



## QUALIFICATION FILE

### Multipurpose Assistant- Furniture Business Development

- Short Term Training (STT)  Long Term Training (LTT)  Apprenticeship  
 Upskilling  Dual/Flexi Qualification  For ToT  For ToA
- General  Multi-skill (MS)  Cross Sectoral (CS)  Future Skills  OEM

NCrF/NSQF Level: 3

Submitted By:

Furniture and Fittings Sector Skill Council

Chief Executive Officer

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## Section 1: Basic Details

1.	<b>Qualification Name</b>	Multipurpose Assistant- Furniture Business Development																												
2.	<b>Sector/s</b>	Interiors, Furniture and Fixtures																												
3.	<b>Type of Qualification:</b> <input checked="" type="checkbox"/> New <input type="checkbox"/> Revised <input checked="" type="checkbox"/> Has Electives <input type="checkbox"/> OEM	<b>NQR Code &amp; version of existing qualification:</b> NA	<b>Qualification Name of existing version:</b> NA																											
4.	<b>National Qualification Register (NQR) Code &amp;Version</b>	QG-03-WC-00822-2023-V1-FFSC	5. <b>NCrF/NSQF Level:</b> 3																											
6.	<b>Award (Certificate/ Advance Diploma/ Any Other)</b>	Certificate																												
7.	<b>Brief Description of the Qualification</b>	Multipurpose Assistant- Furniture Business Development is responsible for providing support in various business development activities. They assist in market research, client communication, sales distribution, and administrative tasks, contributing to the growth of the company while gaining valuable industry knowledge and experience. The individual may choose a specialization from a range of options, such as marketing, sales & distribution, and after sales support operations.																												
8.	<b>Eligibility Criteria for Entry for Student/ Trainee/ Learner/ Employee</b>	<p><b>a. Entry Qualification &amp; Relevant Experience:</b></p> <table border="1"> <thead> <tr> <th>S. No.</th> <th>Academic/Skill Qualification</th> <th>Required Experience</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Grade 10 pass</td> <td>NA</td> </tr> <tr> <td>2</td> <td>Grade 8 pass with 1 year of (NTC/ NAC) after 8th</td> <td>NA</td> </tr> <tr> <td>3</td> <td>Grade 8 pass and pursuing continuous schooling in regular school (in case of 2-year prog)</td> <td>NA</td> </tr> <tr> <td>4</td> <td>Grade 9 pass and pursuing continuous schooling in regular school</td> <td>NA</td> </tr> <tr> <td>5</td> <td>Grade 9 pass</td> <td>1 year of relevant experience</td> </tr> <tr> <td>6</td> <td>Grade 8 pass</td> <td>2 years of relevant experience</td> </tr> <tr> <td>7</td> <td>Grade 5 pass</td> <td>5 years of relevant experience</td> </tr> <tr> <td>8</td> <td>Previous relevant Qualification of NSQF Level 2 (Foundation course on Design-Build-Install)</td> <td>3 years of relevant experience</td> </tr> </tbody> </table> <p><b>b. Age:</b> 14 years (minimum)</p>		S. No.	Academic/Skill Qualification	Required Experience	1	Grade 10 pass	NA	2	Grade 8 pass with 1 year of (NTC/ NAC) after 8th	NA	3	Grade 8 pass and pursuing continuous schooling in regular school (in case of 2-year prog)	NA	4	Grade 9 pass and pursuing continuous schooling in regular school	NA	5	Grade 9 pass	1 year of relevant experience	6	Grade 8 pass	2 years of relevant experience	7	Grade 5 pass	5 years of relevant experience	8	Previous relevant Qualification of NSQF Level 2 (Foundation course on Design-Build-Install)	3 years of relevant experience
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4	Grade 9 pass and pursuing continuous schooling in regular school	NA																												
5	Grade 9 pass	1 year of relevant experience																												
6	Grade 8 pass	2 years of relevant experience																												
7	Grade 5 pass	5 years of relevant experience																												
8	Previous relevant Qualification of NSQF Level 2 (Foundation course on Design-Build-Install)	3 years of relevant experience																												

9.	<b>Credits Assigned to this Qualification, Subject to Assessment</b>	23	<b>10. Common Cost Norm Category (I/II/III): II</b>																						
11.	<b>Any Licensing requirements for Undertaking Training on This Qualification</b>	Not Applicable																							
12.	<b>Training Duration by Modes of Training Delivery</b>	<input type="checkbox"/> Offline <input type="checkbox"/> Online <input checked="" type="checkbox"/> Blended																							
		<table border="1"> <thead> <tr> <th data-bbox="528 443 943 512">Training Delivery Modes</th> <th data-bbox="943 443 1167 512">Theory (Hours)</th> <th data-bbox="1167 443 1391 512">Practical (Hours)</th> <th data-bbox="1391 443 1626 512">OJT Mandatory (Hours)</th> <th data-bbox="1626 443 1951 512">OJT Recommended (Hours)</th> <th data-bbox="1951 443 2141 512">Total (Hours)</th> </tr> </thead> <tbody> <tr> <td data-bbox="528 512 943 560">Classroom (offline)</td> <td data-bbox="943 512 1167 560">54</td> <td data-bbox="1167 512 1391 560">282</td> <td data-bbox="1391 512 1626 560">270</td> <td data-bbox="1626 512 1951 560">0</td> <td data-bbox="1951 512 2141 560">605</td> </tr> <tr> <td data-bbox="528 560 943 603">Online</td> <td data-bbox="943 560 1167 603">54</td> <td data-bbox="1167 560 1391 603">31</td> <td data-bbox="1391 560 1626 603">0</td> <td data-bbox="1626 560 1951 603">0</td> <td data-bbox="1951 560 2141 603">85</td> </tr> </tbody> </table>	Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)	Classroom (offline)	54	282	270	0	605	Online	54	31	0	0	85					
Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)																				
Classroom (offline)	54	282	270	0	605																				
Online	54	31	0	0	85																				
13.	<b>Aligned to NCO/ISCO Code/s</b>	NCO-2015/2431.0502																							
14.	<b>Progression path after attaining the qualification</b>	<p><b>Professional Progression (Vertical):</b> Assistant Furniture Marketing/ Assistant Sales Representative/ Furniture Customer Support Representative (NSQF Level 4) The occupational map is attached as an annexure which shows the professional progression.</p> <p><b>Academic Progression (Vertical):</b> Courses on Furniture Marketing, Sales and After Sales Support at NSQF Level 4 (PG/Diploma/Ad. Diploma Courses)</p>																							
15.	<b>Other Indian languages in which the Qualification &amp; Model Curriculum are being submitted</b>	Hindi																							
16.	<b>Is similar Qualification(s) available on NQR-if yes, justification for this qualification</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  <b>URLs of similar Qualifications:</b>																							
17.	<b>Is the Job Role Amenable to Persons with Disability</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  <b>If “Yes”, specify applicable type of Disability:</b> <ul style="list-style-type: none"> <li>Acid Attack Victims</li> </ul>																							

