सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय
DEVELOPMENT COMMISSIONER
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES

MSME TECHNOLOGY CENTRE

Please referGuidelines for STT/LTT/Apprenticeship /OEM Qualification File

QUALIFICATION FILE

CONTENT DEVELOPER ASSISTANT (DIGITAL MARKETING)

☒ Short Term Training (STT) ☐ Long Term Training (LTT) ☐ Apprenticeship

☐Up skilling ☐ Dual/Flexi Qualification ☐For ToT☐ For ToA

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

NCrF/NSQF Level: 4.0

Submitted By:

MSME TECHNOLOGY CENTRE

O/o DC MSME, Ministry of Micro, Small and Medium Enterprises

Govt. of India

A-Wing, 7th Floor, NirmanBhawan, Maulana Azad Road

New Delhi-110108

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Section 1: Basic Details

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1.	**Qualification Name**	**Content Developer Assistant (Digital Marketing)**	
2.	**Sector/s**	**Media & Entertainment**	
3.	**Type of Qualification: ☒New ☐Revised ☐Has Electives/Options ☐OEM**	**NQR Code & version of existing/previous qualification:** *(change to previous, once approved)* **QG-04-ME-02420-2024-V1-MSME & V-1**	**Qualification Name of existing/previous version:**
4.	**a. OEM Name** **b. Qualification Name** (*Wherever applicable)*	**NA**	
5.	**National Qualification Register (NQR) Code & Version** (*Will be issued after NSQC approval)*	QG-04-ME-02420-2024-V1-MSME & V-1	**6. NCrF/NSQFLevel: 4.0**
7.	**Award (Certificate/Diploma/Advance Diploma/Any Other***(Wherever applicable specify multiple entry/exits also & provide details in annexure)*	**Certificate**	
8.	**Brief Description of the Qualification**	Learner will attain this qualification will be able to ● Create Digital Marketing content for industries. ● To get an employment in Media & Entertainment Industries. ● To become an entrepreneur.	
9.	**Eligibility Criteria for Entry for Student/Trainee/Learner/ Employee**	a. Entry Qualification & Relevant Experience:	

S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)
1	12th grade pass	
2	Completed 2nd year of 3-year diploma (after 10th)	
3	11th Grade Pass	1 year relevant experience
4	10th Grade Pass	2 year relevant experience

b. Age:

<table>
<tr><td>10.</td><td>Credits Assigned to this Qualification, Subject to Assessment (as per National Credit Framework (NCrF))</td><td>13</td><td>11. Common Cost Norm Category (I/II/III) (wherever applicable) : I</td></tr>
<tr><td>12.</td><td>Any Licensing requirements for Undertaking Training on This Qualification(wherever applicable)</td><td colspan="2">NA</td></tr>
<tr><td>13.</td><td>Training Duration by Modes of Training Delivery (Specify Total Duration as per selected training delivery modes and as per requirement of the qualification)</td><td colspan="2">☐ Offline ☐ Online ☒ Blended
<table>
<tr><th>Training Delivery Modes</th><th>Theory (Hours)</th><th>Practical (Hours)</th><th>OJT Mandatory (Hours)</th><th>OJT Recommended (Hours)</th><th>Total (Hours)</th></tr>
<tr><td>Classroom (offline)</td><td>90</td><td>105</td><td>-</td><td>-</td><td>195</td></tr>
<tr><td>Online</td><td>90</td><td>105</td><td>-</td><td>-</td><td>195</td></tr>
<tr><td>Total</td><td>180</td><td>210</td><td></td><td></td><td>390</td></tr>
</table>
(Refer Blended Learning Annexure for details)</td></tr>
<tr><td>14.</td><td>Aligned to NCO/ISCO Code/s(if no code is available mention the same)</td><td colspan="2">2431.99(Advertising and Marketing Professionals, Other)</td></tr>
<tr><td>15.</td><td>Progression path after attaining the qualification (Please show Professional and Academic progression)</td><td colspan="2">Professional/Career Progress:
Digital Content Creator -> Assistant Digital Marketing</td></tr>
<tr><td>16.</td><td>Other Indian languages in which the Qualification & Model Curriculum are being submitted</td><td colspan="2">Hindi</td></tr>
<tr><td>17.</td><td>Is similar Qualification(s) available on NQR-if yes, justification for this qualification</td><td colspan="2">☐ Yes ☒ No URLs of similar Qualifications:</td></tr>
<tr><td>18.</td><td>Is the Job Role Amenable to Persons with Disability</td><td colspan="2">☒ Yes ☐ No
If “Yes”, specify applicable type of Disability: As per government Norms.</td></tr>
<tr><td>19.</td><td>How Participation of Women will be Encouraged</td><td colspan="2">Seats are reserved as per government Norms.</td></tr>
<tr><td>20.</td><td>Are Greening/ Environment Sustainability Aspects Covered (Specify the NOS/Module which covers it)</td><td colspan="2">☒Yes ☐No
The said aspect is covered in the module name Employability Skill</td></tr>
</table>

