

## APPRENTICESHIP CURRICULUM (OPTIONAL TRADE)

### Furniture and Fittings

### Multipurpose Assistant- Furniture Business Development:

### Marketing

Course Code: CO072400028

NAPS Non-NAPS

NSQF Level: 3



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## Course Details

1.	<b>Course Name</b>	Multipurpose Assistant- Furniture Business Development: Marketing										
2.	<b>Course Code</b>	CO072400028										
3.	<b>Apprenticeship Training Duration:</b> (2 to 4 weeks of BT is embedded in this duration as per the requirement of the establishment)	<b>Months:</b> 6 Months										
	<b>Remarks</b>											
4.	<b>Credit</b>	20										
5.	<b>NSQF Level</b> (Mandatory for NAPS)	3	<b>NSQC Approval Date:</b> 31 <sup>st</sup> August 2023									
6.	<b>Related NSQF aligned qualification details</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;">S. No.</th> <th style="width: 40%;">QP/ Qualification/ NOS Name (As applicable)</th> <th style="width: 20%;">QP/ NOS Code &amp; Version</th> <th style="width: 30%;">NQR Code</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td>Multipurpose Assistant- Furniture Business Development: Marketing</td> <td style="text-align: center;">FFS/Q2101- SI001</td> <td style="text-align: center;">QG-03-WC-00822-2023-V1-FFSC</td> </tr> </tbody> </table>			S. No.	QP/ Qualification/ NOS Name (As applicable)	QP/ NOS Code & Version	NQR Code	1	Multipurpose Assistant- Furniture Business Development: Marketing	FFS/Q2101- SI001	QG-03-WC-00822-2023-V1-FFSC
		S. No.	QP/ Qualification/ NOS Name (As applicable)	QP/ NOS Code & Version	NQR Code							
1	Multipurpose Assistant- Furniture Business Development: Marketing	FFS/Q2101- SI001	QG-03-WC-00822-2023-V1-FFSC									
7.	<b>Brief Job Role Description</b>	<p>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 &amp; distribution, and after sales support operations.</p>										
8.	<b>NCO-2015 Code &amp; Occupation</b> (Access the NCO 2015 volumes from: <a href="https://labour.gov.in/organizationsofmole/directorate-general-employment-training-dget">https://labour.gov.in/organizationsofmole/directorate-general-employment-training-dget</a> )	NCO-2015/2431.0502										
9.	<b>Minimum Eligibility Criteria</b> (Educational and/ or Technical Qualification)	<p>10th grade pass with NA of experience OR 8th grade pass (with 1 year of (NTC/ NAC) after 8th) with NA of experience OR 8th grade pass and pursuing continuous schooling (in case of 2-year prog) with NA of experience</p>										