18.	<b>How Participation of Women will be Encouraged</b>	In order to encourage the participation of women the companies can actively promote gender diversity through inclusive hiring practices and equal opportunities for career advancement. Also, organizing workshops and training programs specifically designed to enhance the skills and knowledge of women in furniture marketing and sales can help foster their confidence and competence in the field. Additionally, creating a supportive and inclusive work environment that values and respects the contributions of women can further motivate their active involvement and success in the department.	
19.	<b>Are Greening/ Environment Sustainability Aspects Covered</b>	<input checked="" type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b>  <b>Covered under the NOS:</b> FFS/N8205 – Follow workplace health, safety, and environmental procedures Module Name: Greening practices at the worksite	
20.	<b>Is Qualification Suitable to be Offered in Schools/Colleges</b>	<b>Schools</b> <input checked="" type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b> <b>Colleges</b> <input checked="" type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b>  It can be implemented in Grades 9 and 10 as a specialized subject.  <b>Engineering colleges:</b> This course can also be offered to colleges as a precursor to previous NSQF qualifications in the case of the existing framework where these courses are not pursued in schools currently.	
21.	<b>Name and Contact Details of Submitting / Awarding Body SPOC</b>	<b>Name:</b> Mr. Rahul Mehta <b>Email:</b> ceo@ffsc.in <b>Contact No.:</b> +91 124 4513900 <b>Website:</b> ffsc.in	
22.	<b>Final Approval Date by NSQC:</b>	<b>23. Validity Duration:</b> 3 years	<b>24. Next Review Date:</b> 31/08/2026

## 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

S. No	NOS/ Module Name	NOS/ Module Code & Version	Core / Non-Core	NCrF/ NSQF Level	Credit as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weight (%)
1.	Bridge Module	Version No. 1	Core	3	2	20	40	0	0	60	NA	NA	NA	NA	NA	NA
2.	Assist in marketing research, data analysis and reporting for furniture and allied business development	NOS Code: FFS/N2103 Version No. 1	Core	3	2	12	48	0	0	60	18	54	28	0	100	25
3.	Assist in customer engagement, cross functional collaboration, and achieving business development objectives	NOS Code: FFS/N2104 Version No. 1	Core	3	2	12	48	0	0	60	18	54	28	0	100	30
4	Follow workplace health, safety, and environmental procedures	NOS Code: FFS/N8205 Version No. 3	Non-Core	3	1	12	18	0	0	30	32	38	22	8	100	10
5	Employability NOS (30 hour)	NOS Code: DGT/VSQ/N0101 Version No. 1	Non-Core	3	1	15	15	0	0	30	20	30	0	0	50	10
<b>Duration (in Hours) / Total Marks</b>					<b>8</b>	<b>71</b>	<b>169</b>	<b>0</b>	<b>0</b>	<b>240</b>	<b>88</b>	<b>176</b>	<b>78</b>	<b>8</b>	<b>350</b>	<b>75</b>

**Electives:**

S. No	NOS/Module Name	NOS/Module Code & Version	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	Weight age (%)
1	Assist in marketing & research activities to develop business for Furniture & Allied sectors	NOS Code: FFS/N2105 Version No. 1	Core	3	5	12	48	90	0	150	24	52	24	0	100	25
2	Assist in Sales and Distribution activities for Furniture & Allied sectors	NOS Code: FFS/N2106 Version No. 1	Core	3	5	12	48	90	0	150	18	54	28	0	100	25
3	Assist in After Sales Support services for Furniture & Allied sectors	NOS Code: FFS/N2107 Version No. 1	Core	3	5	12	48	90	0	150	14	60	26	0	100	25
<b>Duration (in Hours) / Total Marks</b>					<b>15</b>	<b>36</b>	<b>144</b>	<b>270</b>	<b>0</b>	<b>450</b>	<b>56</b>	<b>166</b>	<b>78</b>	<b>0</b>	<b>300</b>	<b>25</b>

**Assessment - Minimum Qualifying Percentage**

Please specify **any one** of the following:

**Minimum Pass Percentage – Aggregate at qualification level: 70%** (Every Trainee should score specified minimum aggregate passing percentage at qualification level to successfully clear the assessment.)

**Minimum Pass Percentage – NOS/Module-wise: 70%** (Every Trainee should score specified minimum passing percentage in each mandatory and selected elective NOS/Module to successfully clear the assessment.)

## Section 3: Training Related

1.	<b>Trainer's Qualification and experience in the relevant sector (in years)</b>	<p><b>A trainer should be eligible in any of below mentioned categories:</b></p> <p><b>Scenario 1: Graduate</b></p> <ul style="list-style-type: none"> <li>○ Engineering (Civil, Mechanical), Architecture, Interior Design, Furniture Designing/Manufacturing or Any other Discipline with 2 years' relevant experience (Industry)</li> <li>○ Preferred: <ul style="list-style-type: none"> <li>● 1-year experience (Teaching)</li> <li>● Additional Certification related to specialization in sales and marketing, architecture or interior design sector (Software like AutoCAD, etc.), Communication Skills.</li> </ul> </li> </ul> <p><b>Scenario 2: Certificate-NSQF</b></p> <p><b>a. NSQF Level 3- Multipurpose Assistant- Furniture Business Development with 4 years' relevant experience (Industry),</b></p> <ul style="list-style-type: none"> <li>● Required: <ul style="list-style-type: none"> <li>○ Work Experience and Recommendation letter from Employer, Certificates of Training from companies</li> </ul> </li> <li>● Preferable: <ul style="list-style-type: none"> <li>○ 1 year experience (Teaching)</li> <li>○ Additional Certification related to specialization in sales and marketing, architecture or interior design sector (Software like AutoCAD, etc.), Communication Skills.</li> </ul> </li> </ul> <p><b>b. NSQF Level 4- Assistant Furniture Marketing/ Assistant Sales Representative/ Furniture Customer Support Representative or above with 3 years' relevant experience (Industry),</b></p> <ul style="list-style-type: none"> <li>● Required: <ul style="list-style-type: none"> <li>○ Work Experience and Recommendation letter from Employer, Certificates of Training from companies</li> </ul> </li> <li>● Preferable: <ul style="list-style-type: none"> <li>○ 1 year experience (Teaching)</li> <li>○ Additional Certification related to specialization in sales and marketing, architecture or interior design sector (Software like AutoCAD, etc.), Communication Skills.</li> </ul> </li> </ul>
2.	<b>Master Trainer's Qualification and experience in the relevant sector (in years)</b>	Graduate (In any field) with minimum 5 years of relevant experience
3.	<b>Tools and Equipment Required for Training</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  The detailed tools list is attached in Annexure 2
4.	<b>In Case of Revised Qualification, Details of Any Upskilling Required for Trainer</b>	This qualification is revised based on the NCrf framework with the compulsory module of employability skills. The candidates can enroll into a 3-day workshop to upskill themselves based on the new components of the revised qualification and get the desired certifications done.