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21.	**Is Qualification Suitable to be Offered in Schools/Colleges**	**Schools ☐Yes ☒No Colleges ☒ Yes ☐ No** **Subject to availability of resources.**	
22.	**Name and Contact Details of Submitting / Awarding Body SPOC** *(In case of CS or MS, provide details of both Lead AB & Supporting ABs)*	**Name: Sh. Vijay MahipatraoBankar** **Contact No. +0755 3501078** **Email-msmetcab@gmail.com**	
23.	**Final Approval Date by NSQC:30.04.2024**	**24. Validity Duration: 3 years**	**25. Next Review Date:30.04.2027**

Section 2: Module Summary

NOS/s of Qualifications,

(In exceptional cases these could be described as components)

Mandatory NOS/s:

Specify the training duration and assessment criteria at NOS/ Module level, for further details refer curriculum document.

Th*.-Theory* ***Pr.****-Practical* ***OJT****-On the Job* ***Man.****-Mandatory Training Rec****.****-Recommended Proj****.****-Project*

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S. No	NOS/Module Name	NOS/ Module Code & Version *(if applicable)*	Core/ Non-Core	NCrF/NSQF Level	Credits as per NCrF	*Training Duration (Hours)*					*Assessment Marks*					
						Th.	Pr.	OJT-Man.	OJT-Rec.	*Total*	*Th.*	*Pr.*	*Proj.*	Viva	Total	Weightage (%) *(if applicable)*
1	Gain insight into Computer Graphics	MSME/DMCC/01	Core	4	2	-	60	-	-	60	-	100	-	-	100	
2	Understand Digital Mastering Trends and Implement	MSME/DMCC/02	Core	4	10	150	150	-	-	300	100	100	-	-	200	
3	Employability skills	MSME/ES/01	None Core	4	1	30	-	-	-	30	100	-	-	-	100	
Duration (in Hours) / Total Credit / Marks						180	210			390	200	200			400	

Elective NOS/s:

S. No	NOS/Module Name	NOS/ Module Code & Version *(if applicable)*	Core/ Non-Core	NCrF/NSQF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) *(if applicable)*

Optional NOS/s:

S. No	NOS/Module Name	NOS/ Module Code & Version *(if applicable)*	Core/ Non-Core	NCrF/NSQF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) *(if applicable)*

Assessment - Minimum Qualifying Percentage:

Specify any one of the following:

Minimum Pass Percentage –Aggregate at qualification level: *(Every Trainee should score specified minimum aggregate passing percentage at qualification level to successfully clear the assessment.)*

Minimum Marks to pass Theory Exam: 40%
Minimum Marks to pass Practical Exam: 60%

Minimum Pass Percentage –NOS/Module-wise :*(Every Trainee should score specified minimum passing percentage in each mandatory and selected elective NOS/Module to successfully clear the assessment.)*

Minimum Marks to pass Theory Exam: 40%
Minimum Marks to pass Practical Exam: 60%

Section 3: Training Related

1.	**Trainer's Qualification and experience in the relevant sector (in years)***(as per NCVET guidelines)*	Diploma/ Degree in Arts/Fine Arts/ Design/Computer Science Engineering or Equivalent with Practical skills and knowledge required in the relevant job role at least one level higher i.e., level 4 and above in related field and minimum 2 years of experience in Production Environment in the Media & Entertainment organization will become a trainer, (Preferably TOT/ Certified from reputed agency to be deployed for the training)
2.	**Master Trainer's Qualification and experience in the relevant sector (in years)** *(as per NCVET guidelines)*	Degree in Engineering (Computer Science, Arts, Fine Arts, Design, Animation) or equivalent with 3 to 5 years of experience in Production/ Training from any Media & Entertainment organization will become as a Master Trainer.
3.	**Tools and Equipment Required for Training**	☒Yes ☐No (*If "Yes", details to be provided in Annexure)*
4.	**In Case of Revised Qualification, Details of Any Upskilling Required for Trainer**	Yes

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Section 4: Assessment Related