		<p>OR 9th grade pass (pursuing continuous schooling in regular school) with NA of experience</p> <p>OR 9th grade pass with 1 Year of experience</p> <p>OR 8th grade pass with 2 Years of experience</p> <p>OR 5th grade pass with 5 Years of experience</p> <p>OR Previous relevant Qualification of NSQF Level (Level 2- General Assistant (Foundation course on Design-Build-Install)) with 3 Years of experience</p>															
<b>10.</b>	<b>Entry Age for Apprenticeship</b>	<i>14 years</i>															
<b>11.</b>	<b>Any Licensing Requirements</b> ( <i>wherever applicable</i> )	N.A.															
<b>12.</b>	<b>Is the Job Role amenable to Persons with Disability</b>	<p><input checked="" type="checkbox"/> <b>Yes</b>    <input type="checkbox"/> <b>No</b></p> <p><b>If yes, check the applicable type of Disability</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 20%;"><input type="checkbox"/> <b>Locomotor Disability</b></td> <td style="width: 20%;"><input type="checkbox"/> <b>Leprosy Cured Person</b></td> <td style="width: 20%;"><input type="checkbox"/> <b>Cerebral Palsy</b></td> <td style="width: 20%;"><input checked="" type="checkbox"/> <b>Dwarfism</b></td> <td style="width: 20%;"><input type="checkbox"/> <b>Muscular Dystrophy</b></td> </tr> <tr> <td><input checked="" type="checkbox"/> <b>Acid Attack Victims</b></td> <td><input type="checkbox"/> <b>Blindness</b></td> <td><input type="checkbox"/> <b>Low Vision</b></td> <td><input type="checkbox"/> <b>Deaf</b></td> <td><input type="checkbox"/> <b>Hard of Hearing</b></td> </tr> <tr> <td><input type="checkbox"/> <b>Speech and Language Disability</b></td> <td><input type="checkbox"/> <b>Intellectual Disability</b></td> <td><input type="checkbox"/> <b>Specific Learning Disabilities</b></td> <td><input type="checkbox"/> <b>Autism Spectrum Disorder</b></td> <td><input type="checkbox"/> <b>Mental Illness</b></td> </tr> </table>	<input type="checkbox"/> <b>Locomotor Disability</b>	<input type="checkbox"/> <b>Leprosy Cured Person</b>	<input type="checkbox"/> <b>Cerebral Palsy</b>	<input checked="" type="checkbox"/> <b>Dwarfism</b>	<input type="checkbox"/> <b>Muscular Dystrophy</b>	<input checked="" type="checkbox"/> <b>Acid Attack Victims</b>	<input type="checkbox"/> <b>Blindness</b>	<input type="checkbox"/> <b>Low Vision</b>	<input type="checkbox"/> <b>Deaf</b>	<input type="checkbox"/> <b>Hard of Hearing</b>	<input type="checkbox"/> <b>Speech and Language Disability</b>	<input type="checkbox"/> <b>Intellectual Disability</b>	<input type="checkbox"/> <b>Specific Learning Disabilities</b>	<input type="checkbox"/> <b>Autism Spectrum Disorder</b>	<input type="checkbox"/> <b>Mental Illness</b>
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		<input type="checkbox"/> <b>Multiple Disabilities</b>
		<b>Remarks:</b>
13.	<b>Submitting Body Details</b>	<b>Name:</b> Furniture and Fittings Skill Council <b>E-mail ID:</b> info@ffsc.in <b>Contact Number:</b> +91 124 4513900
14.	<b>Certifying Body</b>	Furniture and Fittings Skill Council
15.	<b>Employment Avenues/Opportunities</b>	After completing this program, participants may have any of the following opportunities: <ul style="list-style-type: none"> <li>Employed as a Multipurpose Assistant- Furniture Business Development: Marketing in a Factory/ Workshop/Worksite/On-site</li> </ul>
16.	<b>Career Progression</b>	<b>Vertical Progression</b> Assistant Furniture Marketing (Level-4)
17.	<b>Trainer's Qualification &amp; Experience</b>	Graduate (Engineering, Architecture, Interior Design, Furniture Manufacturing, Wood Work, Product Design or Any other Discipline) with 2 years' experience (Industry), 1 year experience (Teaching) OR Certificate-NSQF (NSQF Level 3 Multipurpose Assistant-Furniture Business Development) with 4 years' experience (Industry) ,1 year experience (Teaching) OR Certificate (NSQF Level 4 Assistant Furniture Marketing/ Assistant Sales Representative/ Furniture Customer Support Representative or Above) with 3 years' experience (Industry) ,1 year experience (Teaching)
18.	<b>Curriculum Creation Date</b>	26-03-2024
19.	<b>Curriculum Valid up to Date</b>	31-08-2026

