

## National Occupational Standards



# Carpenter

Unit Code: FFS/N2224

Version: 1.0

NSQF Level: 2.5

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### Description

This qualification is designed to upgrade the skills of existing carpenters by providing hands-on training in the safe and effective usage of modern power tools. Participants will learn how to operate various power tools, ensuring precision, efficiency, and safety in carpentry tasks. This qualification also included the self-employment skills required in small business planning, management, and expansion for Vishwakarma. It also includes government support and loans which a Vishwakarma can avail and utilize the benefits of e-commerce and digital payment applications for their small business.

### Scope

The scope covers the following :

- Overview of PM Vishwakarma Scheme
- Upskilling on working with the listed modern Tool- kit for Carpenter to perform operations using modern tools
- Digital Literacy
- Financial Literacy
- Marketing and Branding
- Self-Employment

### Elements and Performance Criteria

#### *Overview of PM Vishwakarma Scheme: Introduction to PM Vishwakarma scheme*

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

- PC1.** Hon'ble Prime Minister's vision for artisans and craftspeople, who work with their hands and tools, are usually self-employed and are generally considered to be a part of the informal or unorganized sector of the economy
- PC2.** Understanding of the scheme objective - to improve the quality and reach to ensure that the Vishwakarmas are integrated with the domestic and global value chains
- PC3.** Explain the scheme components: Recognition: PM Vishwakarma Certificate and ID Card; Skill Upgradation; Toolkit Incentive; Credit Support; Incentive for Digital Transactions; Marketing Support.
- PC4.** List the 18 trades covered under the scheme

#### *Overview of PM Vishwakarma Scheme: Benefits under PM Vishwakarma Scheme*

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

- PC5.** Importance of the PM Vishwakarma Certificate and ID Card, emphasizing their role in giving artisans a unique identity and validating their skills and legacy
- PC6.** Highlight the core aim of Basic Training to enable the Vishwakarmas to improve their skill levels through exposure to modern tools and best practices, designs, introduction to the larger value chain of the sector; digital, financial, and soft skills; and imbued with marketing and entrepreneurial knowledge
- PC7.** Discuss the importance of digital and financial literacy in today's era and how these open new avenues
- PC8.** Offer insights into the various ways the 1 lakh loan can be utilized for buying advanced tools, attending specialized workshops, or setting up a small workspace

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- PC9.** Highlight the core aim of Advanced Training: discuss the transition from an artisan to an entrepreneur, hands-on training on advanced tools
- PC10.** Discuss the option for availing 2 lakh loan and the potential areas of its investment
- PC11.** Discuss the importance of self-assessment: to check their achievements against the identified goals and upskill to stay updated in one's craft and business
- PC12.** Understand the credit and market support provided under the scheme

### *Overview of PM Vishwakarma Scheme: Processes and Procedures*

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

- PC13.** Discuss the complete application procedure, including where and how to apply
- PC14.** Explain how the scheme will reach out to them for various skill-enhancing opportunities.
- PC15.** Elaborate on market support
- PC16.** The Scheme envisages to incentivize digital transactions undertaken importance of digital transactions and the incentives they would receive for adopting this modern method
- PC17.** List other Government schemes which may cater to their various requirements
- PC18.** Facilitate linking the beneficiaries with the suitable exporters and traders operating under this sector

### *Upskilling on working with the listed modern Tool- kit for Carpenter to perform operations using modern tools: Prepare the given power tool & safety gear for operation*

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

- PC19.** Identify the key parts & materials for use of the Electric Planner and prepare for operation
- PC20.** Identify the key parts & materials for use of the Electric Hand Cutter and prepare for operation
- PC21.** Identify the key parts & materials for use of the Electric Hand Router and prepare for operation
- PC22.** Identify the key parts & materials for use of the Electric Hand Grinder and prepare for operation
- PC23.** Identify the key parts & materials for use of the Drill Machine Set and prepare for operation
- PC24.** Identify the key parts & materials for use of the F Clamp and prepare for operation
- PC25.** Organize the required safety gears as per the power tool to be operated

### *Upskilling on working with the listed modern Tool- kit for Carpenter to perform operations using modern tools: Operate and maintain the given power tools*