## Section 4: Assessment Related

1.	<b>Assessor's Qualification and experience in relevant sector (in years)</b>	<p><b>An Assessor should be eligible in any of below mentioned categories:</b></p> <p><b>Scenario 1: Graduate</b></p> <ul style="list-style-type: none"> <li>○ Engineering (Civil, Mechanical), Architecture, Interior Design, Furniture Designing/Manufacturing or Any other Discipline with 2 years' relevant experience (Industry)</li> <li>○ Preferred: <ul style="list-style-type: none"> <li>• 1-year experience (Teaching)</li> <li>• Additional Certification related to specialization in sales and marketing, architecture or interior design sector (Software like AutoCAD, etc.), Communication Skills.</li> </ul> </li> </ul> <p><b>Scenario 2: Certificate-NSQF</b></p> <p><b>a. NSQF Level 3- Multipurpose Assistant- Furniture Business Development with 4 years' relevant experience (Industry),</b></p> <ul style="list-style-type: none"> <li>• Required: <ul style="list-style-type: none"> <li>○ Work Experience and Recommendation letter from Employer, Certificates of Training from companies</li> </ul> </li> <li>• Preferable: <ul style="list-style-type: none"> <li>○ 1 year experience (Teaching)</li> <li>○ Additional Certification related to specialization in sales and marketing, architecture or interior design sector (Software like AutoCAD, etc.), Communication Skills.</li> </ul> </li> </ul> <p><b>b. NSQF Level 4- Assistant Furniture Marketing/ Assistant Sales Representative/ Furniture Customer Support Representative or above with 3 years' relevant experience (Industry),</b></p> <ul style="list-style-type: none"> <li>• Required: <ul style="list-style-type: none"> <li>○ Work Experience and Recommendation letter from Employer, Certificates of Training from companies</li> </ul> </li> <li>• Preferable: <ul style="list-style-type: none"> <li>○ 1 year experience (Teaching)</li> <li>○ Additional Certification related to specialization in sales and marketing, architecture or interior design sector (Software like AutoCAD, etc.), Communication Skills.</li> </ul> </li> </ul>
2.	<b>Proctor's Qualification and experience in relevant sector (in years)</b>	Graduate (In any field) with minimum 3 years of relevant experience
3.	<b>Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years)</b>	Graduate (In any field) with minimum 5 years of relevant experience
4.	<b>Assessment Mode</b>	Components might be Online, Offline, or Blended, depending on the location where the evaluation is being carried out.
5.	<b>Tools and Equipment Required for Assessment</b>	<input checked="" type="checkbox"/> Same as for training <input type="checkbox"/> Yes <input type="checkbox"/> No

## Section 5: Evidence of the need for the Qualification

1.	<p><b>Latest Skill Gap Study (not older than 2 years) (Yes/No):</b> No</p> <p>FFSC had conducted the research, analysis, and assessment of the skill gaps in the Interiors, Furniture, and Allied sectors. The report was published in year 2016 and is valid up to 2025 providing a comprehensive analysis of skill gaps and manpower requirement in specific occupations and job role categories.</p> <p>The report can be accessed through Link: <a href="#">Click here</a></p> <p>Along with this, FFSC has also developed its own indigenous LMS portal- FFSC T:AJ. FFSC T:AJ is a one-stop solution for skilled manpower for interiors, furniture, and allied industries. The job portal is customized per the industry's Occupation Map (OM) to facilitate properly aggregating job and apprenticeship opportunities. The portal offers unique features for employers and candidates to provide the ideal solution for demand aggregation and supply matching. It also facilitates the identification of skill gap and requirement in the industry and relevant sectors on periodic intervals.</p> <p>FFSC T:AJ can be assessed through: <a href="https://ffsctaj.in/">https://ffsctaj.in/</a></p>
2.	<p><b>Latest Market Research Reports or any other source (not older than 2 years) (Yes/No):</b> Yes</p> <p>The following key research documents are available in the public domain:</p> <ol style="list-style-type: none"> <li>1. Strategic Roadmap for Furniture Sector of India by IKEA (<a href="#">Link for Report</a>)</li> <li>2. India – Potential as a Global Furniture Hub by BCG (<a href="#">Link for Report</a>)</li> </ol>
3.	<p><b>Government /Industry initiatives/ requirement (Yes/No):</b> Yes</p> <p>The Indian Interiors, Furniture, and Fittings industry is a rapidly growing sector of the country's economy. In 2018, the Government of India recognized the furniture industry as a 'Champion Sector', leading to an increase in its import and exports to promote the sector further. To capitalize on this, the government is creating furniture hubs within certain locations within the country to cater to the local customer base.</p> <p>Demand within the industry has increased significantly, with trends going along the lines of stylish fixtures with minimalist designs, amongst other customizations. Improvements in the quality of these goods, its universal accessibility, and upgradation in the industry standards will only further boost the demand within the sector. Organic materials like wood and new, aesthetically more diverse, and adjustable materials like cement, corrugated cardboard, and concrete have also emerged in the Indian market recently to stay in alignment with redesigned trends.</p> <p>In order to secure good growth within the sector, there is a need to train and teach traditional carpenters and designers and cater to meeting specific occupational standards to improve the quality of the product the industry provides. Also, to promote future skills within the industry, FFSC has been developing job role-specific standards to skill, upskill and re-skill the workforce in the industry.</p> <p>Apart from this, Indigenous Center for Excellence are being set up throughout India to boost entrepreneurship opportunities. This also provides more access to job seekers, especially women, to get wage employment.</p>
4.	<p><b>Number of Industry validation provided:</b> 30 (Details in Annexure 3)</p>
5.	<p><b>Estimated nos. of persons to be trained and employed:</b> Refer to Annexure 4</p>
6.	<p><b>Evidence of Concurrence/Consultation with Line Ministry/State Departments:</b></p> <p>The Line ministry concurrence is requested from the respective ministry and the response of the same is awaited.</p>

## Section 6: Annexure &amp; Supporting Documents Check List

1.	<b>Annexure:</b> NCrf/NSQF level justification based on NCrf level/NSQF descriptors	Refer to Annexure 1
2.	<b>Annexure:</b> List of tools and equipment relevant for qualification	Refer to Annexure 2
3.	<b>Annexure:</b> Industry Validations Summary	Refer to Annexure 3
4.	<b>Annexure:</b> Training and Employment Details	Refer to Annexure 4
5.	<b>Annexure:</b> Blended Learning	Refer to Annexure 5
6.	<b>Annexure:</b> Detailed Assessment Criteria	Refer to Annexure 6
7.	<b>Annexure:</b> Assessment Strategy	Refer to Annexure 7
8.	<b>Annexure:</b> Multiple Entry-Exit Details	<i>Not Applicable</i>
9.	<b>Annexure:</b> Acronym and Glossary	Refer to Annexure 8
10.	<b>Supporting Document:</b> Model Curriculum	Attached as a separate document in the Qualification Approval Docket
11.	<b>Supporting Document:</b> Career Progression	Attached as a separate document in the Qualification Approval Docket
12.	<b>Supporting Document:</b> Occupational Map	Attached as a separate document in the Qualification Approval Docket
13.	<b>Supporting Document:</b> Assessment SOP	Attached as a separate document in the Qualification Approval Docket