## Module Details

S. No	Module/NOS Name, Code, Version	Outcomes	Assessment Marks		Passing Percentage	
			Th.	Pr.	Th.	Pr.
1	<b>Business market research and analysis</b>  <b>Mapped to FFS/N2103, v1.0</b>	<ul style="list-style-type: none"> <li>• Define the role and responsibilities assumed by an entry-level business development assistant within an organizational setting.</li> <li>• Outline the sequential steps involved in supporting supervisors with daily tasks related to business development.</li> <li>• State the different sources &amp; methods utilized for collection of data.</li> <li>• Discuss the systematic approach to analyzing data pertaining to marketing, sales, distribution, or after-sales support.</li> <li>• Define the utilization of relevant tools and software for effective data analysis.</li> <li>• Prioritize tasks effectively by understanding their importance and urgency.</li> <li>• Maintain accurate records of activities to track progress and identify areas for improvement.</li> <li>• Identify suitable sources for data collection based on specific business development requirements.</li> <li>• Select appropriate data collection methods considering the context and objectives.</li> <li>• Derive meaningful insights from collected data using appropriate analytical methods and tools.</li> <li>• Ensure data integrity and accuracy throughout the analysis process, adhering to established standards and procedures.</li> <li>• Be proficient in using various data analysis tools and software to analyze and visualize data effectively.</li> <li>• Employ suitable techniques to identify trends, opportunities, and challenges specific to the respective business domain or area.</li> <li>• Demonstrate critical thinking skills to interpret data patterns and draw meaningful conclusions about future possibilities and potential risks.</li> </ul>	6	20	70%	70%

S. No	Module/NOS Name, Code, Version	Outcomes	Assessment Marks		Passing Percentage	
			Th.	Pr.	Th.	Pr.
2	<b>Networking and stakeholder engagement</b>  <b>Mapped to FFS/N2103, v1.0</b>	<ul style="list-style-type: none"> <li>Describe the process involved in strategizing and orchestrating industry events, conferences, and trade shows for enhanced brand exposure and market engagement.</li> <li>State the effective networking techniques essential for cultivating and maintaining valuable industry connections.</li> <li>Highlight the value of interacting with key industry stakeholders and establishing strategic alliances to unlock collaborative prospects and facilitate mutual advancement.</li> <li>Demonstrate adeptness in collaborating with team members to execute diverse activities, contributing significantly to marketing, sales, distribution, or after-sales support endeavours.</li> <li>Demonstrate active participation and organization of industry events, conferences, and trade shows, establishing connections, and building a strong professional network.</li> <li>Engage assertively with industry stakeholders, prospective clients, and strategic partners, nurturing relationships and exploring avenues for collaboration.</li> <li>Maintain a keen awareness of industry trends and developments through proactive interaction with stakeholders, positioning the organization to capitalize on emerging opportunities and challenge.</li> </ul>	4	30	70%	70%
3	<b>Documentation and record-keeping</b>  <b>Mapped to FFS/N2103, v1.0</b>	<ul style="list-style-type: none"> <li>Explain the diverse methodologies for report writing and presentation preparation to facilitate effective communication of information.</li> <li>Describe the process of keeping documentation and records up-to-date, emphasizing the importance of accuracy and timeliness.</li> <li>State the process for effectively addressing queries and feedback from supervisors.</li> <li>Produce articulate and succinct reports and presentations that effectively summarize research findings and provide clear recommendations.</li> </ul>	8	32	70%	70%

S. No	Module/NOS Name, Code, Version	Outcomes	Assessment Marks		Passing Percentage	
			Th.	Pr.	Th.	Pr.
		<ul style="list-style-type: none"> <li>Utilize appropriate visual aids and communication techniques to enhance the clarity and impact of reports and presentations.</li> <li>Systematically organize and categorize files using established naming conventions, facilitating easy access and retrieval for relevant stakeholders.</li> <li>Implement efficient file management practices to ensure the organization and accessibility of digital assets.</li> <li>Implement robust version control mechanisms to track document iterations and facilitate seamless collaboration among team members.</li> <li>Uphold the integrity of organizational branding and messaging across all documentation materials.</li> <li>Address supervisor feedback effectively, incorporating suggested improvements and ensuring alignment with project objectives and organizational standards.</li> <li>Execute prompt and efficient responses to queries and feedback from supervisors, ensuring timely communication channels.</li> </ul>				
4	<b>Customer engagement</b>  <b>Mapped to FFS/N2104, v1.0</b>	<ul style="list-style-type: none"> <li>Discuss different techniques for engaging with customers effectively, including methods for soliciting feedback and comprehending their requirements.</li> <li>Discuss the tactics for managing and resolving customer inquiries or issues specific to the furniture industry.</li> <li>State the pivotal role of enhancing customer experience within the furniture industry.</li> <li>Explain the range of products, services, and policies offered by various companies pertinent to business development initiatives.</li> <li>Exhibit adeptness in engaging with clients, gathering feedback, and comprehending customer requirements to address inquiries and concerns effectively.</li> </ul>	4	24	70%	70%