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

- PC26.** Operate the electric hand planer safely and demonstrate ways for its proper maintenance
- PC27.** Operate the electric hand cutter safely, and demonstrate ways for its proper maintenance
- PC28.** Operate the electric hand router safely, and demonstrate ways for its proper maintenance
- PC29.** Operate the electric hand grinder safely, and demonstrate ways for its proper maintenance
- PC30.** Operate the drill machine safely, and demonstrate ways for its proper maintenance
- PC31.** Operate different sizes of F Clamps safely, and demonstrate ways for its proper maintenance

### *Digital Literacy: Basics of using mobile phones (Feature phones and Smart Phones)*

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

- PC32.** Identify and name basic parts of a smart phone and feature phone

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- PC33.** Switch on and off the phone along with inserting sim card, charging the phone
- PC34.** Configure phone settings such as setting passwords, saving and transferring contacts, adjusting display, volume, mobile data, hotspot, back up etc
- PC35.** Transfer data from one mobile to another, recharge phones
- PC36.** Use camera features like photos and video recording and other features like dictation and voice recording
- PC37.** Use of one phone number especially for government schemes, banking, Aadhar etc

### *Digital Literacy: Using Basic Internet and mobile applications*

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

- PC38.** Installing and configure applications such as whatsapp, gmail, google maps, paytm and other social media applications such as facebook and you tube
- PC39.** Using WhatsApp effectively
- PC40.** Creating a gmail account
- PC41.** Geo-tag your location your workshop/office location, shop
- PC42.** Setting up of account, and Upload and share content on social media like Facebook, You tube, Instagram, etc
- PC43.** Use platforms for skilling and learning, including government portals
- PC44.** Basics of Online Shopping and using digital payment modes such as Paytm, credit card etc

### *Digital Literacy: Privacy and security related to Internet and Mobile Phone*

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

- PC45.** Identify and save oneself from cyber frauds
- PC46.** Use social media appropriately and ethically
- PC47.** Safeguard mobile phones and data by using passwords, not clicking on suspicious links and sharing data securely

### *Financial Literacy: Importance of being financially literate*

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

- PC48.** Understand simple financial terms such as payments, receipts, income, expenses, etc.
- PC49.** Know about business related financial transactions for taking decisions
- PC50.** Setting short term, medium term, and long-term financial goals
- PC51.** Understand the importance of savings and expenses

### *Financial Literacy: Process of opening and operating a bank account*

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

- PC52.** Difference between savings and current account
- PC53.** Process of opening a bank account
- PC54.** Know-about required KYC documents like Aadhaar, PAN, GST, MSME certificate etc.
- PC55.** Operate and manage bank accounts

### *Financial Literacy: Applying and managing loans*

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

- PC56.** Understanding of secured and unsecured loans
- PC57.** Process of applying for loans.
- PC58.** Understanding the repayment schedule of the loan based on the interest rate and duration

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**PC59.** Impact of delayed payment of loan instalment

*Financial Literacy: Using Digital Tools for Receipts and Payments*

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

**PC60.** Using UPI for digitally receiving and making payments

**PC61.** Using QR Codes for digitally receiving and making payments

**PC62.** Use internet and mobile banking for fund transfer and payment

**PC63.** Perform transactions using ATM cum debit cards and credit cards, Rupay Card, etc.

*Financial Literacy: Selecting savings and insurance products*

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

**PC64.** Explain different saving products

**PC65.** Select appropriate saving products

**PC66.** Explain different types of insurance plans and products

*Financial Literacy: Preparing and Maintaining Bahi- Khata (Book-keeping)*

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

**PC67.** Creating accounts for Bahi- Khata (Book-keeping)

**PC68.** Maintain Bahi-Khata

**PC69.** Prepare income statement

*Financial Literacy: Awareness and prevention of financial frauds*

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

**PC70.** Identify potential fraudulent transactions.

**PC71.** Apply preventive measures to avoid financial frauds.

*Financial Literacy: Filing complaints on business related issues with appropriate authority*

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

**PC72.** Reporting of fraud to the appropriate authority

*Marketing and Branding: Know the benefits of Marketing and Branding for Products and Services*

