

COMPETENCY BASED CURRICULUM

PM Vishwakarma

Qualification Name: Blacksmith

Version: 1.0

Submitted By: Capital Goods & Strategic Skill Council

39, 1st Floor, Samyak Tower,

Pusa Road,

New Delhi-110005

SPOC Details: Ms. Shalini Singh

+919654310244

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PM Vishwakarma Qualification Details

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| Vishwakarma Qualification Name | Blacksmith |
| Sector Name | Capital Goods |
| Job role Description | The incumbent at this job creates metal objects by using traditional and modern forging techniques to form, shape and join metals such as steel, iron, brass, copper and bronze. |
| Trainee's Entry Profile <i>(Specify as per applicable variants)</i> | Existing Vishwakarmas duly verified as per the Scheme |
| Content availability | <input type="checkbox"/> Yes Link to Access Content: <input checked="" type="checkbox"/> No Availability Date: |
| Curriculum Creation Date | 14/05/2024 |
| Curriculum Valid Up to Date | |

Module Details

Introduction about Advanced Machines & Tools

| S. No | Module Name | Learning Outcomes | Training Duration (Hours) | | | Delivery Methodology | Tool/Equipment Required <i>(if applicable)</i> |
|-------|--|---|---------------------------|-----------|-----|----------------------|--|
| | | | Theory | Practical | OJT | | |
| 1. | Introduction about Advanced Machines & Tools like Hydraulic forging machine | <ul style="list-style-type: none"> Discuss Hydraulic Systems: Comprehend the principles of hydraulic systems and their application in hydraulic forging machines, including the functions of cylinders, pumps, and hydraulic fluid. Discuss about the various components of a hydraulic forging machine, such as the ram, anvil, and controls, and their roles in the forging process. Describe safe and efficient material handling techniques, including loading and unloading workpieces onto the machine bed using cranes or hoists. Explain the advantages and limitations of hydraulic forging machines compared to other types of forging equipment. | 6:00 | 15:00 | | Video | Hydraulic forging machine, dies, safety gear, gloves, goggles, apron, measuring tools, calipers, rulers, material handling equipment, crane, forklift, heating equipment, forge, furnace, cooling equipment, quench tank, tool maintenance kit |

| S. No | Module Name | Learning Outcomes | Training Duration (Hours) | Delivery Methodology | Tool/Equipment Required <i>(if applicable)</i> |
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|-------|-------------|-------------------|---------------------------|----------------------|---|

| | | | Theory | Practical | OJT | | |
|----|--|---|--------|-----------|-----|---------|--|
| 2. | Carry out forging using Hydraulic forging machine | <ul style="list-style-type: none"> ● Explain the principles and operation of hydraulic forging machines, including the roles of hydraulic pressure, cylinder movement, and die configuration. ● Recognize the safety protocols associated with operating hydraulic forging machines, including emergency stop procedures, equipment maintenance, and personal protective equipment (PPE) requirements. ● Identify different types of hydraulic forging machines and their respective applications such as open-die forging, closed-die forging, and impression-die forging. ● Comprehend the properties of metals commonly used in forging, including their heat treatment requirements, deformation behavior, and forging temperature ranges. ● Explain the importance of heating methods and temperature control during the forging process to achieve desired material properties and minimize defects like cracking or brittleness. ● Describe the stages of the forging process, from billet preparation and heating to shaping and finishing, emphasizing the role of hydraulic forging machines at each step. ● Explain the significance of die design and selection in achieving desired part geometries, tolerances, and material flow characteristics during forging operations. ● Interpret engineering drawings, blueprints and execute forging operations on hydraulic forging machines, ensuring accuracy and compliance with | 06:00 | 9:00 | NA | Offline | Gas furnace, blower, angle grinder, leather apron, wire extension, leather gloves, safety goggles and safety helmet. |