1.	**Assessor's Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines)*	Diploma / Degree in Engineering (Computer Graphics, Digital Marketing Strategies, Employability Skill) or equivalent with 3 years of experience in Production/ Training from any reputed Media & Entertainment organization. Only (TOA) certified assessors will be able to conduct the assessments.
2.	**Proctor's Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines)*	Degree in Engineering (Computer Graphics, Digital Marketing Strategies, Employability Skill) or equivalent with 5 years of experience in Production/ Training from any reputed Media & Entertainment organization.
3.	**Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years)** *(as per NCVET guidelines)*	Post Graduate Diploma/Advanced Diploma / Diploma / ITI Certificate / in the relevant discipline with minimum 5 years of experience in their professional fields (including minimum 3 years of relevant industry experience).
4.	**Assessment Mode***(Specify the assessment mode)*	**Blended Type (Online + Offline)**
5.	**Tools and Equipment Required for Assessment**	☒Same as for training ☒Yes ☐No *(details to be provided in Annexure-if it is different for Assessment)*

Section 5: Evidence of the need for the Qualification

Provide Annexure/Supporting documents name.

1.	**Latest Skill Gap Study (not older than 2 years)(Yes/No): Yes** **ISR_Report_2023** **https://do3n1uzkew47z.cloudfront.net/siteassets/pdf/ISR_Report_2023.pdf**
2.	**Latest Market Research Reports or any other source (not older than 2years) (Yes/No):** https://www.imarcgroup.com/digital-marketing-market#:~:text=The%20global%20digital%20marketing%20market,11.8%25%20during%202024%2D2032.
3.	**Government /Industry initiatives/ requirement (Yes/No): Yes**
4.	**Number of Industry validation provided: 30**

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5.	**Estimated nos. of persons to be trained and employed: Approx. 2000 per Year**
6.	**Evidence of Concurrence/Consultation with Line Ministry/State Departments:** *Yes* If "No", why:

Section 6: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name

1.	**Annexure:** NCrF/NSQF level justification based on NCrF level/NSQF descriptors *(Mandatory)*	*Annexure-I*
2.	**Annexure:** List of tools and equipment relevant for qualification *(Mandatory, except in case of online course)*	*Annexure-II*
3.	**Annexure:** Industry Validations Summary	*Annexure-III*
4.	**Annexure:** Training & Employment Details	*Annexure-IV*
5.	**Annexure:** Blended Learning *(Mandatory, in case selected Mode of delivery is "Blended Learning")*	*Annexure-V*
6.	**Annexure:** Detailed Assessment Criteria *(Mandatory)*	*Annexure-VI*
7.	**Annexure:** Assessment Strategy *(Mandatory)*	*Annexure-VII*
8.	**Annexure:** Acronym and Glossary *(Optional)*	*Annexure- VIII*
9.	**Annexure:** Multiple Entry-Exit Details *(Mandatory, in case qualification has multiple Entry-Exit)*	*NA*
10.	**Supporting Document:** Model Curriculum *(Mandatory – Public view)*	*Annexure- IX*

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11.	**Supporting Document:** Career Progression *(Mandatory - Public view)*	*This aspect mentioned in point no. 15*
12.	**Supporting Document:** Occupational Map *(Mandatory)*	*Annexure-X*
13.	**Supporting Document:** Assessment SOP *(Mandatory)*	*Annexure- XI*
14.	Any other document you wish to submit:	*NA*

Annexure: 1 Evidence of Level

NCrF/NSQF Level Descriptors	Key requirements of the job role/ outcome of the qualification	How the job role/ outcomes relate to the NCrF/NSQF level descriptor	NCrF/NSQF Level
Professional Theoretical Knowledge/Process	• Multidisciplinary and specialized knowledge • Possesses broad and deep knowledge and skills to solve problems in specialized fields	• Possesses knowledge in multidisciplinary contexts, broadly, within the chosen fields of technology/ skills/ job role. • Deeper knowledge and understanding of specialized field of technology / skills/ job role and its underlying principles • Acquired specialized knowledge and a range of cognitive and practical skills to accomplish tasks like basic design, prototyping, testing so as to solve a problem by selecting appropriate information, methods, tools, and materials.	4
Professional and Technical Skills/ Expertise/ Professional Knowledge	• Range of skills along with specialized domain skills • Excellent cognitive	• Demonstrates cognitive specialised professional and technical skills required forperforming and accomplishing difficult tasks relating to the chosen field/s of technology / skills/ job role; successfully applying techniques in routine or non-routine	4