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

**PC73.** Give accurate meaning for branding, marketing, and sales

**PC74.** Provide the reason for obtaining quality certifications like ISI mark, Agmark, and Hallmark

**PC75.** Create photographs and videos that effectively represent the overall brand identity

**PC76.** Use social media platforms effectively for marketing of products and services

**PC77.** Select preferred social media, online or traditional marketing platforms/ channel as per the needs of the customer

**PC78.** Include geotagged videos and pictures appropriately to enhance the advertisement's effectiveness

**PC79.** Design and develop printed marketing materials (pamphlets, brochures, banners) that are visually appealing and informative

**PC80.** Plan and implement promotional offers and campaigns customized to local festive seasons and special occasions

*Marketing and Branding: Engaging with customers to establish long-term relationships*

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

**PC81.** Maintain a well-groomed and presentable appearance and behavior

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- PC82.** Engage effectively with customers to gather information about their specific needs
- PC83.** Identify and confirm customers' expectations
- PC84.** Recognize the value of customer feedback in improving products and services
- PC85.** Gather feedback from customers that will help in improving customer service
- PC86.** Develop long term relationship with customers to increase business profitability
- PC87.** Evaluate the effectiveness of incentive plans, deals, offers etc. in retaining and engaging customers

### *Marketing and Branding: Physical and Digital Marketplaces*

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

- PC88.** Conduct market research to identify marketplaces relevant to the products and services
- PC89.** Define the terms Physical and Digital marketplace
- PC90.** Give the benefits of setting up shops, and stalls in events like melas, exhibitions, trade shows, etc.
- PC91.** Demonstrate the process of registering and listing the products or services on the digital marketplaces
- PC92.** Use of social media platforms effectively for the sale of goods and services

### *Marketing and Branding: Benefits of doing business collectively*

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

- PC93.** Identify the benefits of collectively doing Business
- PC94.** Apply the best practices of the organizations like "Amul", "Lijjat", "Javed Habib" etc. for coming together to produce a product or service and help people get out of poverty
- PC95.** Give an overview on these success stories that has helped these companies succeed, grow, and remain in business

### *Self-Employment: Introduction to Self-Employment*

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

- PC96.** Explain the meaning of self-employment and its benefits
- PC97.** Identify and categorize various types of self-employments

### *Self-Employment: Making a plan for small business*

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

- PC98.** Create a plan for a small business with defined goals, customers, costs, competitors, resource utilization etc.
- PC99.** Develop a cost sheet planning the utilization of INR 1 Lakh loan amount to start their business and the roadmap ahead.
- PC100.** Summarize the legal pre-requisites set by the local authority for starting and operating a small business.

### *Self-Employment: Managing and expanding business*

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

- PC101.** Manage effectively and efficiently various resources such as money, labour, raw materials, tools and machinery, etc. using the loan fund and mitigate risks.
- PC102.** Develop ways to increase sales, maintain quality of products and services and healthy customer relations.

### *Self-Employment: Knowing Government schemes and using ecommerce platforms*

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

**PC103.** Identify various relevant Government schemes for small businesses and self-employed individuals and explain their terms and conditions.

**PC104.** List various e-commerce platforms such as on ONDC, Amazon, Flipkart, India Mart, Urban Clap, Yes Madam, etc. and register as vendor on the same.

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** PM Vishwakarma Scheme vision, components, benefits, and beneficiaries
- KU2.** the components and key parts of an Electric Planner, including the blade, depth adjustment knob, handle, and safety features.
- KU3.** the essential components and key parts of an Electric Hand Cutter, including the blade, motor, handle, and safety mechanisms.
- KU4.** the essential components and key parts of an Electric Hand Router, including the base, motor, collet, and depth adjustment mechanism.
- KU5.** the critical components and key parts of an Electric Hand Grinder, including the grinding wheel, motor, handle, and safety features.
- KU6.** the fundamental components and key parts of a Drill Machine Set, including the drill chuck, motor, handle, and various drill bits.
- KU7.** the critical components and key parts of an F Clamp, including the fixed jaw, sliding jaw, handle, and tightening mechanism.
- KU8.** the specific safety gear and personal protective equipment (PPE) required for different power tools, including eye protection, hearing protection, dust masks, gloves, and safety footwear.
- KU9.** the operational procedures for safely using an electric hand planer, including starting and stopping, adjusting cutting depth, and maintaining control.
- KU10.** the correct operating procedures for safely using an electric hand cutter, including proper handling, cutting techniques, and safety precautions.
- KU11.** the operational procedures for safely using an electric hand router, including setting the appropriate speed, depth, and router bit selection.
- KU12.** the operational procedures for safely using an electric hand grinder, including proper wheel installation, handling, and guarding.
- KU13.** the operational procedures for safely using an electric hand drill machine, including securing workpieces, selecting appropriate drill bits, and controlling drilling depth.
- KU14.** the proper techniques for safely using different sizes of F Clamps, including clamping positions, tightening procedures, and load capacity.
- KU15.** Basic features of smart and feature phones and various apps
- KU16.** Basics of privacy and security related to Internet and Mobile Phone
- KU17.** Basic arithmetic calculations
- KU18.** Basic accounting concepts
- KU19.** Awareness of financial frauds and authorities handling them
- KU20.** Differences between Marketing, Branding and Sales
- KU21.** Different marketing tools and platforms