## 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
<b>Professional Theoretical Knowledge/Process</b>	<p>Following are the few professional knowledge areas the job role should focus on:</p> <ul style="list-style-type: none"> <li>• Basic knowledge of market research and opportunity identification.</li> <li>• Basic marketing principles and tactics.</li> <li>• Conducting market research and identifying opportunities.</li> <li>• Awareness of industry trends and market dynamics.</li> <li>• Familiarity with CRM (Customer Relationship Management) systems.</li> </ul>	<p>According to the key requirements, the person knows the usage of the tools and apply the knowledge in a limited context. The person can understand the context of work and quality in a limited way.</p> <p>The job requirements match with the NSQF level 3 descriptor. Hence the level is pegged at 3.</p>	3
<b>Professional and Technical Skills/ Expertise</b>	<p>Following are the few professional knowledge requirements:</p> <ul style="list-style-type: none"> <li>• Fundamental sales techniques and strategies.</li> <li>• Performing administrative tasks and data entry.</li> <li>• Basic computer skills and willingness to learn relevant software tools.</li> <li>• Basic computer skills and willingness to learn relevant software tools.</li> </ul>	<p>As mentioned in the key requirements, the person regularly carries out the different tasks with little understanding and more practice.</p> <p>The job requirements match with the NSQF level 3 descriptor. Hence the level is pegged at 3.</p>	3
<b>Employment Readiness &amp; Entrepreneurship Skills &amp; Mind-set/Professional Skill</b>	<p>Following are the few professional skills required for the job role:</p> <ul style="list-style-type: none"> <li>• Attention to Detail.</li> <li>• Time Management.</li> <li>• Client Relationship Management.</li> <li>• Teamwork and Collaboration.</li> <li>• Creativity and Innovation.</li> <li>• Adaptability and Flexibility.</li> <li>• Problem-solving and Critical Thinking.</li> <li>• proficiency in Microsoft Office Suite (Word, Excel, PowerPoint).</li> <li>• written and verbal communication skills.</li> </ul>	<p>The person demonstrates his/ her professional skills, which are routine and repetitive in a narrow range of applications.</p> <p>The job requirements match with the NSQF level 3 descriptor. Therefore, the level is pegged at 3.</p>	3

<b>Broad Learning Outcomes/Core Skill</b>	<p>The broad learning outcomes of the job roles are:</p> <ul style="list-style-type: none"> <li>• Assist in marketing research, data analysis and reporting for furniture and allied business development.</li> <li>• Assist in customer engagement, cross-functional collaboration, and achieving business development objectives.</li> <li>• Assist in marketing &amp; research activities to develop business for Furniture &amp; Allied sectors.</li> <li>• Assist in Sales and Distribution activities for Furniture &amp; Allied sectors.</li> <li>• Assist in After Sales Support services for Furniture &amp; Allied sectors.</li> <li>• Follow health and safety practices.</li> <li>• Follow employability skills while working at the worksite.</li> </ul>	<p>The job requirements match with the NSQF level 3 descriptor. Therefore, the level is kept as 3.</p>	3
<b>Responsibility</b>	<p>The person performs his job by following health and safety norms. Following are the few key responsibilities:</p> <ul style="list-style-type: none"> <li>• Assist in market research &amp; analysis activities for business development.</li> <li>• Assist in networking and stakeholder engagement activities.</li> <li>• Assist in proper documentation and record-keeping.</li> <li>• Assist in customer engagement activities.</li> <li>• Assist in cross functional collaborations.</li> <li>• Assist in achievement of departmental objectives.</li> <li>• Ensure continuous professional learning and development.</li> </ul>	<p>The person works under instruction and close supervision. The person has some responsibility for his/her work.</p> <p>The job requirements match with the NSQF level 3 descriptor. Hence the level is kept at 3.</p>	3

## Annexure 2: Tools and Equipment (Lab Set-Up)

List of Tools and Equipment

**Batch Size:** 20 candidates

S. No.	Tool / Equipment Name	Specifications	Quantity for specified Batch size
1	Customer Relationship Management (CRM) System	CRM Software	4 Nos
2	Sales and Marketing Collateral	Brochures, Flyers, Catalogs, Presentations, Samples	4 Set
3	Customer Feedback Forms	Feedback Forms Samples	4 Set
4	Execution Support Tools	Project Management Software, Collaboration Platforms	4 Nos
5	Documentation and Reporting Tools	Word Processing Software, Presentation Software	4 Nos
6	Data Analysis Tools	Spreadsheet Software	4 Nos
7	Sales Order Processing Software	Sales Order Management Software	4 Nos
8	Inventory Management System	Inventory Management Software	4 Nos
9	Product Catalogs and Brochures	Sample Printed or Digital Product Catalogs, Brochures	4 Set
10	Pricing Sheets and Promotional Material	Sample Printed or Digital Pricing Sheets	4 Set
11	Warranty and Repair Guidelines	Sample Printed or Digital Warranty and Repair Manuals	4 Set
12	Fire Extinguisher	As per availability	1 Nos
13	First Aid Kit	As per availability	1 Nos
14	Storage Cabinet	As per availability	1 Nos
15	Worksite Cleaning and Maintenance Equipment	Broom, Dust collector, cloths	1 Set
16	Hardware and Fittings Brochures	Sample Printed or Digital Hardware and Fittings Catalogs	4 Set

**Classroom Aids**

The aids required to conduct sessions in the classroom are:

1. White Board
2. Board Marker
3. Duster
4. Projector/ Smart TV
5. Laptop
6. Trainees Chairs/ Stools (For theory lectures)
7. Trainer's Podium
8. Trainer's Chair
9. Storage Cabinet (Wardrobe)

## Annexure 3: Industry Validations Summary

No. of Validations: 30

S. No	Organization Name	Representative Name	Designation	State	Contact Phone No	E-mail ID
1	Aryamman Interior Solution Pvt Ltd	Vipuul Mistry	Head - HR	Mumbai	9820439351	<a href="mailto:hr@aryamman.in">hr@aryamman.in</a>
2	Magppie Living Pvt. Ltd.	Mr. Deepak Gupta	Director Operations	Haryana	9810098982	<a href="mailto:deepak@magppie.com">deepak@magppie.com</a>
3	PrimeDecor Furniture & Interiors LLP	Ms. Priyanka Pavithran	Designated Partner	Kerala	8547534628	<a href="mailto:prima_pavi@yahoo.com">prima_pavi@yahoo.com</a> <a href="mailto:priyankapavithran92@gmail.com">priyankapavithran92@gmail.com</a>
4	Belinda Sofas	Mr. Rajeendran. TR	Managing Director	Kerala	9747547462	<a href="mailto:rejipvm@gmail.com">rejipvm@gmail.com</a>
5	Elegant Interior & Modular Kitchen Pvt. Ltd.	Ranjith K	Managing Director	Kerala	9947208000	<a href="mailto:elegantinterior79@gmail.com">elegantinterior79@gmail.com</a>
6	Omega Innovative Industries	Mr. Anil Kumar	Managing Partner	Kerala	7593887604	<a href="mailto:hyfurn@gmail.com">hyfurn@gmail.com</a>
7	Archistocc Designs Pvt. Ltd.	Mr. Chander Tarachand Devraj	Director	Gujarat	9033011559	<a href="mailto:chander@archistocc.com">chander@archistocc.com</a>
8	Shree Ram Wooden Industries Pvt. Ltd.	Mr. Vishwas Sonigara	Managing Director	Gujarat	9825084241	<a href="mailto:vishwas@vittaazio.com">vishwas@vittaazio.com</a>
9	Narsi & Associates	Mr. Jagdish Kularia	Director	Mumbai	8898855555	<a href="mailto:jagdishkularia@narsi.in">jagdishkularia@narsi.in</a>
10	Narsi Interior Infrastructures Pvt. Ltd.	Mr. Narsi Kularia	Managing Director	Mumbai	9821052087	<a href="mailto:narsikularia@narsi.in">narsikularia@narsi.in</a>
11	Greenply Industries Ltd.	Mr. Rajesh Mittal	Chairman & Managing	West Bengal	9999627822	<a href="mailto:rajeshmittal@greenply.com">rajeshmittal@greenply.com</a>
12	ELBA Interiors	Mr. Prasanth Kurian	Director	Kerala	9847708649	<a href="mailto:elba@elbatraders.com">elba@elbatraders.com</a>
13	Woodtech consultant pvt Ltd	Mr. Gopi T	Managing Director	Karnataka	9448278398	<a href="mailto:gopi@woodtech.in">gopi@woodtech.in</a>