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| | | <p>specifications.</p> <ul style="list-style-type: none"> ● Demonstrate knowledge of quality control measures in forging, including inspection techniques for dimensional accuracy, surface finish, and material integrity. ● Safely set up and prepare a hydraulic forging machine for operation, including verifying hydraulic fluid levels, adjusting pressure settings, and securing workpieces and tooling. ● Apply proper heating techniques, such as induction heating or furnace heating, to bring the metal billet to the required forging temperature range based on material specifications. ● Operate the hydraulic forging machine controls to accurately position the dies, apply forging pressure, and shape the heated metal billet into the desired form, following established forging sequences and procedures. ● Monitor the forging process for signs of material deformation, flow, and temperature variations, making adjustments as necessary to maintain quality and consistency. ● Perform basic die maintenance tasks, such as cleaning, lubrication, and inspection for wear or damage, to ensure optimal performance and prolong die life. ● Troubleshoot common issues encountered during hydraulic forging operations, such as misalignment, tooling malfunctions, or material defects, and implement corrective actions to mitigate production delays or quality issues. ● Collaborate effectively with team members and | | | | | |
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| | | <p>supervisors to coordinate workflow, prioritize tasks, and meet production schedules while adhering to safety and quality standards.</p> <ul style="list-style-type: none"> ● Document key process parameters, production data, and quality inspection results for each forging job, maintaining accurate records for traceability and continuous improvement purposes. ● Apply principles of ergonomic design and efficient work practices to minimize physical strain and fatigue during prolonged forging operations, promoting a safe and productive work environment. ● Demonstrate proficiency in using measuring tools, gauges, or metrology equipment to verify dimensional accuracy, surface finish, and material properties of forged components, ensuring compliance with customer requirements and industry standards. | | | | | |
| 3. | <p>Safety methods to be taken care of during forging using Hydraulic Forging machine</p> | <ul style="list-style-type: none"> ● Discuss the fundamental principles of hydraulic forging machines, including their components, operation, and safety features. ● Identify potential hazards associated with hydraulic forging machines, such as crushing, entanglement, and high-pressure hydraulic fluid leaks. ● Discuss safety protocols specific to operating hydraulic forging machines, including proper machine setup, tooling selection, and workpiece handling techniques. ● Respond effectively to emergencies, such as machine malfunctions, hydraulic leaks, or accidents, by knowing how to shut down the machine and administer first aid. ● Explain the importance of wearing appropriate PPE, | 3:00 | 6:00 | | Classroom | Gloves, goggles, face shield, apron, emergency stop button, guards, fire extinguisher, first aid kit, appropriate clothing. |

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| | | <p>including safety glasses, gloves, steel-toed boots, and hearing protection, to mitigate risks associated with forging operations.</p> <ul style="list-style-type: none"> ● Discuss about routine maintenance tasks for hydraulic forging machines, such as lubrication, inspection of hydraulic hoses, and regular calibration of safety mechanisms. ● Discuss the need to conduct risk assessments before starting forging operations, considering factors such as material properties, tooling condition, and environmental conditions. ● Demonstrate proficiency in operating hydraulic forging machines safely, including startup/shutdown procedures, adjusting pressure settings, and controlling the forging process. ● Select, install, and secure forging dies and tooling onto the machine, ensuring they are aligned correctly and securely fastened to prevent accidents during operation. ● Prepare workpieces for forging by cleaning, heating to the appropriate temperature, and positioning them securely within the machine's workspace to ensure accurate and consistent forging results. ● Apply safety protocols while working with the hydraulic forging machine, including maintaining a safe distance from moving parts, using two-handed controls when appropriate, and avoiding reaching into the machine while it is in operation. ● Simulate various emergency scenarios, such as hydraulic fluid leaks or workpiece jamming, and demonstrate the correct procedures for safely shutting down the machine, addressing the issue, and | | | | | |
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| | | <p>administering first aid if necessary.</p> <ul style="list-style-type: none"> ● Practice wearing and using personal protective equipment effectively during forging operations, ensuring that all required PPE is worn correctly and remains in good condition throughout the work session. ● Perform routine maintenance tasks on hydraulic forging machines, such as checking hydraulic fluid levels, inspecting hoses for wear or damage, and lubricating moving parts according to manufacturer recommendations. | | | | | |
| | | Total – Duration (Hours) | 15:00 | 30:00 | NA | | |
| | | Grand Total Duration (Hours) | 45:00 Hours | | | | |