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- KU22.** Techniques to build good customer relationships
- KU23.** Methods and benefits of doing collective business
- KU24.** Awareness about self-employment and its benefits
- KU25.** Components of a Business Plan for a small unit
- KU26.** Different Government schemes and e-commerce platforms

### Generic Skills (GS)

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

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



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### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Overview of PM Vishwakarma Scheme: Introduction to PM Vishwakarma scheme</i>	-	-	-	<b>5</b>
<b>PC1.</b> Hon'ble Prime Minister's vision for artisans and craftspeople, who work with their hands and tools, are usually self-employed and are generally considered to be a part of the informal or unorganized sector of the economy	-	-	-	-
<b>PC2.</b> Understanding of the scheme objective - to improve the quality and reach to ensure that the Vishwakarmas are integrated with the domestic and global value chains	-	-	-	-
<b>PC3.</b> Explain the scheme components: Recognition: PM Vishwakarma Certificate and ID Card; Skill Upgradation; Toolkit Incentive; Credit Support; Incentive for Digital Transactions; Marketing Support.	-	-	-	-
<b>PC4.</b> List the 18 trades covered under the scheme	-	-	-	-
<i>Overview of PM Vishwakarma Scheme: Benefits under PM Vishwakarma Scheme</i>	-	-	-	<b>10</b>
<b>PC5.</b> Importance of the PM Vishwakarma Certificate and ID Card, emphasizing their role in giving artisans a unique identity and validating their skills and legacy	-	-	-	-
<b>PC6.</b> Highlight the core aim of Basic Training to enable the Vishwakarmas to improve their skill levels through exposure to modern tools and best practices, designs, introduction to the larger value chain of the sector; digital, financial, and soft skills; and imbibed with marketing and entrepreneurial knowledge	-	-	-	-
<b>PC7.</b> Discuss the importance of digital and financial literacy in today's era and how these open new avenues	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC8.</b> Offer insights into the various ways the 1 lakh loan can be utilized for buying advanced tools, attending specialized workshops, or setting up a small workspace	-	-	-	-
<b>PC9.</b> Highlight the core aim of Advanced Training: discuss the transition from an artisan to an entrepreneur, hands-on training on advanced tools	-	-	-	-
<b>PC10.</b> Discuss the option for availing 2 lakh loan and the potential areas of its investment	-	-	-	-
<b>PC11.</b> Discuss the importance of self-assessment: to check their achievements against the identified goals and upskill to stay updated in one's craft and business	-	-	-	-
<b>PC12.</b> Understand the credit and market support provided under the scheme	-	-	-	-
<i>Overview of PM Vishwakarma Scheme: Processes and Procedures</i>	-	-	-	<b>5</b>
<b>PC13.</b> Discuss the complete application procedure, including where and how to apply	-	-	-	-
<b>PC14.</b> Explain how the scheme will reach out to them for various skill-enhancing opportunities.	-	-	-	-
<b>PC15.</b> Elaborate on market support	-	-	-	-
<b>PC16.</b> The Scheme envisages to incentivize digital transactions undertaken importance of digital transactions and the incentives they would receive for adopting this modern method	-	-	-	-
<b>PC17.</b> List other Government schemes which may cater to their various requirements	-	-	-	-
<b>PC18.</b> Facilitate linking the beneficiaries with the suitable exporters and traders operating under this sector	-	-	-	-
<i>Upskilling on working with the listed modern Tool- kit for Carpenter to perform operations using modern tools: Prepare the given power tool &amp; safety gear for operation</i>	<b>10</b>	<b>25</b>	-	<b>5</b>