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	skills and technical prowess utilized to perform complex tasks with ease, project management expertise, and adept at data analysis for informeddecisionmaking.	• Possesses a range of professional and technical skills, displays clarity of knowledge and practice in broad range of activities/ tasks. • Project Management Skills • Skill to clearly identify the relevant tools or sometimes improvise the available tools and techniques; and has advance knowledge of materials in difficult situations and different contexts. • Very good in data collecting organizing information, analysis and communication of results for informed decision making	
Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	Understand Personal Strengths \ Value ,Digital Literacy, Money Matters and Preparing for Employment & Self Employment	Interpersonal skills are vital in digital marketing, and the learner will learn how to collaborate efficiently with colleagues, clients, and stakeholders. They will also gain an understanding of ethical considerations specific to the digital marketing industry, including privacy and data protection. Moreover, the learner will be introduced to the fundamentals of digital entrepreneurship, exploring the process of launching and managing online ventures. They will learn to harness government initiatives and schemes that support digital startups, enabling them to capitalize on available opportunities in the digital marketplace."	4
Broad Learning Outcomes/Core Skill	Calculate technological data for CNC machining Prepare line program for various work profile. Prepare programs , demonstrate , simulate and operate CNC lathe machines for various machining operations Implementation of the health and safety practices, Maintaining 5's at work place.	The learner will collaborate within a team to gather and share accurate information related to digital marketing strategies and requirements, adhering to organizational communication standards. They will ensure strict compliance with quality standards, policies, and safety protocols, promptly reporting any issues that may impact project accuracy to supervisors. Adherence to organizational policies and procedures is essential. Additionally, the learner will prioritize safety by using appropriate protective equipment and being aware of key personnel responsible for health and safety in the digital marketing	4

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	Perform basic maintenance activity on daily basis and prepare record of Machine break down Maintain & prepare reports as per standard / check sheet Calculate various cutting parameters like Feed, RPM, Machining time, and tapper angle etc.	workplace. Proficiency in numerical and computational skills, as well as effective communication, will be key strengths for success.".	
Responsibility	Responsible for own work and learning as well as for the subordinates & Takes complete responsibility for delivery and quality of own work and output.	"The learner is tasked with executing digital marketing strategies meticulously, ensuring the quality and accuracy of their work. As a digital marketing professional, they operate independently, taking full responsibility for their tasks. Key qualities include a willingness to learn, effective self-planning and organization, problem-solving skills, and the ability to take initiative. Understanding the importance of self-management and teamwork to enhance efficiency and effectiveness is essential in this role."	4

Annexure: II Tools and Equipment (Lab Set-Up)

List of Tools and Equipment for Batch Size: 20

S. No.	Tools / Equipment Name	Specification	Quantity for specified Batch size
1	Computer or laptop	INDUSTRY STANDARD	20
2	Google Analytics, Google Ads, Social media platforms (Facebook, Twitter, LinkedIn, etc.)		20
3	Design software (Canva, Photoshop)		20
4	Web analytics tools		20

Annexure III: Industry Validations Summary

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Provide the summary information of all the industry validations in table. This is not required for OEM qualifications.

S. No	Organization Name	Representative Name	Designation	Contact Address	Contact Phone No	E-mail ID	LinkedIn Profile *(if available)*
1	Ficus Productions Private Limited	Mr. Rohit D. Ghokshe	CEO, Managing DIrector	Room No. 58, Chawl no.6, Plot no.4, BMC Colony, Dr. E.Moses Road, Worli Naka, Mumbai 400018	866152165	Info.ficusproduction@gmail.com	
2	Ultra Digital Studio Pvt.Ltd	Mr. Anup Chandekar	Sr. Admin Executive	4th Floor, A4, Ultra Media & Entertainment Pvt Ltd, Peninsula Park, C/O, Off Veera Desai Rd, near Maruti Business Park, Veera Desai Industrial Estate, Andheri West, Mumbai, Maharashtra 400053	9321213141	anup.chandekar@ultraindia.com	
3	Chanchal Engineering works	Mr. DRYHAEBHWAR	PROPRIETOR	gut no.67,plot no.06(B),shivrana audyogik sanstha, wadgaon(ko), area, MIDC, Waluj, Aurangabad, Maharashtra 431133	9765499939	chanchalengineeringworks@gmail.com	
4	Antennae Venture	Mr.Manpreet Singh	Ecosystem Manager	LodhaSupremus, Saki Vihar Rd, opposite Mtnl, off Tunga Village, Tunga Village, Chandivali, Powai, Mumbai, Maharashtra 400076	9082860602	hr@antennae.in	
5	Royal Finesse Studio	Mr.Anchal Joshi	Cofounder	new prerana CHS, C-1, next to modihyundai, Bhakti Mandir, PanchPakhdi, Thane	8356099360	aanchal@royalfinesse.in	