14	The Cadia furn	Neethu Raphael	Manager	Kerala	9072100010	<a href="mailto:thecadiafurn@gmail.com">thecadiafurn@gmail.com</a>
15	KALAIMAGAL INDUSTRY	VIJAY KUMAR	Manager	Kerala	8946055915	<a href="mailto:Svfurnituresalam@gmail.com">Svfurnituresalam@gmail.com</a>
16	Kamry innovations Pvt Ltd	Shihab	HR- Manager	Kerala	99953775992	<a href="mailto:Kawryinnovations@gmail.com">Kawryinnovations@gmail.com</a>
17	Sri Velmurugan Furniture	RAJENDRAN G	GENERAL MANAGER	Kerala	7373014458	<a href="mailto:Svfurnituresalem@gmail.com">Svfurnituresalem@gmail.com</a>
18	VIHAS INTERIORS	T SUJAIVEL BALAJI	MANAGING DIRECTOR	Kerala	7373014462	<a href="mailto:VihASFurnitures@gmail.com">VihASFurnitures@gmail.com</a>
19	A one Furniture	P. ALI	Proprietor	Kerala	9446654914	<a href="mailto:aonefurniturekannur@gmail.com">aonefurniturekannur@gmail.com</a>
20	AL BAITH FURNITURE	Abdul Azeez	MANAGING DIRECTOR	Kerala	9656165997	<a href="mailto:albaithfurnituremail@gmail.com">albaithfurnituremail@gmail.com</a>
21	Casa Design	Afreen	MANAGING DIRECTOR	Kerala	7356772772	<a href="mailto:casadesignind@gmail.com">casadesignind@gmail.com</a>
22	Hi-style products	SEENIVASAN. D. G	HR- Manager	Kerala	9677310717	<a href="mailto:hr@vickys.co.in">hr@vickys.co.in</a>
23	Modo Furniture Factory. LLP	Fayyas k	MANAGING DIRECTOR	Kerala	99950 77520	<a href="mailto:modofurniturefactory@gmail.com">modofurniturefactory@gmail.com</a>
24	Radheshyam Intex Products Pvt. Ltd.	Bikash Poddar	Director	Bengaluru	9845201519	<a href="mailto:info@radheshyamintex.com">info@radheshyamintex.com</a>
25	Woodec Wood works	Shaji MK		Kerala	9447902529	<a href="mailto:woodecwoodworks@gmail.com">woodecwoodworks@gmail.com</a>
26	Taj Sofas	Abdul Salam	Managing Partner	Kerala	9447699508	<a href="mailto:tajsofa896@gmail.com">tajsofa896@gmail.com</a>
27	Caple Industrial Solutions	Zenith Thomas	Regional Manager -North & East	Mumbai	9599487490	<a href="mailto:zenith@caple.in">zenith@caple.in</a>
28	Niram India Construction Pvt Ltd	Deepak Singh Bisht	Asst Manager	Delhi	9910486543	<a href="mailto:deepakbisht@nirmanidia.in">deepakbisht@nirmanidia.in</a>
29	ANJ Turnkey Projects Pvt LTd	Nehal Mehta	Finance Head	Mumbai	9819338101	<a href="mailto:nehal@anj.co.in">nehal@anj.co.in</a>
30	Shapez N Designs (The Plank)	Ms. Hemalatha G.	Proprietor	Tamil Nadu	9094044888	<a href="mailto:hema@theplank.in">hema@theplank.in</a>



## Annexure 4: Training &amp; 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
23-24	1000	500	50	50	0	0
24-25	3000	1500	200	200	0	0
25-26	3000	1500	200	200	0	0

**Languages in which Content is available:**

English and Hindi

## Annexure 5: Blended Learning

## Blended Learning Estimated Ratio &amp; Recommended Tools:

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

S. No.	Select the Components of the Qualification	List Recommended Tools – for all Selected Components	Offline: Online Ratio
1	<input checked="" type="checkbox"/> Theory/ Lectures - Imparting theoretical and conceptual knowledge	<ul style="list-style-type: none"> <li>• eBooks/Textbooks/e-content</li> <li>• Presentations</li> <li>• Classroom Aids</li> <li>• Journals</li> <li>• Assessments &amp; Quizzing Tools Flashcards</li> <li>• Games or quizzes</li> <li>• Collaborative/Group Projects</li> <li>• Video Tutorials &amp; Webinars</li> <li>• Video Conferencing Software</li> <li>• Tracking &amp; Reporting Platforms</li> </ul>	60:40
2	<input checked="" type="checkbox"/> Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners	<ul style="list-style-type: none"> <li>• Presentations</li> <li>• Group Discussions</li> <li>• Case Studies/ Projects</li> <li>• Games or quizzes</li> <li>• Learning Paths</li> <li>• Video Tutorials &amp; Webinars</li> <li>• Video Conferencing Software</li> <li>• Tracking &amp; Reporting Platforms</li> <li>• Simulators/AR Tools</li> </ul>	50:50
3	<input checked="" type="checkbox"/> Showing Practical Demonstrations to the learners	<ul style="list-style-type: none"> <li>• Augmented Reality Applications</li> <li>• Games or quizzes</li> <li>• Interactive Whiteboards</li> <li>• Collaboration Tools</li> <li>• Online Tutorials &amp; Interactive Simulations</li> <li>• Digital Simulations</li> </ul>	60:40
4	<input checked="" type="checkbox"/> Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	<ul style="list-style-type: none"> <li>• Virtual Labs</li> <li>• Gamification</li> <li>• Digital Twins</li> <li>• Collaborative Authoring Platforms</li> <li>• Simulators/AR Tools</li> <li>• Digital Simulations</li> </ul>	80:20

		<ul style="list-style-type: none"> <li>• Online Course Platforms/LMS</li> </ul>	
5	<input checked="" type="checkbox"/> Tutorials/ Assignments/ Drill/ Practice	<ul style="list-style-type: none"> <li>• Online Course Platforms/LMS</li> <li>• Simulators/AR Tools</li> <li>• Online Tutorials &amp; Interactive Simulations</li> <li>• Screen Recording &amp; Presentation Software</li> <li>• Collaboration Tools</li> <li>• Assessments &amp; Quizzing Tools</li> </ul>	70:30
6	<input checked="" type="checkbox"/> Proctored Monitoring/ Assessment/ Evaluation/ Examinations	<ul style="list-style-type: none"> <li>• Online assessment/quizzing software</li> <li>• Biometric authentication tools</li> <li>• Remote exam locking/proctoring software</li> <li>• Hackathons</li> </ul>	30:70
7	<input checked="" type="checkbox"/> On the Job Training (OJT)/ Project Work Internship/ Apprenticeship Training	<ul style="list-style-type: none"> <li>• Case Studies/Projects</li> <li>• Simulators/AR Tools</li> <li>• Task Management Tools</li> <li>• Online Collaboration Tools</li> </ul>	90:10