S. No	Module/NOS Name, Code, Version	Outcomes	Assessment Marks		Passing Percentage	
			Th.	Pr.	Th.	Pr.
		<ul style="list-style-type: none"> <li>• Cultivate positive interactions with customers through proactive engagement and attentive response to their needs and queries.</li> <li>• Showcase competence in maintaining robust customer relationships through clear and timely communication, ensuring customer satisfaction and loyalty.</li> <li>• Provide service excellence that consistently meets customer expectations, enhancing the overall customer experience and fostering loyalty.</li> <li>• Apply exceptional service techniques to meet and exceed customer expectations</li> <li>• Offer precise and pertinent information to customers regarding products, services, and policies, promoting transparency and trust in communication.</li> </ul>				
5	<p><b>Departmental collaboration</b></p> <p><b>Mapped to FFS/N2104, v1.0</b></p>	<ul style="list-style-type: none"> <li>• Describe the main processes and workflows spanning different departments within the furniture industry.</li> <li>• State the pivotal role of effective communication techniques, active listening, and collaborative strategies in ensuring the efficient delivery of work.</li> <li>• Describe the purpose and significance of monitoring various initiatives, projects, or campaigns, and explain their respective roles in achieving organizational goals.</li> <li>• Explain the diverse techniques and tools employed for reporting progress updates in a comprehensive and effective manner.</li> <li>• Describe the process of establishing objectives, strategizing, and executing business development initiatives, while using appropriate tools and equipment for effective implementation.</li> <li>• Effectively liaise with cross-functional teams, fostering synergy to accomplish collective objectives and attain mutual goals.</li> </ul>	12	42	70%	70%

S. No	Module/NOS Name, Code, Version	Outcomes	Assessment Marks		Passing Percentage	
			Th.	Pr.	Th.	Pr.
		<ul style="list-style-type: none"> <li>• Participate actively in meetings, offering valuable insights and fostering cooperation among colleagues across different departments.</li> <li>• Collaborate seamlessly with peers from diverse backgrounds, pooling resources to overcome challenges and drive progress.</li> <li>• Apply pertinent business principles strategically to advance projects spanning multiple departments, aligning efforts with overarching organizational objectives.</li> <li>• Foster cross-departmental collaboration, steering initiatives towards success by meeting set targets and contributing to departmental goals.</li> <li>• Aid in monitoring project milestones and gathering essential data, ensuring the preparation of precise and timely progress reports.</li> <li>• Uphold transparency and accountability in project management through meticulous tracking and reporting of progress.</li> <li>• Demonstrate adeptness in tracking and analyzing relevant data, employing suitable tools to craft comprehensive progress reports.</li> <li>• Deliver reports characterized by accuracy and clarity, facilitating informed decision-making and enhancing project management effectiveness.</li> <li>• Engage fervently in goal-driven initiatives, bolstering business development endeavors and contributing to the realization of departmental triumphs.</li> <li>• Exhibit support for the team in achieving departmental success through active participation in activities.</li> </ul>				
6	<p><b>Personal and Professional development</b></p> <p><b>Mapped to FFS/N2104, v1.0</b></p>	<ul style="list-style-type: none"> <li>• Discuss the value of ongoing learning and advancement in professional growth.</li> <li>• Explain the significance of actively seeking feedback from diverse channels and sources to facilitate personal improvement and development.</li> </ul>	2	16	70%	70%