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				West, Thane, Maharashtra 400602			
6	IDZ Digital Pvt. Ltd.	Ms. Anuja Dhage	Hr Executive	Kanakia Western Edge II, Western Edge II, B-607, behind Metro Mall, near SuSwagat Hotel, Food Corporation of India Warehouse, Borivali East, Mumbai, Maharashtra 400066	9321738407	careers@idzdigital.com	
7	Yanisa Execution	Sonu Waghmare	Studio Manager	04, 2nd floor, ShyamVihar,MewawalaNiwas, MG Road, near Puppy Tailor, Mulund (w), Mumbai: 80	7977468221	mswsonu@gmail.com	
8	Hydrotech Consultant	Prafulchandra Pramodrai Naik	Director Of Hydrotech Consultant	Admin office: 32, Sumit Samarth Arcade, A wing, Aarey Road, Goregaon (W), Mumbai - 400104 Regd. Office: Sarvodaya Bhuvan 'B', Gokhale Road (N), Dadar (West), Mumbai - 400028	9892177917	info@hydrotechconsultant.com	
9	G.T. Engineering Works	Karuppaswamy Yadav	Partner	17, Vardhaman Indl. Estate, Opp. Nahur Station ,Village Road, Bhandup-(W),Mumbai-78	9702277955	gtengineeringworks@gmail.com	
10	Prabhavshali News	Stevan Jhon Badiger	Chief Editor	Ram Heritage Building, Plot No. 32, Sector - 12, Shop No. 19, Kamothe,	9324847296	prabhavshalinews@gmail.com	

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				Navi Mumbai - 410209			
11	Shree Swami Samartha Media Private Limited	Nilesh Gajanan Karanje	Director	Pratiksha Nagar, Palm Acres CHS, M-5, B Wing, Second floor, Flat Number-205, Pratikshanagar, Sion (East), Mumbai-400022	9930461343	Nileshkaranje@gmail.com nilesh@shreeswamisamarthamedia.com	
12	Manik Machinery Manufacturer Pvt. Ltd.	Manojkumar Patil	Design Engineer	21/24, Sons Udyog, Parsi Panchayat Road, Andheri (East) mumbai- 400069	9892209289	manoj.patil@pilotindia.com	
13	Additional Ambarnath Manufacturer's Association (AAMA)	Umesh Tayade	AAMA - Chairman	P-42, AAMA Welfare Centre, Anandnagar, Additional Ambernath MIDC, Ambernath - 421506, Dist - Thane	9422073611	aama.ambarnath@gmail.com	
14	Word Publishing	Karan Jadhav	Talent Acquisition Manager	Office no. 117, First Floor,lobby no. 4Rupa Solitaire, MBP, Mahape Navi Mumbai Nearest Station: Ghansoli, Navi Mumbai	9619225867	karan.jadhav@wpsgp.com	
15	Ad On Enterprises	Sudhir Parte	Director	505/ B, Neelkantheshwar Apt, Lonin Nagar, Nitin Company Signal, Thane (W), Maharashtra - 400602	9821802203	enterprises.adon@gmail.com	
16	DigitalCube Tech Private Limited	Devayani Bendale	HR Executive	B- 203, Sai Siddhivinayak Apt, Near Tondvalkar School, Dombivil West. 421202	8485025073	hr@digitalcube.tech	