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC19.</b> Identify the key parts & materials for use of the Electric Planner and prepare for operation	-	-	-	-
<b>PC20.</b> Identify the key parts & materials for use of the Electric Hand Cutter and prepare for operation	-	-	-	-
<b>PC21.</b> Identify the key parts & materials for use of the Electric Hand Router and prepare for operation	-	-	-	-
<b>PC22.</b> Identify the key parts & materials for use of the Electric Hand Grinder and prepare for operation	-	-	-	-
<b>PC23.</b> Identify the key parts & materials for use of the Drill Machine Set and prepare for operation	-	-	-	-
<b>PC24.</b> Identify the key parts & materials for use of the F Clamp and prepare for operation	-	-	-	-
<b>PC25.</b> Organize the required safety gears as per the power tool to be operated	-	-	-	-
<i>Upskilling on working with the listed modern Tool-kit for Carpenter to perform operations using modern tools: Operate and maintain the given power tools</i>	<b>10</b>	<b>45</b>	-	<b>5</b>
<b>PC26.</b> Operate the electric hand planer safely and demonstrate ways for its proper maintenance	-	-	-	-
<b>PC27.</b> Operate the electric hand cutter safely, and demonstrate ways for its proper maintenance	-	-	-	-
<b>PC28.</b> Operate the electric hand router safely, and demonstrate ways for its proper maintenance	-	-	-	-
<b>PC29.</b> Operate the electric hand grinder safely, and demonstrate ways for its proper maintenance	-	-	-	-
<b>PC30.</b> Operate the drill machine safely, and demonstrate ways for its proper maintenance	-	-	-	-
<b>PC31.</b> Operate different sizes of F Clamps safely, and demonstrate ways for its proper maintenance	-	-	-	-
<i>Digital Literacy: Basics of using mobile phones (Feature phones and Smart Phones)</i>	<b>10</b>	<b>20</b>	-	-
<b>PC32.</b> Identify and name basic parts of a smart phone and feature phone	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC33.</b> Switch on and off the phone along with inserting sim card, charging the phone	-	-	-	-
<b>PC34.</b> Configure phone settings such as setting passwords, saving and transferring contacts, adjusting display, volume, mobile data, hotspot, back up etc	-	-	-	-
<b>PC35.</b> Transfer data from one mobile to another, recharge phones	-	-	-	-
<b>PC36.</b> Use camera features like photos and video recording and other features like dictation and voice recording	-	-	-	-
<b>PC37.</b> Use of one phone number especially for government schemes, banking, Aadhar etc	-	-	-	-
<i>Digital Literacy: Using Basic Internet and mobile applications</i>	<b>10</b>	<b>30</b>	-	-
<b>PC38.</b> Installing and configure applications such as whatsapp, gmail, google maps, paytm and other social media applications such as facebook and you tube	-	-	-	-
<b>PC39.</b> Using WhatsApp effectively	-	-	-	-
<b>PC40.</b> Creating a gmail account	-	-	-	-
<b>PC41.</b> Geo-tag your location your workshop/office location, shop	-	-	-	-
<b>PC42.</b> Setting up of account, and Upload and share content on social media like Facebook, You tube, Instagram, etc	-	-	-	-
<b>PC43.</b> Use platforms for skilling and learning, including government portals	-	-	-	-
<b>PC44.</b> Basics of Online Shopping and using digital payment modes such as Paytm, credit card etc	-	-	-	-
<i>Digital Literacy: Privacy and security related to Internet and Mobile Phone</i>	<b>10</b>	<b>20</b>	-	-
<b>PC45.</b> Identify and save oneself from cyber frauds	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC46.</b> Use social media appropriately and ethically	-	-	-	-
<b>PC47.</b> Safeguard mobile phones and data by using passwords, not clicking on suspicious links and sharing data securely	-	-	-	-
<i>Financial Literacy: Importance of being financially literate</i>	-	-	-	<b>5</b>
<b>PC48.</b> Understand simple financial terms such as payments, receipts, income, expenses, etc.	-	-	-	-
<b>PC49.</b> Know about business related financial transactions for taking decisions	-	-	-	-
<b>PC50.</b> Setting short term, medium term, and long-term financial goals	-	-	-	-
<b>PC51.</b> Understand the importance of savings and expenses	-	-	-	-
<i>Financial Literacy: Process of opening and operating a bank account</i>	-	-	-	<b>10</b>
<b>PC52.</b> Difference between savings and current account	-	-	-	-
<b>PC53.</b> Process of opening a bank account	-	-	-	-
<b>PC54.</b> Know-about required KYC documents like Aadhaar, PAN, GST, MSME certificate etc.	-	-	-	-
<b>PC55.</b> Operate and manage bank accounts	-	-	-	-
<i>Financial Literacy: Applying and managing loans</i>	-	-	-	<b>10</b>
<b>PC56.</b> Understanding of secured and unsecured loans	-	-	-	-
<b>PC57.</b> Process of applying for loans.	-	-	-	-
<b>PC58.</b> Understanding the repayment schedule of the loan based on the interest rate and duration	-	-	-	-
<b>PC59.</b> Impact of delayed payment of loan instalment	-	-	-	-
<i>Financial Literacy: Using Digital Tools for Receipts and Payments</i>	-	-	-	<b>10</b>