## Annexure 6: 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
<b>FFS/N2103: Assist in marketing research, data analysis and reporting for furniture and allied business development</b>	<b><i>Assist in market research &amp; analysis activities for business development</i></b>	<b>6</b>	<b>12</b>	<b>8</b>	<b>0</b>
	<b>PC1.</b> assist the supervisor in day-to-day tasks and projects relevant to assigned tasks and responsibility	2	0	4	0
	<b>PC2.</b> collect and analyse relevant data related to marketing, sales, distribution, or after-sales support.	2	6	0	0
	<b>PC3.</b> assist in identifying trends, opportunities, and challenges in the respective area to support decision-making and strategy formulation.	2	6	4	0
	<b><i>Assist in networking and stakeholder engagement activities</i></b>	<b>4</b>	<b>18</b>	<b>12</b>	<b>0</b>
	<b>PC4.</b> assist the concerned team members to execute marketing campaigns, sales initiatives, distribution activities, or after-sales support programs.	2	6	4	0
	<b>PC5.</b> actively participate in planning and organizing industry events, conferences, and trade shows to expand professional networks and build industry relationships.	2	6	4	0
	<b>PC6.</b> engage with industry stakeholders, potential clients, and strategic partners to explore collaboration opportunities.	0	6	4	0
	<b><i>Assist in proper documentation and record-keeping</i></b>	<b>8</b>	<b>24</b>	<b>8</b>	<b>0</b>
	<b>PC7.</b> summarize key findings, and insights, and maintain requisite documentation.	2	6	4	0
	<b>PC8.</b> maintain, organise and up-to-date files with a record of design changes, revisions, and version control	2	6	4	0
	<b>PC9.</b> ensure consistency of documentation in line with organisational policies	2	6	0	0
<b>PC10.</b> respond timely to queries and feedback from supervisors	2	6	0	0	
	<b>NOS Total</b>	<b>18</b>	<b>54</b>	<b>28</b>	<b>0</b>
<b>FFS/N2104: Assist in customer engagement, cross functional collaboration, and achieving business development objectives</b>	<b><i>Assist in customer engagement activities</i></b>	<b>4</b>	<b>12</b>	<b>12</b>	<b>0</b>
	<b>PC1.</b> assist in interacting with customers to gather feedback, understand their needs, and address their queries or concerns.	0	6	4	0
	<b>PC2.</b> assist in maintaining strong customer relationships through effective communication and timely response.	2	0	4	0
	<b>PC3.</b> contribute to enhancing the customer experience by providing exceptional service and ensuring customer satisfaction.	2	6	4	0
	<b><i>Assist in cross functional collaborations</i></b>	<b>6</b>	<b>24</b>	<b>0</b>	<b>0</b>
	<b>PC4.</b> collaborate with other departments, such as marketing, sales, distribution, or customer support, to achieve shared objectives.	2	8	0	0
	<b>PC5.</b> foster effective communication and teamwork by actively participating in meetings, discussions, and projects.	2	8	0	0
	<b>PC6.</b> contribute ideas and insights to cross-functional initiatives on product development & services	2	8	0	0
	<b><i>Assist in achievement of departmental objectives</i></b>	<b>6</b>	<b>6</b>	<b>12</b>	<b>0</b>

	PC7.support the supervisor & team members in achieving the departmental goals and targets.	2	0	4	0
	PC8.assist in monitoring and report on the progress of initiatives, projects, or campaigns.	2	6	4	0
	PC9.contribute to the overall success of the Business Development department by actively participating in goal-oriented activities.	2	0	4	0
	<b>Ensure continuous professional learning and development</b>	<b>2</b>	<b>12</b>	<b>4</b>	<b>0</b>
	PC10. actively seek opportunities for learning and growth, such as attending industry events, using professional software like salesforce/CRM, etc., or through webinars.	0	6	4	0
	PC11.seek feedback from superiors and colleagues to identify areas for improvement and work towards enhancing your skills and knowledge.	2	6	0	0
	<b>NOS Total</b>	<b>18</b>	<b>54</b>	<b>28</b>	<b>0</b>
<b>FFS/N8205: Follow workplace health, safety, and environmental procedures</b>	<b>Maintain cleanliness of the worksite</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>4</b>
	PC1. identify and report poor organizational practices with respect to hygiene, food handling, cleaning	2	2	0	2
	PC2. ensure that the trash cans or waste collection points are cleared every day	2	2	3	2
	<b>Follow health and safety procedures</b>	<b>5</b>	<b>6</b>	<b>8</b>	<b>2</b>
	PC3. comply with the health and safety legislation, regulations, and other relevant guidelines while working at all times	3	3	4	1
	PC4. use appropriate personal protective equipment compatible with the work and compliant to relevant Occupational Health and Safety (OHS) guidelines: masks, safety glasses, head protection, ear muffs, safety footwear, gloves, aprons, etc	2	3	4	1
	<b>Maintain personal hygiene</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>0</b>
	PC5. wear clean clothes as per the dress code of the worksite	2	2	3	0
	PC6. wash hands regularly using suggested material such as soap, one-use disposable tissue, warm water, etc.	2	2	2	0
	<b>Precautionary measures to avoid work hazards</b>	<b>12</b>	<b>16</b>	<b>0</b>	<b>2</b>
	PC7. follow the displayed safety signs at the worksite	3	3	0	1
	PC8. undertake the safety measures and checks while handling any electrically powered tools & equipment, etc	3	7	0	1
	PC9. ensure the usage of harmful chemicals inside work area as per the specified guidelines only	3	3	0	0
	PC10. ensure safe handling and disposal of waste	3	3	0	0
	<b>Ensure material conservation and optimization of resources</b>	<b>7</b>	<b>8</b>	<b>6</b>	<b>0</b>
PC11. implement the suggested ways to conserve and re-use water	1	3	1	0	
PC12. ensure to keep the electrical appliances in OFF position when not in use	3	2	2	0	
PC13. s out routine cleaning of tools, machines, and equipment as per instruction	3	3	3	0	
	<b>NOS Total</b>	<b>32</b>	<b>38</b>	<b>22</b>	<b>8</b>
<b>DGT/VSQ/N0101: Employability Skills (30 Hours)</b>	<b>Introduction to Employability Skills</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>
	PC1. understand the significance of employability skills in meeting the job requirements	0	0	0	0
	<b>Constitutional values – Citizenship</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>