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17	AV LASERCRFTS	Aniket Jadhav	Managing Director	ADD- SHOP-3, GAUREE LEELA APT, KADRAP BADLAPUR EAST.	9067788666	avalsercrafts@gmail.com	
18	Daynil Group Solutions Pvt. Ltd.	Ms. Shruti Ghodke	HR Associate	Unit no. 212, Globe Estate, Tata Power Circle, 1, near Vikas Naka, MIDC, Dombivli, Maharashtra 421203	8668215445	hr@daynilgroup.com	
19	Allied Engineering Pvt Ltd	Alumer Gadkari	Application Engineer	Plot No. D-222/14 , TTC Industrial Area, MIDC, Nerul, Navi Mumbai, Maharashtra - 400706	7977806044 / 8291195952	sales@alliedenginering.co.in info@alliedenginering.co.in	
20	Evertiz Solutions	Shavin Kamble	Sr Hr Executive	Seawoods west, Sector 44A, Navi Mumbai, Maharashtra,	7900054498	shavin.kamble@evertiz.com	
21	Aja Consultants and Engineers	Aniruddha Pradhan	Partner	701, Swami Sankul, Vasant Patil Marg, Chunabhatti, Sion, Mumbai - 400022	9892675218	aapradhan@ajconsult.com	
22	A to Z Placement Service	Amit Varma	Director	office no. 004, Ground floor, Manas Sarovar CHSL, B wing, Beturkar Pada, Near M.K. College, kalyan (W) - 421301	7977261570	amitkumar.verma@atozjobs.in	
23	BrainHap	Amruta Suki	Executive- HR	35/151, 1st Floor, Shree laxmi Vijay Industrial Premises, New Link Road, Sab TV lane	9970747512	admin@aerobott.com	
24	Softcon Automation	Sanjay Narayan Sheth	Partner	Unit No.7, BIdg., No.1, Sector No. 11, Millennium Business Park, Mahape, MIDC, Navi Mumbai. 4cO710	9324645875	sanjay@softconautomation.com	

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25	Tibe Allianz Pvt Ltd	Shraddha Nijai	General Manager	Regd Address: Tibe House, Main Road, Opp. Panchayat Samiti, Murbad, Maharashtra 421401	8459857541	tibeallianz@gmail.com connect@tibeallianz.com	
26	S.N. Engineering works	Sneha	CEO	Chaudhary, Sambhaji Nagar	9822859974	snehag858@gmail.com	
27	Pranav Enterprises	Padharinath Devkar	Owner	Plot No C-40, Midc Area, Waluj MIDC, Aurangabad-Maharashtra - 431136	9371671146	pranavent@gmail.com	
28	R.P. Industries	Prashant Patil	CEO	H-5/27, MIDC Industrial Area, Chikalthana, Aurangabad-431210, Maharashtra, India.	8007222251	prashantpatil@gmail.com	
29	Madhura Die Cast Private Limited	Madhura	CEO	D-168 MIDC Shendra, Aurangabad - 431 154	9422204622	madhuradiecast@gaikegroup.in	
30	Gayatri Auto Components	Ranjeet Mete	Lead Designer	Plot No. K39, Chh, MIDC, Ranjangaon, Waluj, Aurangabad, Ghanegaon, Maharashtra 431136	7385613842	info@gayatriauto.in	

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Annexure IV: Training & Employment Details

Training and Employment Projections:

Year	Total Candidates		Women		People with Disability	
	Estimated Training	Estimated Employment Opportunities	Estimated Training	Estimated Employment Opportunities	Estimated Training	Estimated Employment Opportunities
2024-25	1200	1100	700	650	0	0

2025-26	1800	1650	900	850	0	0
2026-27	2500	2350	1200	1100	0	0

Data to be provided year-wise for next 3 years

Training, Assessment, Certification, and Placement Data for previous versions of qualifications (NEW Qualification)

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

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

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

New Course

Content availability for previous versions of qualifications:

☒ Participant Handbook ☒ Facilitator Guide ☒ Digital Content ☒ Qualification Handbook ☐ Any Other:

Languages in which Content are available:

English and Hindi

Annexure V: Blended Learning

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Blended Learning Estimated Ratio & Recommended Tools:

Refer NCVET "Guidelines for Blended Learning for Vocational Education, Training & Skilling" available on:*https://ncvet.gov.in/wp-content/uploads/2023/01/Guidelines-for-Blended-Learning-for-Vocational-Education-Training-Skilling.pdf*

S. No.	Select the Components of the Qualification	List Recommended Tools – for all Selected Components	Offline : Online Ratio
1	☐Theory/ Lectures - Imparting theoretical and conceptual knowledge	Books/ e-books, Presentations, Reference Material , Audio / Video Modules with Self-Learning Videos /Broadcasts /Mobile Learning /Curated Digital content	40:60
2	☐Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners	Self-Learning Videos , Broadcasts, Mobile Learning , Curated Digital content	40:60
3	☐Showing Practical Demonstrations to the learners	Video Content , E-Resource library	100:00
4	☐Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	E-Resource library	100:00
5	☐Tutorials/ Assignments/ Practice	Online Question Bank, Mobile Quick test app, MCQ based tests, Practical Test	50:50
6	☐Proctored Monitoring/ Assessment/ Evaluation/ Examinations	Assessment engine for Essays, Up-loadable file examinations, Mock test sessions	50:50
7	☐On the Job Training (OJT)	-	-

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Annexure VI: Detailed Assessment Criteria