S. No	Module/NOS Name, Code, Version	Outcomes	Assessment Marks		Passing Percentage	
			Th.	Pr.	Th.	Pr.
		<ul style="list-style-type: none"> <li>Proactively seek out and engage in industry-related events, training sessions, and webinars aimed at honing skills and expanding knowledge in business development.</li> <li>Demonstrate commitment to professional growth by actively participating in relevant educational opportunities and networking events.</li> <li>Actively seek constructive feedback to assess performance, evaluate areas for growth, and identify opportunities for skill enhancement.</li> <li>Take proactive measures to improve skills and knowledge based on feedback received, fostering continuous personal and professional development.</li> </ul>				
7	<b>Health and safety practices at the worksite</b>  <b>Mapped to FFS/N8205, v3.0</b>	<ul style="list-style-type: none"> <li>Discuss the organizational hygiene and sanitation guidelines.</li> <li>List various personal protective equipment required for specific job roles.</li> <li>Discuss the types and uses of cleaning consumables necessary for personal hygiene maintenance.</li> <li>Illustrate the usage of different pictorial representations of safety signs and hand signals commonly used in the workplace for effective communication.</li> <li>Explains operational guidelines for the safe and effective use of tools and equipment.</li> <li>Describe the storage and handling procedures for hazardous substances, including proper labeling, storage conditions, and safety measures.</li> <li>Demonstrate effective methods for analyzing worksites to identify any breaches in organizational protocols and safety regulations.</li> <li>Showcase techniques for addressing identified breaches to uphold safety standards and ensure organizational compliance.</li> </ul>	25	54	70%	70%

S. No	Module/NOS Name, Code, Version	Outcomes	Assessment Marks		Passing Percentage	
			Th.	Pr.	Th.	Pr.
		<ul style="list-style-type: none"> <li>• Illustrate proper procedures for disposing of waste according to its classification, promoting sustainability and minimizing environmental impact.</li> <li>• Apply appropriate health and safety legislations consistently during work operations, prioritizing the well-being of oneself and colleagues.</li> <li>• Showcase the correct usage of personal protective equipment (PPE) such as goggles, gloves, and earplugs to minimize occupational hazards.</li> <li>• Display correct techniques for donning and doffing various types of PPE, including face masks, hand gloves, and protective suits.</li> <li>• Demonstrate proper procedures for sanitizing and washing hands to maintain hygiene standards and prevent the spread of pathogens.</li> <li>• Utilize warning labels, symbols, and signage effectively to communicate hazards and safety instructions in the workplace.</li> <li>• Ensure adherence to warning signs and symbols to prevent accidents and promote a culture of safety awareness among workers.</li> <li>• Employ various methods to assess the functionality of equipment and machinery,</li> <li>• Ensure that all the equipment and machinery meet operational requirements and safety standards.</li> <li>• Separate waste materials based on their recyclability status,</li> <li>• Demonstrate responsible waste management practices and environmental sustainability.</li> <li>• Provide guidance on sorting waste into designated bins or containers according to their recyclability, minimizing environmental impact and supporting recycling initiatives.</li> </ul>				
8	<b>Greening practices at worksite</b>  <b>Mapped to FFS/N8205, v3.0</b>	<ul style="list-style-type: none"> <li>• Explain different methods to conserve energy.</li> <li>• Discusses the environmental and economic benefits of energy conservation.</li> </ul>	7	14	70%	70%