Entrepreneurship skills and design Workshop

| S. No | Module Name | Learning Outcomes | Training Duration (Hours) | | | Delivery Methodology | Tool/Equipment Required (if applicable) |
|-------|--------------------------------------|--|---------------------------|-----------|-----|----------------------|--|
| | | | Theory | Practical | OJT | | |
| 1. | Design and Innovation | <ul style="list-style-type: none"> Understand the principles of metallurgy, heat treatment, and forging techniques. Apply design principles and innovative forging methods to create unique and functional metalwork pieces that meet customer specifications. Understand the historical significance of blacksmithing techniques and their evolution over time. Explore various design principles and aesthetics relevant to metalwork, such as Art Nouveau or Industrial styles. Understand the historical significance of blacksmithing techniques and their evolution over time. Explore various design principles and aesthetics relevant to metalwork, such as Art Nouveau or Industrial styles. | 01:00 | 02:00 | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |
| 2. | How to setup a safe workplace | <ul style="list-style-type: none"> Comprehend safety protocols and procedures related to working with hot metals, heavy machinery, and potentially hazardous materials. Implement safety measures such as proper ventilation, protective gear usage, and equipment maintenance to ensure a safe working environment for oneself and | 01:00 | 02:00 | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |

| S. No | Module Name | Learning Outcomes | Training Duration (Hours) | | | Delivery Methodology | Tool/Equipment Required (if applicable) |
|-------|----------------------------------|---|---------------------------|-----------|-----|----------------------|--|
| | | | Theory | Practical | OJT | | |
| | | <p>others.</p> <ul style="list-style-type: none"> • Study the properties of different metals and their potential health hazards when heated or manipulated. • Learn about regulatory requirements and industry standards for workplace safety in a blacksmithing environment. • Explore various design principles and aesthetics relevant to metalwork, such as Art Nouveau or Industrial styles. | | | | | |
| 3. | Leadership & Teamwork | <ul style="list-style-type: none"> • Recognize the importance of collaboration and effective leadership in achieving quality craftsmanship. • Demonstrate leadership skills by coordinating with apprentices or fellow blacksmiths to efficiently manage workflow, share knowledge, and maintain quality standards in the forge. • Explore case studies of successful blacksmithing workshops or guilds and analyze effective leadership styles within these organizations. • Study group dynamics and strategies for fostering collaboration and mutual support among team members in a creative workshop setting. • Take on leadership roles within group projects, delegating tasks and providing guidance to apprentices or junior | 01:00 | 02: 00 | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |

| S. No | Module Name | Learning Outcomes | Training Duration (Hours) | | | Delivery Methodology | Tool/Equipment Required (if applicable) |
|-------|---|--|---------------------------|-----------|-----|----------------------|--|
| | | | Theory | Practical | OJT | | |
| | | <p>blacksmiths.</p> <ul style="list-style-type: none"> Collaborate with other artisans or craftsmen on joint projects, coordinating schedules, sharing resources, and pooling expertise to achieve shared goals. | | | | | |
| 4. | Communication Skills: Listening & Speaking | <ul style="list-style-type: none"> Understand the importance of clear communication in conveying instructions, understanding customer requirements, and addressing concerns. Practice active listening and articulate ideas effectively when discussing project specifications with clients, collaborating with team members, and providing feedback on work progress. Study the importance of clear communication in interpreting client requirements and conveying design concepts effectively. Explore techniques for active listening and empathy in client consultations to ensure a thorough understanding of project expectations. Practice communicating project timelines, cost estimates, and design revisions clearly and professionally to clients, ensuring transparency and managing expectations. Participate in critique sessions or peer reviews, offering constructive feedback on fellow blacksmiths' work and articulating | 01:00 | 04:00 | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |

| S. No | Module Name | Learning Outcomes | Training Duration (Hours) | | | Delivery Methodology | Tool/Equipment Required (if applicable) |
|-------|---|---|---------------------------|-----------|-----|----------------------|--|
| | | | Theory | Practical | OJT | | |
| | | suggestions for improvement. | | | | | |
| 5. | Problem Solving & Negotiation Skills | <ul style="list-style-type: none"> Develop problem-solving strategies and negotiation techniques to resolve conflicts and address challenges in the workplace. Identify and address issues related to weapon design flaws, production delays, or resource constraints through effective problem-solving and negotiation with stakeholders. | 01:00 | 02:00 | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |
| 6. | Market research and analysis | <ul style="list-style-type: none"> Learn methods for conducting market research and analysis to identify trends, customer preferences, and competitive landscapes in the firearms industry. Analyze market data to identify potential opportunities for product innovation and expansion, aligning weapon designs with market demands and customer needs. | 01:00 | 04:00 | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |
| 7. | Networking and Industry exposure | <ul style="list-style-type: none"> Recognize the importance of networking and building professional relationships within the firearms industry. Attend industry events, trade shows, and networking functions to establish connections with suppliers, distributors, and potential clients, facilitating collaboration and business growth. | 01:00 | 02:00 | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |
| 8. | Business Entity Registration | <ul style="list-style-type: none"> Understand the process of registering a business entity, including legal requirements and tax implications. | 00:30 | 02:00 | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |

