Skills

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

- PC20.** operate digital devices and carry out basic internet operations securely and safely
- PC21.** use e- mail and social media platforms and virtual collaboration tools to work effectively
- PC22.** use basic features of word processor, spreadsheets, and presentations

Entrepreneurship

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

- PC23.** identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research
- PC24.** develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion
- PC25.** identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity

Customer Service

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

- PC26.** identify different types of customers
- PC27.** identify and respond to customer requests and needs in a professional manner.

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PC28. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

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

PC29. create a professional Curriculum vitae (Résumé)

PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively

PC31. apply to identified job openings using offline /online methods as per requirement

PC32. answer questions politely, with clarity and confidence, during recruitment and selection

PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. need for employability skills and different learning and employability related portals

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 English language for effective verbal (face to face and telephonic) and written communication in formal and informal set up

KU6. importance of career development and setting long- and short-term goals

KU7. about effective communication

KU8. POSH Act

KU9. Gender sensitivity and inclusivity

KU10. different types of financial institutes, products, and services

KU11. how to compute income and expenditure

KU12. importance of maintaining safety and security in offline and online financial transactions

KU13. different legal rights and laws

KU14. different types of digital devices and the procedure to operate them safely and securely

KU15. how to create and operate an e- mail account and use applications such as word processors, spreadsheets etc.

KU16. how to identify business opportunities

KU17. types and needs of customers

KU18. how to apply for a job and prepare for an interview

KU19. apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

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

GS1. read and write different types of documents/instructions/correspondence

GS2. communicate effectively using appropriate language in formal and informal settings



Qualification Pack

- GS3.** behave politely and appropriately with all
- GS4.** how to work in a virtual mode
- GS5.** perform calculations efficiently
- GS6.** solve problems effectively
- GS7.** pay attention to details
- GS8.** manage time efficiently
- GS9.** maintain hygiene and sanitization to avoid infection

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Introduction to Employability Skills</i>	1	1	-	-
PC1. identify employability skills required for jobs in various industries	-	-	-	-
PC2. identify and explore learning and employability portals	-	-	-	-
<i>Constitutional values - Citizenship</i>	1	1	-	-
PC3. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-	-	-
PC4. follow environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	2	4	-	-
PC5. recognize the significance of 21st Century Skills for employment	-	-	-	-
PC6. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-
<i>Basic English Skills</i>	2	3	-	-
PC7. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-
PC8. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
PC9. write short messages, notes, letters, e-mails etc. in English	-	-	-	-
<i>Career Development & Goal Setting</i>	1	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. understand the difference between job and career	-	-	-	-
PC11. prepare a career development plan with short- and long-term goals, based on aptitude	-	-	-	-
<i>Communication Skills</i>	2	2	-	-
PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-	-	-
PC13. work collaboratively with others in a team	-	-	-	-
<i>Diversity & Inclusion</i>	1	2	-	-
PC14. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC15. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
<i>Financial and Legal Literacy</i>	2	3	-	-
PC16. select financial institutions, products and services as per requirement	-	-	-	-
PC17. carry out offline and online financial transactions, safely and securely	-	-	-	-
PC18. identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
PC19. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
<i>Essential Digital Skills</i>	3	4	-	-
PC20. operate digital devices and carry out basic internet operations securely and safely	-	-	-	-
PC21. use e- mail and social media platforms and virtual collaboration tools to work effectively	-	-	-	-
PC22. use basic features of word processor, spreadsheets, and presentations	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Entrepreneurship</i>	2	3	-	-
PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
PC25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
<i>Customer Service</i>	1	2	-	-
PC26. identify different types of customers	-	-	-	-
PC27. identify and respond to customer requests and needs in a professional manner.	-	-	-	-
PC28. follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship & Jobs</i>	2	3	-	-
PC29. create a professional Curriculum vitae (Résumé)	-	-	-	-
PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
PC31. apply to identified job openings using offline /online methods as per requirement	-	-	-	-
PC32. answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
NOS Total	20	30	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0102
NOS Name	Employability Skills (60 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	4
Credits	2
Version	1.0
Last Reviewed Date	31/08/2023
Next Review Date	31/08/2026
NSQC Clearance Date	31/08/2023

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 : 70

(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/N1101.Analyse the market	40	60	-	-	100	35
ELE/N1102.Offer solutions to customer	40	60	-	-	100	35
ELE/N1002.Apply health and safety practices at the workplace	35	65	-	-	100	15
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	-	-	50	15
Total	135	215	-	-	350	100



Qualification Pack

Acronyms

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

Qualification Pack

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)	<p>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.</p>
Organisational Context	<p>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.</p>
Technical Knowledge	<p>Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.</p>
Core Skills/ Generic Skills (GS)	<p>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.</p>
Electives	<p>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.</p>
Options	<p>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.</p>