PC2. identify constitutional values, civic rights, duties, personal values and ethics and environmentally sustainable practices	0	0	0	0	
<b><i>Becoming a Professional in the 21<sup>st</sup> Century</i></b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>0</b>	
PC3. explain 21st Century Skills such as Self Awareness, Behaviour Skills, Positive attitude, self-motivation, problem-solving, creative thinking, time management, social and cultural awareness, emotional awareness, continuous learning mindset etc	0	0	0	0	
<b><i>Basic English Skills</i></b>	<b>2</b>	<b>3</b>	<b>0</b>	<b>0</b>	
PC4. speak with others using some basic English phrases or sentences	0	0	0	0	
<b><i>Communication Skills</i></b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	
PC5. follow good manners while communicating with others	0	0	0	0	
PC6. work with others in a team	0	0	0	0	
<b><i>Diversity &amp; Inclusion</i></b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	
PC7. communicate and behave appropriately with all genders and PwD	0	0	0	0	
PC8. report any issues related to sexual harassment	0	0	0	0	
<b><i>Financial and Legal Literacy</i></b>	<b>3</b>	<b>4</b>	<b>0</b>	<b>0</b>	
PC9. use various financial products and services safely and s	0	0	0	0	
PC10. calculate income, expenses, savings etc	0	0	0	0	
PC11. approach the concerned authorities for any exploitation as per legal rights and laws	0	0	0	0	
<b><i>Essential Digital Skills and laws</i></b>	<b>4</b>	<b>6</b>	<b>0</b>	<b>0</b>	
PC12. operate digital devices and use its features and applications securely and safely	0	0	0	0	
PC13. use internet and social media platforms securely and safely	0	0	0	0	
<b><i>Entrepreneurship</i></b>	<b>3</b>	<b>5</b>	<b>0</b>	<b>0</b>	
PC14. identify and assess opportunities for potential business	0	0	0	0	
PC15. identify sources for arranging money and associated financial and legal challenges	0	0	0	0	
<b><i>Customer Service</i></b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	
PC16. identify different types of customers	0	0	0	0	
PC17. identify customer needs and address them appropriately	0	0	0	0	
PC18. follow appropriate hygiene and grooming standards	0	0	0	0	
<b><i>Getting ready for apprenticeship &amp; Jobs</i></b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>0</b>	
PC19. create a basic biodata	0	0	0	0	
PC20. search for suitable jobs and apply	0	0	0	0	
PC21. identify and register apprenticeship opportunities as per requirement	0	0	0	0	
<b>NOS Total</b>	<b>20</b>	<b>30</b>	<b>0</b>	<b>0</b>	
<b>FFS/N2105: Assist in marketing &amp; research activities to develop business for Furniture &amp; Allied sectors</b>	<b><i>Assist in market research &amp; analysis</i></b>	<b>4</b>	<b>12</b>	<b>4</b>	<b>0</b>
	PC1.conduct research to gather insights on customer preferences, market trends, and competitor activities.	2	4	2	0
	PC2.assist in analysing market data and customer feedback to identify opportunities for product development, target audience expansion, or marketing campaign optimization.	0	4	2	0

	PC3.support the development of customer personas and segmentation strategies to enhance marketing effectiveness.	2	4	0	0
	<b>Assist in outreach campaign execution and management</b>	<b>4</b>	<b>8</b>	<b>6</b>	<b>0</b>
	PC4.assist in the execution of marketing campaigns, including planning, coordination, and implementation.	0	4	2	0
	PC5.support the development of campaign materials, such as advertisements, brochures, and digital assets.	2	4	2	0
	PC6.assist in monitoring campaigns, track metrics, and providing recommendations for improvement.	2	0	2	0
	<b>Assist in digital marketing and social media outreach</b>	<b>6</b>	<b>8</b>	<b>6</b>	<b>0</b>
	PC7.assist in the creation and execution of digital marketing strategies, including social media campaigns, email marketing, and content marketing.	2	4	2	0
	PC8.assist in managing social media platforms, posting engaging content, and monitoring user engagement and interactions.	2	0	2	0
	PC9.support the development and optimization of the company's website and online presence.	2	4	2	0
	<b>Assist in content creation and management</b>	<b>4</b>	<b>12</b>	<b>6</b>	<b>0</b>
	PC10.assist in creating engaging and informative content for various marketing channels, including website pages, blog articles, social media posts, and marketing collaterals.	2	4	2	0
	PC11.assist in managing and organizing content assets, ensuring accuracy, consistency, and relevance.	0	4	2	0
	PC12.contribute to the development of content calendars, planning and scheduling content for different platforms and campaigns.	2	4	2	0
	<b>Assist in analytics and reporting tasks</b>	<b>6</b>	<b>12</b>	<b>2</b>	<b>0</b>
	PC13.assist in monitoring and analysing marketing performance metrics, such as website traffic, social media engagement, and campaign conversions.	2	4	0	0
	PC14.contribute to the preparation of marketing performance reports, highlighting key metrics, trends, and actionable insights.	2	4	2	0
	PC15.support data-driven decision-making by providing insights and recommendations based on the analysis.	2	4	0	0
	<b>NOS Total</b>	<b>24</b>	<b>52</b>	<b>24</b>	<b>0</b>
<b>FFS/N2106: Assist in Sales and Distribution activities for Furniture &amp; Allied sectors</b>	<b>Assist in sales support &amp; customer relationship management</b>	<b>4</b>	<b>12</b>	<b>12</b>	<b>0</b>
	PC1. assist in coordinating sales activities, including order processing, tracking, and fulfilment.	2	0	4	0
	PC2. assist in managing customer inquiries, resolving issues, and ensuring customer satisfaction.	2	6	4	0
	PC3. assist in managing customer databases, tracking customer interactions, and updating customer records.	0	6	4	0
	<b>Assist in distribution and logistics coordination</b>	<b>4</b>	<b>6</b>	<b>4</b>	<b>0</b>
	PC4. assist in coordinating product distribution and logistics activities, including inventory management, order fulfilment, and shipping coordination.	2	6	0	0

	PC5. support coordinating product deliveries with third-party logistics service providers, ensuring timely and accurate shipment to customers.	2	0	4	0
	<b>Assist in market and competition analysis</b>	<b>4</b>	<b>18</b>	<b>8</b>	<b>0</b>
	PC6. perform research and analysis on market trends, customer preferences, and competitor activities.	2	6	4	0
	PC7. assist in gathering and analysing data to identify market opportunities, customer needs, and competitive advantages.	0	6	4	0
	PC8. contribute to the development of pricing strategies, product positioning, and market entry plans	2	6	0	0
	<b>Assist in sales reporting and analysis</b>	<b>6</b>	<b>18</b>	<b>4</b>	<b>0</b>
	PC9. perform the preparation and analysis of sales reports, including sales performance, market share, and customer feedback.	2	6	0	0
	PC10. assist in tracking and evaluating sales metrics, identifying trends, and recommending improvements.	2	6	4	0
	PC11. contribute to data-driven decision-making by providing insights and recommendations based on sales analysis.	2	6	0	0
	<b>NOS Total</b>	<b>18</b>	<b>54</b>	<b>28</b>	<b>0</b>
<b>FFS/N2107: Assist in After Sales Support services for Furniture &amp; Allied sectors</b>	<b>Assist in Customer Support and Assistance</b>	<b>6</b>	<b>16</b>	<b>6</b>	<b>0</b>
	PC1. develop a comprehensive understanding of the company's furniture products, features, and specifications.	1	0	2	0
	PC2. stay updated with the latest product offerings, pricing, and promotional information to provide accurate and helpful guidance to customers.	1	4	2	0
	PC3. provide prompt and efficient customer support, addressing inquiries and resolving issues in a timely manner.	1	4	0	0
	PC4. assist customers with post-sales queries, product information, and troubleshooting assistance.	1	4	0	0
	PC5. ensure customer satisfaction by delivering timely and professional assembly service/support and maintaining a professional and helpful attitude.	1	0	2	0
	PC6. assist customers in selecting the appropriate products based on their requirements and preferences.	1	4	0	0
	<b>Assist in the Order Resolution and Follow-up</b>	<b>1</b>	<b>12</b>	<b>4</b>	<b>0</b>
	PC7. handle customer orders and ensure accurate and efficient order processing.	0	4	2	0
	PC8. track orders to ensure on-time delivery and provide regular updates to customers.	1	4	0	0
	PC9. resolve order-related issues, such as order changes, cancellations, or shipping problems, in coordination with internal teams.	0	4	2	0
	<b>Assist in Warranty and Repair Management</b>	<b>3</b>	<b>8</b>	<b>4</b>	<b>0</b>
	PC10. familiarize yourself with the company's warranty policies, repair procedures, and coordination of the service centre.	1	4	0	0
PC11. assist customers in handling warranty claims, coordinating repairs, and ensuring timely resolution of issues.	1	0	2	0	
PC12. maintain accurate records of warranty claims, repairs, and customer interactions for reference and future support.	1	4	2	0	