| S. No | Module Name | Learning Outcomes | Training Duration (Hours) | | | Delivery Methodology | Tool/Equipment Required (if applicable) |
|-------|----------------------|---|---------------------------|--------------|-----|----------------------|--|
| | | | Theory | Practical | OJT | | |
| | | <ul style="list-style-type: none"> Complete the necessary paperwork and filings to register the armoury business as a legal entity, ensuring compliance with local regulations and establishing a solid foundation for operations. | | | | | |
| 9. | Business Plan | <ul style="list-style-type: none"> Discuss how to develop a comprehensive business plan that outlines the mission, vision, goals, and strategies for the armoury business. Create a detailed business plan that addresses key aspects such as target market analysis, competitive positioning, financial projections, and marketing strategies to guide the growth and success of the armoury business. | 00:30 | 02:00 | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |
| | | Total – Duration (Hours) | 8:00 | 22:00 | | | |
| | | Grand Total Duration (Hours) | 30:00 Hours | | | | |

Advanced Digital Skills

| S. No | Module Name | Learning Outcomes | Training Duration (Hours) | | | Delivery Methodology | Tool/Equipment Required (if applicable) |
|-------|-------------|--|---------------------------|-----------|-----|----------------------|---|
| | | | Theory | Practical | OJT | | |
| 1. | Advanced | <ul style="list-style-type: none"> Learn to securely use the mobile | 1.5 | 1.5 | | Classroom | White board, marker, duster, handbooks, |

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|----|--|---|---------|---------|--|-----------|--|
| | features of using mobile phones (Smart Phones) | <p>phone by locking/unlocking phone/apps using various options like face recognition, fingerprint, etc.</p> <ul style="list-style-type: none"> • Learn to use different mobile apps, QR code scanners, editing tools, Google assistant, meeting apps like Teams, etc. • Learn to access and manage documents stored in different folders in phone. E.g. File folder, download folder etc. • Manage phone memory and data usage. • Learn to access, store, and share documents using Google Drive on your phone. | hours | hours | | | Screen, Computer, Projector, Mobile phone, Internet connection |
| 2. | Using advanced Internet and mobile applications (Apps) | <ul style="list-style-type: none"> • Learn how to keep mobile apps secure. • Learn to secure apps installed on phone. • Learn about the rules and regulations of different mobile apps. • Understand to increase the business outreach via using different mobile application features. • Learn about the tailor-made apps suitable for various business applications like calculation apps, inventory management apps etc. | 3 hours | 4 hours | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |
| 3. | Privacy and | <ul style="list-style-type: none"> • Understand privacy and manage | 2 | 3 | | Classroom | White board, marker, duster, handbooks, |

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|--|--|--|-----------------|-----------|--|--|--|
| | security related to Internet and mobile phones | profiles. <ul style="list-style-type: none"> • Understand about Spam calls • Learn about safe browsing practices. • Learn about the importance of reporting online harassment and cyberbullying. • Learn about the advancement in technology using Gen-AI tools. | hours | hours | | | Screen, Computer, Projector, Mobile phone, Internet connection |
| | | | 6.5 Hours | 8.5 Hours | | | |
| | | Grand Total Duration (Hours) | 15 Hours | | | | |