Detailed assessment criteria for each NOS/Module are as follows:

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
NOS / Module: MSME/DMCC/01 Computer Graphics	PC 1. Demonstrate understanding of computer graphics fundamentals. PC 2. Successfully install relevant software. PC 3. Navigate the start workspace efficiently. PC 4. Create new documents accurately. PC 5. Manage Mac and Windows platform differences. PC 6. Work proficiently with artboards. PC 7. Utilize panels effectively and customize them. PC 8. Customize the toolbar for improved workflow. PC 9. Master keyboard shortcuts and menu commands. PC 10. Efficiently use workspaces. PC 11. Adjust interface shading options. PC 12. Handle screen modes competently. PC 13. Manage multiple documents simultaneously. PC 14. Configure tab preferences for convenience. PC 15. Navigate documents with ease. PC 16. Adjust preferences through the dialog box. PC 17. Understand various file types. PC 18. Review RAW image formats. PC 19. Distinguish between bitmaps and vectors.	-	100	-	-

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	PC 20. Grasp the concept of resolution. PC 21. Resize and resample images accurately. PC 22. Determine print size correctly. PC 23. Work with different color modes. PC 24. Use selection tools effectively. PC 25. Employ marquee selection and feathering techniques. PC 26. Copy and paste selections seamlessly. PC 27. Scale images appropriately. PC 28. Modify selections precisely. PC 29. Utilize advanced selection tools effectively. PC 30. Expertly use features like Select Subject and Select and Mask.				
NOS / Module: MSME/DMCC/02 Digital Marketing Strategies	PC.1 Achieve success in digital marketing through demonstrated knowledge and skills. PC.2 Effectively utilize Udemy for productive study. PC.3 Formulate a comprehensive digital advertising strategy by addressing key marketing questions. PC.4 Develop a mission statement to define your business identity. PC.5 Clearly articulate and understand the products or services your business offers. PC.6 Utilize Miro Board checklists for efficient project management. PC.7 Recognize the importance of competitive analysis in digital marketing. PC.8 Skillfully use Similar Web to analyze website traffic and competitor data. PC.9 Assess your website's current performance and compare it to competitors' traffic.	50	50	-	-

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	PC.10 Conduct traffic analysis on search engines using SEMrush. PC.11 Utilize Serpstat for competitor research and analysis. PC.12 Apply competitive analysis tools to platforms like Facebook, Instagram, and YouTube. PC.13 Engage in practical exercises related to competitive analysis. PC.14 Understand and reconcile expectations with the reality of digital marketing outcomes. PC.15 Effectively use Google Analytics to gain insights and make data-driven decisions. PC.16 Recognize the significance of a Customer Relationship Management (CRM) system. PC.17 Differentiate between types of clients and tailor marketing strategies accordingly. PC.18 Utilize social media statistics to analyze and target specific audience segments. PC.19 Create audience portraits and populate relevant data tables. PC.20 Implement the See Think Do Care marketing model. PC.21 Identify sources of traffic specific to each niche. PC.22 Develop a media plan to guide marketing efforts. PC.23 Gain proficiency in Google Display Network and Facebook Media Planning. PC.24 Learn the fundamentals of mobile marketing and split metrics. PC.25 Optimize marketing strategies for better performance. PC.26 Understand the advantages of Google Ads and its bidding rules. PC.27 Create and manage your first Google Ads campaign. PC.28 Know how to access Google Ads Support when needed.				

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	PC.29 Conduct keyword research using Google Keyword Planner and other tools. PC.30 Efficiently group keywords and create compelling ad extensions.				
NOS / Module: **MSME/ES/01** Employability skills	PC.1 Discuss the importance of Employability Skills in meeting the job requirements. PC.2 Explain constitutional values, civic rights, duties, citizenship, responsibility towards society etc. that are required to be followed to become a responsible citizen. PC.3 Show how to practice different environmentally sustainable practices. PC.4 Discuss 21st century skills. PC.5 Display positive attitude, self -motivation, problem solving, time management skills and continuous learning mindset in different situations. PC.6 Use appropriate basic English sentences/phrases while speaking. PC.7 Demonstrate how to communicate in a well -mannered way with others. PC.8 Demonstrate working with others in a team. PC.9 Show how to conduct oneself appropriately with all genders and PwD PC.10 Discuss the significance of reporting sexual harassment issues in time	100	-	-	-