	<b><i>Ensure Problem Identification and Resolution</i></b>	<b>1</b>	<b>12</b>	<b>6</b>	<b>0</b>
	<b>PC13.</b> listen empathetically to customer concerns and work towards resolving issues to their satisfaction.	0	4	2	0
	<b>PC14.</b> escalate complex or unresolved issues to higher-level support or management, as required.	1	4	2	0
	<b>PC15.</b> actively gather customer feedback regarding products, services, and overall customer experience.	0	4	2	0
	<b><i>Ensure taking proper product and service feedback, record keeping and Documentation</i></b>	<b>3</b>	<b>12</b>	<b>6</b>	<b>0</b>
	<b>PC15.</b> communicate effectively and professionally with customers, both verbally and in writing.	1	4	2	0
	<b>PC16.</b> document customer interactions, inquiries, and issue resolutions accurately and comprehensively.	1	4	2	0
	<b>PC17.</b> collaborate with internal teams to share customer feedback, insights, and suggestions for process improvements	1	4	2	0
	<b>NOS Total</b>	<b>14</b>	<b>60</b>	<b>26</b>	<b>0</b>
	<b>Grand Total</b>	<b>144</b>	<b>342</b>	<b>156</b>	<b>8</b>

## Annexure 7: Assessment Strategy

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

At FFSC, we believe in gauging a candidate's performance, a holistic approach for Assessment is essential. We have devised a multi-tier process to keep track of candidate's overall progress at various stages. While a few techniques are imbibed as part of the training delivery program, others are explicit testing methods. These are:

### 1. Internal (Preferred)

- a. Trainer Led Assessment
- b. Master Trainer/ Program Mentor Led Assessment

### 2. External

- a. Assessment Partners/ Freelance Assessors (Mandatory)
- b. Industry (Preferred)

## 1. Internal (Preferred)

### A. Trainer Led Assessment:

As part of the Training Delivery Program, various tests and projects are designed regularly to gauge the candidate's progress during the training program. These are a mix of Theory & practical, individual, and group activities.

Trainers will be provided specific training under the ToT programs to conduct these assessments. A report of the same will be submitted to the assigned Master Trainer/ Program Mentor.

### B. Master Trainer/ Program Mentor Led Assessment:

Every trainer/ batch should be connected with a Master Trainer/ Program Mentor, who will keep a check on the progress of the batch. The Trainer can consult the Master Trainer/ Program Mentor regarding training delivery or conducting periodic assessments.

Master Trainer/ Program Mentor may conduct their session to assess the candidates' progress, using the means deemed suitable and feasible.

## 2. External

### A. Assessment Partners/ Freelance Assessors:

Assessment Partners shall mandatorily conduct an external assessment via ToA certified Assessors or ToA certified Freelance Assessors. There are three critical stages of any assessment activity – Pre-Assessment, During Assessment, and Post Assessment. The defined system for conducting the Assessment shall be followed at each stage.

FFSC Training & Assessment Team or any other assigned authority by FFSC may conduct surprise or planned visits and checks from a quality assurance and monitoring perspective.

The requirements and details of each stage are highlighted below:

#### 1. Pre-Assessment:

- a. Assessment Partner/ Assessor/ Freelance Assessor Validation
- b. Training Centre Check for Assessment Setup/ Infra
- c. Question Papers submission by Assessment Partner/ Freelance Assessor to FFSC
- d. FFSC to validate and approve the Question papers in line with NOS and PC.
- e. FFSC Affiliation and Project Assessment Approval
- f. Centre ready for Assessment intimation by Training Partner or by the assigned Neutral Assessment Centre

**2. During Assessment (on the Assessment Day):** The Assessment can be conducted in offline, online, or hybrid format depending on the feasibility and approvals from FFSC. Under either process, the below guidelines are essential to be compiled:

- a. Check the availability of the Lab Equipment for the particular Job Role as per the mode of conducting the Assessment.
- b. Candidate Validation: Confirm the Aadhar Card details of candidates
- c. Check the duration of the training
- d. Check the Assessment Start and End time to be as specified in documents
- e. Assessor/ Freelance Assessor must follow the assessment guidelines at all times.
- f. Intimation to FFSC Training & Assessment Monitoring Team for Assessment Quality Assurance checks.
- g. Ensure evidence of conducting Assessment gathered as per FFSC protocol:

- i. Time-stamped & geotagged reporting of the Assessor from assessment location
- ii. Centre photographs with signboards and scheme-specific branding
- iii. Biometric or manual attendance sheet (stamped by T.P.) of the trainees during the training period
- iv. Time-stamped & geotagged assessment (Theory + Viva + Practical) photographs & videos
- h. Required documentation for submissions to the FFSC

### **3. Post Assessment:**

- a. Timely submission of the assessment documentation and feedback to FFSC
- b. Hard copies of the documents are stored
- c. Soft copies of the documents & photographs of the Assessment are uploaded/accessed from Cloud Storage
- d. Soft copies of the documents & photographs of the Assessment stored in the Hard Drives
- e. Any other compliance requirement as defined by FFSC

### **B. Industry Partner:**

FFSC may engage the Industry Partners and the Subject Matter Experts to conduct the Assessment of the candidates at various stages during the training program.

## Annexure 8: Acronym and Glossary

## 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
MEP	Mechanical Electrical Plumbing
CAD	Computer-Aided Design
PwD	Person with Disability
POSH	Prevention Of Sexual Harassment
OHS	Occupational Health and Safety
CRM	Customer Relationship Management

## Glossary

Term	Description
<b>National Occupational Standards (NOS)</b>	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.
<b>Qualification</b>	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
<b>Qualification File</b>	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.
<b>Sector</b>	A grouping of professional activities on the basis of their main economic function, product, service or technology.
<b>Long Term Training</b>	Long-term skilling means any vocational training program undertaken for a year and above. <a href="https://ncvet.gov.in/sites/default/files/NCVET.pdf">https://ncvet.gov.in/sites/default/files/NCVET.pdf</a>
<b>Sub-sector</b>	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
<b>Occupation</b>	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation
<b>Occupational Standards (OS)</b>	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.
<b>Performance Criteria (PC)</b>	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
<b>Electives</b>	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.
<b>Core Skills/ Generic Skills (GS)</b>	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.
<b>Technical Knowledge</b>	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.