S. No	Module/NOS Name, Code, Version	Outcomes	Assessment Marks		Passing Percentage	
			Th.	Pr.	Th.	Pr.
		<ul style="list-style-type: none"> <li>Emphasizes the role of proper maintenance practices in minimizing downtime and avoiding costly repairs or replacements.</li> <li>Illustrates the positive impact of periodic cleaning on productivity, efficiency, and overall work quality.</li> <li>Showcase methods for optimizing the use of materials and water resources.</li> <li>Provide practical examples and strategies for minimizing waste and maximizing efficiency in material and water usage.</li> <li>Employ diverse techniques to inspect tools and equipment for proper functionality, ensuring optimal performance and safety.</li> <li>Demonstrate procedures for conducting routine checks, identifying anomalies, and promptly reporting any malfunctions or irregularities detected.</li> </ul>				
9	<b>Employability Skills</b>  <b>Mapped to DGT/VSQ/N0101, v 1.0</b>	<ul style="list-style-type: none"> <li>Show how to practice different environmentally sustainable practices.</li> <li>Display a positive attitude, self-motivation, problem-solving, time management skills, and a continuous learning mindset in different situations.</li> <li>Use appropriate basic English sentences/phrases while speaking.</li> <li>Demonstrate how to communicate in a well-mannered way with others.</li> <li>Demonstrate working with others in a team.</li> <li>Show how to conduct oneself appropriately with all genders and PwD.</li> <li>Show how to operate digital devices and safely and securely use the associated applications and features.</li> <li>Differentiate between types of customers.</li> <li>Create a biodata.</li> <li>Use various sources to search and apply for jobs.</li> </ul>	20	30	70%	70%

S. No	Module/NOS Name, Code, Version	Outcomes	Assessment Marks		Passing Percentage	
			Th.	Pr.	Th.	Pr.
10	<p><b>Market research and outreach campaign</b></p> <p><b>Mapped to FFS/N2105, v1.0</b></p>	<ul style="list-style-type: none"> <li>• Discuss the role of research in understanding customer preferences and market trends, utilizing various tools and techniques for data collection and analysis.</li> <li>• Explain the process of analyzing market data and customer feedback to identify opportunities for product development, optimize marketing strategies, and enhance targeting effectiveness.</li> <li>• Explain methods for monitoring campaign performance, tracking relevant metrics, and leveraging insights for continuous improvement and optimization of marketing efforts.</li> <li>• Employ a variety of research methods, including surveys, interviews, and data analysis, to gather pertinent data on customer preferences, market trends, and competitor activities.</li> <li>• Utilize diverse research techniques to ensure the acquisition of valuable insights necessary for informed decision-making in marketing and research initiatives.</li> <li>• Aid in analyzing market data and customer feedback to extract actionable insights and identify areas for enhancement.</li> <li>• Collaborate with team members to interpret data effectively, pinpointing opportunities for improvement and devising strategies to capitalize on emerging trends and customer needs.</li> <li>• Assist in identifying target audiences based on thorough analysis of market data and customer feedback.</li> <li>• Contribute insights to guide strategic decisions on market segmentation and targeting, aligning initiatives with organizational goals and customer preferences.</li> <li>• Support the creation of customer personas and segmentation strategies to refine marketing approaches and enhance effectiveness.</li> <li>• Collaborate with stakeholders to craft tailored messaging and offerings that resonate with specific customer segments, optimizing marketing endeavors.</li> </ul>	8	30	70%	70%