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	PC.11 Discuss the significance of using financial products and services safely and securely. PC.12 Explain the importance of managing expenses, income, and savings. PC.13 Explain the significance of approaching the concerned authorities in time for any exploitation as per legal rights and laws. PC.14 Show how to operate digital devices and use the associated applications and features, safely and securely. PC.15 Discuss the significance of using internet for browsing, accessing social media platforms, safely and Securely. PC.16 Discuss the need for identifying opportunities for potential business, sources for arranging money and potential legal and financial challenges. PC.17 Differentiate between types of customers. PC.18 Explain the significance of identifying customer needs and addressing them. PC.19 Discuss the significance of maintaining hygiene and dressing appropriately. PC.20 Create a biodata PC.21 Use various sources to search and apply for jobs PC.22 Discuss the significance of dressing up neatly and maintaining hygiene for an interview				

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	PC.23 Discuss how to search and register for apprenticeship opportunities				
	Total Marks	**150**	**150**		

Annexure VII: Assessment Strategy

This section includes the processes involved in identifying, gathering, and interpreting information to evaluate the Candidate on the required competencies of the program.

Mention the detailed assessment strategy in the provided template.

1. Assessment System Overview:

- Batches are assigned to the MSME NSQF Assessment Agency via email for the assessment.
- MSME NSQF Assessment Agency sends the assessment confirmation to respective TC.
- MSME NSQF Assessment Agency deploys the certified Assessor for executing the assessment at respective TC via online / offline mode.
- MSME NSQF Assessment Agency & respective TC Internal Assessment cell monitors the assessment process & records.

2. Testing Environment:

- MSME NSQF Assessment Agency confirms the Assessment location, date and time
- For number of candidates more than 30 separate assessors are assigned for the assessment.
- MSME NSQF Assessment Agency & respective assessor confirms that the allotted time to the candidates to complete Theory & Practical Assessment is correct.

3. Assessment Quality Assurance levels/Framework:

- Each TC Submits the Question Bank for the individual subject Theory &Practice separately, submits to MSME NSQF Assessment Agency and it is verified by the MSME NSQF Assessment Agency Committee members.
- Questions are mapped to the specified assessment criteria
- All the assessors & Trainers are well qualified & trained to carry out the specified task.

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4. Types of evidence or evidence-gathering protocol:

- Online Link is send by MSME NSQF Assessment Agency to respective TC & Assessor. Reporting of the assessor from assessment location is verified by the MSME NSQF Assessment Agency through the online Meeting Link. Students are also required to join for the online link for verification by the MSME NSQF Assessment Agency.
- Assessment Photographs are shared with the MSME NSQF Assessment Agency & are also with the respective TC.

5. Method of verification or validation:

- Online Link is send by MSME NSQF Assessment Agency to respective TC & Assessor. Reporting of the assessor from assessment location is verified by the MSME NSQF Assessment Agency through the online Meeting Link. Students are also required to join for the online link for verification by the MSME NSQF Assessment Agency.

6. Method for assessment documentation, archiving, and access:

- The Assessment records are shared with MSME NSQF Assessment Agency & also stored at respective TC.
- Assessor fills the assessment report and shares with the MSME NSQF Assessment Agency.

On the Job Training:

- Each module will be assessed separately.
- The candidate must score 60% marks to successfully complete the OJT.
- Learner will be assessed on the basis of OJT report followed by Viva
- Assessment will ensure that the Learner is able to:
    - ✓ Effective engagement with the customers / Subordinates and team
    - ✓ Understand the working of various tools and equipment
    - ✓ Understand the working environment of the industry

Annexure VIII: Acronym and Glossary

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Acronym

Acronym	Description
AA	Assessment Agency
AB	Awarding Body
ISCO	International Standard Classification of Occupations
NCO	National Classification of Occupations
NCrF	National Credit Framework
NOS	National Occupational Standard(s)
NQR	National Qualification Register
NSQF	National Skills Qualifications Framework
OJT	On the Job Training

Glossary

Term	Description
National Occupational Standards (NOS)	NOS define the measurable performance outcomes required from an individual engaged in a particular task. They list down what an individual performing that task should know and also do.
Qualification	A formal outcome of an assessment and validation process which is obtained when a competent body determines that an individual has achieved learning outcomes to given standards

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Qualification File	A Qualification File is a template designed to capture necessary information of a Qualification from the perspective of NSQF compliance. The Qualification File will be normally submitted by the awarding body for the qualification.
Sector	A grouping of professional activities on the basis of their main economic function, product, service or technology.
Short Term Training (STT)	STT/ Short -term skilling means any vocational training program undertaken for less than a year (Theory + Practical + OJT). https://ncvet.gov.in/sites/default/files/NCVET.pdf

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