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC60.</b> Using UPI for digitally receiving and making payments	-	-	-	-
<b>PC61.</b> Using QR Codes for digitally receiving and making payments	-	-	-	-
<b>PC62.</b> Use internet and mobile banking for fund transfer and payment	-	-	-	-
<b>PC63.</b> Perform transactions using ATM cum debit cards and credit cards, Rupay Card, etc.	-	-	-	-
<i>Financial Literacy: Selecting savings and insurance products</i>	-	-	-	<b>5</b>
<b>PC64.</b> Explain different saving products	-	-	-	-
<b>PC65.</b> Select appropriate saving products	-	-	-	-
<b>PC66.</b> Explain different types of insurance plans and products	-	-	-	-
<i>Financial Literacy: Preparing and Maintaining Bahi-Khata (Book-keeping)</i>	-	-	-	<b>5</b>
<b>PC67.</b> Creating accounts for Bahi- Khata (Book-keeping)	-	-	-	-
<b>PC68.</b> Maintain Bahi-Khata	-	-	-	-
<b>PC69.</b> Prepare income statement	-	-	-	-
<i>Financial Literacy: Awareness and prevention of financial frauds</i>	-	-	-	<b>3</b>
<b>PC70.</b> Identify potential fraudulent transactions.	-	-	-	-
<b>PC71.</b> Apply preventive measures to avoid financial frauds.	-	-	-	-
<i>Financial Literacy: Filing complaints on business related issues with appropriate authority</i>	-	-	-	<b>2</b>
<b>PC72.</b> Reporting of fraud to the appropriate authority	-	-	-	-
<i>Marketing and Branding: Know the benefits of Marketing and Branding for Products and Services</i>	-	<b>15</b>	-	<b>5</b>