S. No	Module/NOS Name, Code, Version	Outcomes	Assessment Marks		Passing Percentage	
			Th.	Pr.	Th.	Pr.
		<ul style="list-style-type: none"> <li>Contribute to the planning, coordination, and execution of marketing campaigns, ensuring alignment with strategic goals and audience preferences.</li> <li>Assist in facilitating seamless campaign implementation through effective coordination and teamwork across departments.</li> <li>Demonstrate expertise in developing various campaign materials, such as advertisements and digital assets, customizing content and design to suit specific purposes and target audiences.</li> <li>Ensure adherence to brand guidelines and marketing objectives, maximizing the impact of campaign materials on reaching and engaging the desired audience.</li> <li>Employ both quantitative and qualitative data analysis techniques to evaluate campaign effectiveness.</li> <li>Identify and evaluate improvement opportunities, and propose strategic adjustments for enhanced performance.</li> </ul>				
11	<b>Digital marketing and content creation</b>  <b>Mapped to FFS/N2105, v1.0</b>	<ul style="list-style-type: none"> <li>Describe the diverse landscape of digital marketing, encompassing various channels, content marketing principles, and social media platforms, highlighting their features, advantages, limitations, and best practices.</li> <li>Discuss a holistic social media strategy, incorporating content creation techniques like storytelling, visual design, and copywriting.</li> <li>Discuss various strategies for content planning and scheduling across diverse platforms and campaigns, emphasizing the pivotal role of content calendars in efficient organization and scheduling.</li> <li>Identify and deploy suitable digital marketing channels tailored to specific campaigns, employing relevant strategies and techniques to optimize outreach and engagement.</li> <li>Implement digital marketing approaches aligned with campaign goals, maximizing effectiveness and return on investment (ROI).</li> </ul>	10	32	70%	70%

S. No	Module/NOS Name, Code, Version	Outcomes	Assessment Marks		Passing Percentage	
			Th.	Pr.	Th.	Pr.
		<ul style="list-style-type: none"> <li>• Demonstrate proficiency in crafting engaging content for social media platforms, adhering to industry standards and best practices for content creation, publication, and management.</li> <li>• Ensure consistency in messaging, branding, and tone across social media channels, fostering audience interaction and brand loyalty.</li> <li>• Analyze data to discern patterns, evaluate campaign performance, and refine social media strategies for optimal results.</li> <li>• Collaborate in the development and optimization of the company's website and online presence for marketing and research endeavors.</li> <li>• Provide input and suggestions to enhance user experience, drive website traffic, and facilitate conversions.</li> <li>• Align content creation efforts with audience interests and campaign objectives to ensure resonance and efficacy.</li> <li>• Utilize compelling writing techniques and storytelling strategies to develop engaging and informative content for website pages, blog posts, social media updates, and marketing materials.</li> <li>• Craft content that captivates readers, effectively communicates key messages, and motivates desired actions.</li> <li>• Assist in organizing and maintaining content assets within Content Management Systems (CMS) or Digital Asset Management (DAM) platforms, ensuring accuracy, accessibility, and consistency.</li> <li>• Play a role in populating and managing the content calendar to facilitate effective content planning and scheduling.</li> <li>• Collaborate with team members to ensure alignment with marketing objectives, campaign timelines, and audience engagement strategies.</li> </ul>				
12	<b>Analytics and record-keeping</b>  <b>Mapped to FFS/N2105, v1.0</b>	<ul style="list-style-type: none"> <li>• Explain the importance of essential marketing performance metrics and their role in evaluating marketing strategy effectiveness.</li> </ul>	6	14	70%	70%



S. No	Module/NOS Name, Code, Version	Outcomes	Assessment Marks		Passing Percentage	
			Th.	Pr.	Th.	Pr.
		<ul style="list-style-type: none"> <li>Identify different analytical tools and platforms used to monitor marketing performance metrics, highlighting their unique features and capabilities.</li> <li>Describe the sequential process for creating comprehensive marketing performance reports and visually presenting data to facilitate effective communication.</li> <li>Assist in the monitoring and tracking of marketing performance metrics to assess the impact of campaigns and initiatives.</li> <li>Support in gathering relevant data and metrics to evaluate the effectiveness of marketing efforts on key performance indicators (KPIs).</li> <li>Harness analytical tools and platforms to conduct comprehensive tracking and analysis of marketing performance metrics.</li> <li>Apply data analysis methodologies to interpret marketing data accurately, extracting valuable insights to inform decision-making.</li> <li>Prepare insightful marketing performance reports that encapsulate key metrics, trends, and detailed analysis of campaign effectiveness.</li> <li>Play a role in facilitating data-driven decision-making by providing valuable insights and recommendations derived from thorough analysis of marketing performance metrics.</li> <li>Collaborate with stakeholders to identify areas for improvement and implement strategies aimed at enhancing marketing effectiveness.</li> </ul>				
<b>Total Marks</b>			<b>112</b>	<b>338</b>	<b>70%</b>	

## Glossary

Term	Description
<b>Sector</b>	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
<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 organization.
<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>National Occupational Standards (NOS)</b>	NOS are occupational standards which apply uniquely in the Indian context.
<b>Declarative Knowledge</b>	Declarative knowledge refers to facts, concepts, and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
<b>Key Learning Outcome</b>	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
<b>OJT (M)</b>	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on-site
<b>OJT (R)</b>	On-the-job training (Recommended); trainees are recommended the specified hours of training on-site
<b>Procedural Knowledge</b>	Procedural knowledge addresses how to do something or how to perform a task. It is the ability to work or produce a tangible work output by applying cognitive, affective, or psychomotor skills.
<b>Training Outcome</b>	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.
<b>Terminal Outcome</b>	The terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module. A set of terminal outcomes help to achieve the training outcome.

## Acronyms

<b>Acronym</b>	<b>Description</b>
<b>QP</b>	Qualification Pack
<b>NSQF</b>	National Skills Qualification Framework
<b>NSQC</b>	National Skills Qualification Committee
<b>NOS</b>	National Occupational Standards
<b>QC</b>	Quality Checking
<b>PwD</b>	Person with Disability
<b>ToT</b>	Training of Trainers
<b>ToA</b>	Training of Assessors
<b>FFSC</b>	Furniture and Fittings Skill Council
<b>TP</b>	Training Partner
<b>PC</b>	Performance Criteria
<b>NA</b>	Not Applicable
<b>PPE</b>	Personal Protective Equipment

## Annexure 1: Tools and Equipment

### List of Tools and Equipment

For a Batch size of 20 Candidates

The tools and equipment required are:

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size (In Nos)
1	Customer Relationship Management (CRM) System	CRM Software	4
2	Sales and Marketing Collateral	Brochures, Flyers, Catalogs, Presentations, Samples	4
3	Execution Support Tools	Project Management Software, Collaboration Platforms	4
4	Documentation and Reporting Tools	Word Processing Software, Presentation Software	4
5	Data Analysis Tools	Spreadsheet Software	4
6	Fire Extinguisher		1
7	First Aid Kit		1

### Classroom Aids

The aids required to conduct sessions in the classroom are:

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

## Annexure 2: Assessment Strategy

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

At FFSC, we believe to gauge the performance of a candidate a holistic approach for assessment is essential. As such we have devised a multi-tier process to keep track of candidate overall progress at various stages. While a few techniques are imbibed as part of the training delivery program, others are explicit ways of testing. 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 at regular intervals to gauge the progress of the candidate during the training program. These are mix of Theory and 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. Trainer can consult the Master Trainer/ Program Mentor with regards to training delivery or conducting periodic assessments.

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

## 2. External

### a. Assessment Partners/ Freelance Assessors:

An external assessment shall mandatorily be conducted by Assessment Partners via ToA certified Assessors or ToA certified Freelance Assessors. There are 3 key 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 and Assessment Team or any other assigned authority by FFSC, may conduct surprise or planned visits and checks from quality assurance and monitoring perspective.

The requirements and details of each stage are as 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 important to be compiled:

- a. Check the availability of the Lab Equipment for the particular Job Role as per the mode of conducting 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 and Assessment Monitoring Team for Assessment Quality Assurance checks.
- g. Ensure evidence of conducting assessment is gathered as per FFSC protocol:
  - i. Time-stamped and geo-tagged 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 and geotagged assessment (Theory + Viva + Practical) photographs and 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 and photographs of the assessment are uploaded/accessed from Cloud Storage
- d. Soft copies of the documents and 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 programs.