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC73.</b> Give accurate meaning for branding, marketing, and sales	-	-	-	-
<b>PC74.</b> Provide the reason for obtaining quality certifications like ISI mark, Agmark, and Hallmark	-	-	-	-
<b>PC75.</b> Create photographs and videos that effectively represent the overall brand identity	-	-	-	-
<b>PC76.</b> Use social media platforms effectively for marketing of products and services	-	-	-	-
<b>PC77.</b> Select preferred social media, online or traditional marketing platforms/ channel as per the needs of the customer	-	-	-	-
<b>PC78.</b> Include geotagged videos and pictures appropriately to enhance the advertisement's effectiveness	-	-	-	-
<b>PC79.</b> Design and develop printed marketing materials (pamphlets, brochures, banners) that are visually appealing and informative	-	-	-	-
<b>PC80.</b> Plan and implement promotional offers and campaigns customized to local festive seasons and special occasions	-	-	-	-
<i>Marketing and Branding: Engaging with customers to establish long-term relationships</i>	-	<b>5</b>	-	<b>5</b>
<b>PC81.</b> Maintain a well-groomed and presentable appearance and behavior	-	-	-	-
<b>PC82.</b> Engage effectively with customers to gather information about their specific needs	-	-	-	-
<b>PC83.</b> Identify and confirm customers' expectations	-	-	-	-
<b>PC84.</b> Recognize the value of customer feedback in improving products and services	-	-	-	-
<b>PC85.</b> Gather feedback from customers that will help in improving customer service	-	-	-	-
<b>PC86.</b> Develop long term relationship with customers to increase business profitability	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC87.</b> Evaluate the effectiveness of incentive plans, deals, offers etc. in retaining and engaging customers	-	-	-	-
<i>Marketing and Branding: Physical and Digital Marketplaces</i>	-	<b>10</b>	-	<b>5</b>
<b>PC88.</b> Conduct market research to identify marketplaces relevant to the products and services	-	-	-	-
<b>PC89.</b> Define the terms Physical and Digital marketplace	-	-	-	-
<b>PC90.</b> Give the benefits of setting up shops, and stalls in events like melas, exhibitions, trade shows, etc.	-	-	-	-
<b>PC91.</b> Demonstrate the process of registering and listing the products or services on the digital marketplaces	-	-	-	-
<b>PC92.</b> Use of social media platforms effectively for the sale of goods and services	-	-	-	-
<i>Marketing and Branding: Benefits of doing business collectively</i>	-	-	-	<b>5</b>
<b>PC93.</b> Identify the benefits of collectively doing Business	-	-	-	-
<b>PC94.</b> Apply the best practices of the organizations like “Amul”, “Lijjat”, “Javed Habib” etc. for coming together to produce a product or service and help people get out of poverty	-	-	-	-
<b>PC95.</b> Give an overview on these success stories that has helped these companies succeed, grow, and remain in business	-	-	-	-
<i>Self-Employment: Introduction to Self-Employment</i>	<b>5</b>	<b>5</b>	-	-
<b>PC96.</b> Explain the meaning of self-employment and its benefits	-	-	-	-
<b>PC97.</b> Identify and categorize various types of self-employments	-	-	-	-
<i>Self-Employment: Making a plan for small business</i>	<b>10</b>	<b>20</b>	-	-



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<b>PC98.</b> Create a plan for a small business with defined goals, customers, costs, competitors, resource utilization etc.	-	-	-	-
<b>PC99.</b> Develop a cost sheet planning the utilization of INR 1 Lakh loan amount to start their business and the roadmap ahead.	-	-	-	-
<b>PC100.</b> Summarize the legal pre-requisites set by the local authority for starting and operating a small business.	-	-	-	-
<i>Self-Employment: Managing and expanding business</i>	<b>10</b>	<b>30</b>	-	-
<b>PC101.</b> Manage effectively and efficiently various resources such as money, labour, raw materials, tools and machinery, etc. using the loan fund and mitigate risks.	-	-	-	-
<b>PC102.</b> Develop ways to increase sales, maintain quality of products and services and healthy customer relations.	-	-	-	-
<i>Self-Employment: Knowing Government schemes and using ecommerce platforms</i>	<b>5</b>	<b>15</b>	-	-
<b>PC103.</b> Identify various relevant Government schemes for small businesses and self-employed individuals and explain their terms and conditions.	-	-	-	-
<b>PC104.</b> List various e-commerce platforms such as on ONDC, Amazon, Flipkart, India Mart, Urban Clap, Yes Madam, etc. and register as vendor on the same.	-	-	-	-
<b>NOS Total</b>	<b>80</b>	<b>240</b>	-	<b>100</b>

## National Occupational Standards

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	FFS/N2224
<b>NOS Name</b>	Carpenter
<b>Sector</b>	Furniture & Fittings
<b>Sub-Sector</b>	Furniture Business Development, Installation & After Sales
<b>Occupation</b>	Furniture Installation and After Sales
<b>NSQF Level</b>	2.5
<b>Credits</b>	1.5
<b>Minimum Educational Qualification &amp; Experience</b>	Existing Vishwakarmas duly verified as per the Scheme
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	14/09/2023
<b>Next Review Date</b>	14/09/2028
<b>NSQF Clearance Date</b>	14/09/2023
<b>Reference code on NQR</b>	NG-2.5-WC-00763-2023-V1-FFSC
<b>NQR Version</b>	1
<b>CCN Category</b>	1