Advanced Financial Skills

| S. No | Module Name | Learning Outcomes | Training Duration (Hours) | | | Delivery Methodology | Tool/Equipment Required (if applicable) |
|-------|---|--|---------------------------|-----------|-----|----------------------|--|
| | | | Theory | Practical | OJT | | |
| 1 | Importance of Being Financial Literate | <ul style="list-style-type: none"> • Identify long-term and short-term assets, liabilities, investments, etc. • Use types of payment methods such as Cheques, UPI, RTGS, NEFT etc • Use mobile applications and online platforms to track expenses and manage financial goals (YONO). • Understand the benefits of various Government schemes such as Pradhan Mantri Jan | 1.00 Hr | 1.00 Hr | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |

| | | | | | | | |
|---|------------------------------|---|---------|---------|--|-----------|--|
| | | Dhan Yojana, Jeevan Jyoti Bima Yojana, Suraksha Bima Yojana, Sukanya Samridhi Yojana, National Pension Scheme (NPS), Atal Pension Yojna (APY) | | | | | |
| 2 | Managing bank account | <ul style="list-style-type: none"> • Differentiate various banking services offered by bank such as transfer-receipt of money, deposit-withdrawal etc. • Use and Operate ATM, Deposit Cash/ Cheque through machines or manually • Visit local bank branch to operate and manage bank accounts • Handle mobile banking and net banking to operate and manage bank accounts • Aware of safety measurement to be taken while managing bank accounts | 1.00 Hr | 1:25 Hr | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |
| 3 | Managing Loans | <ul style="list-style-type: none"> • Differentiate various types and features of secured and unsecured loans • Select appropriate type of loan as per need, purpose, and loan terms and conditions • Identify appropriate loan repayment structure based on | 1.25 Hr | 1.50 Hr | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |

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|----|--|--|---------|---------|--|-----------|--|
| | | <p>the interest rate and duration.</p> <ul style="list-style-type: none"> Have knowledge of legal procedure for resolving delay/default in payment of loan instalment | | | | | |
| 4 | Basic Understanding of taxes | <ul style="list-style-type: none"> Differentiate types of taxes such as Income tax, Goods and Services Tax (GST), etc. Explain simple terms related to taxation such as taxable income, tax rates, Tax Deductible at Source (TDS), Value of Goods etc. Have clarity on important concepts and applicability of income tax and GST Understand the Basic guidelines for filing income tax and GST returns, including deadlines | 1.50 Hr | 2.00 Hr | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |
| 5. | Using advanced features of Digital Payment Applications | <ul style="list-style-type: none"> Able to install and configure Digital Payment Applications Use advanced features of Digital Payment Applications such as wallets, bill payments, recharge etc. Complete transactions using Digital Payment Applications such as UPI, RTGS, NEFT, IMPS etc. | 1.25 Hr | 2.00 Hr | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |
| | Awareness | <ul style="list-style-type: none"> Able to identify common online | 0.50 | 0.75 | | Classroom | White board, marker, duster, handbooks, |

| | | | | | | | | |
|----|---|---|-----------------|-----------------|--|--|--|--|
| 6. | and Prevention of Financial Frauds | financial frauds and spams and associated potential risks <ul style="list-style-type: none"> • Use safe and ethical practices for securing online transactions | Hr | Hr | | | Screen, Computer, Projector, Mobile phone, Internet connection | |
| | | | 6.50 Hrs | 8.50 Hrs | | | | |
| | | Grand Total Duration (Hours) | 15 Hours | | | | | |

Advanced Marketing and Outreach Skills

| S. No | Module Name | Learning Outcomes | Training Duration (Mins/ Hours) | | | Delivery Methodology | Tool/Equipment Required (if applicable) |
|-------|--|---|---------------------------------|-----------|-----|----------------------|--|
| | | | Theory | Practical | OJT | | |
| 1 | Marketing and Customer Insights | <ul style="list-style-type: none"> • Conduct marketing activities for artisan products. • Evaluate customer feedback to improve product offerings and marketing strategies. | 1 hours | 2 hours | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |
| 2 | Quality Assurance and Certification in | <ul style="list-style-type: none"> • Obtain relevant quality certifications such as e ISI mark, Agmark and Hallmark. | 1 hours | 1 hours | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |

| | | | | | | | |
|---|--|---|---------|---------|--|-----------|--|
| | Craftsmanship | <ul style="list-style-type: none"> • Manage product quality as per quality standards. | | | | | |
| 3 | Brand Development and Promotion Strategies | <ul style="list-style-type: none"> • Understand brand identity to enhance sales and promotion. • Promote products through Social media and digital marketing. • Leverage National Marketing Committee support in operations and logistics. | 1 hours | 2 hours | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |
| 4 | E-Commerce Management for Artisans | <ul style="list-style-type: none"> • Onboarding e-commerce platform. • Understand process of cataloguing the products and services of Vishwakarmas • Apply strategies for e-commerce linkage with GeM, Khadi India, MSME Mart. | 1 hours | 2 hours | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |
| 5 | Building Trade Network for Craft Business | <ul style="list-style-type: none"> • Use digital marketing for wider reach and publicity of the Vishwakarma Scheme. • Identify and collaborate with relevant Industry Bodies. • Create links with suitable exporters and traders operating under the sector. | 1 hours | 1 hours | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |
| 6 | Trade Fairs and Exhibitions | <ul style="list-style-type: none"> • Participate in trade fairs, exhibitions related to the products. • Set up collective display of PM Vishwakarma Products to | 1 hours | 1 hours | | Classroom | White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection |

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| | | associations of the artisan groups. | | | | | |
| | | | | | | | |
| | | Grand Total Duration (Hours) | 15 Hours | | | | |

Trainer and Assessor Requirements

(As per requirement)

| | | |
|----|---|--|
| 1. | Trainer's Qualification and experience in the relevant sector (in years) | <p>Domain Trainer:</p> <p>a) <i>ITI Instructors from Directorate General of Training (DGT) ecosystem who have preferably worked in the industry and have technical know-how about the operations of the modern listed tools in relevant trades</i></p> <p>b) <i>Certified trainers from the NCVET recognized Awarding Bodies</i></p> <p>c) <i>Working professionals from the industry or clusters who have good knowledge and experience about the working/ operations of the listed modern tools in the relevant trades</i></p> <p>Life Skills Trainer:</p> <p>a) <i>ITI Instructors from Directorate General of Training (DGT) ecosystem*</i></p> <p>b) <i>Certified trainers from the recognized Awarding Bodies*</i></p> <p>*Mandatory Training of Trainers (ToT) of existing certified trainers on employability and entrepreneurship skills modules</p> |
| 2. | Assessor's Qualification and experience in relevant sector (in years) | Assessor: |

| | | |
|--|---|---|
| | <p><i>(Preference – Vishwakarma Trainer in relevant trades will be onboarded on assessments for becoming Certified Assessors / Certified Assessors in relevant trade. Certified assessor will also take the Life Skills Module assessment.)</i></p> | <ul style="list-style-type: none"> <i>a) Certified Assessors of the recognized Assessment Agencies</i> <i>b) Certified trainers may also get certified as an Assessor to conduct assessments in relevant trades (A Trainer can also act as an Assessor for different locations).</i> <i>c) Working professionals from the industry or clusters who have good knowledge and experience about the working/ operations of the listed modern tools in the relevant trades and experience in technical assessments in current and previous assignments.</i> |
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Glossary & Acronyms

(As per requirement)

Glossary

| Term | Description |
|---------------------------------------|--|
| National Occupational Standards (NOS) | NOS define the measurable performance outcomes required from an individual engaged in a particular task. They list down what an individual performing that task should know and also do. |
| Qualification | A formal outcome of an assessment and validation process which is obtained when a competent body determines that an individual has achieved learning outcomes to given standards. |
| Qualification File | A Qualification File is a template designed to capture necessary information of a Qualification from the perspective of NSQF compliance. The Qualification File will be normally submitted by the awarding body for the qualification. |
| Sector | A grouping of professional activities on the basis of their main economic function, product, service or technology. |

Acronyms

| Acronym | Description |
|---------|---|
| NCrF | National Credit Framework |
| NSQF | National Skills Qualification Framework |
| OJT | On -the -Job Training |
| | |

Annexure: Marketing and Branding

Exercises for the Participants

Objective: To make participants assimilate the concepts taught and demonstrate the learning.

Time and Task: About 2 hours can be spent on first explaining the concept of value along with its elements and then perform the exercise. If the participants are literate trainer can ask them to write down points on papers. If the participants are dominantly illiterate then trainer can help them by writing down the points shared on board.

4.1 Creating Value Table

Table-1: Value: {(benefits + Returns) – (Costs + Risks)}

All the elements given of value are to be defined from consumer’s perspective. Benefits that the customers will receive because of the craftsperson’s work. Returns, i.e., long term benefits that customers will receive. Costs are the payments (monetary and non-monetary) incurred by customers in availing the service or purchasing the product made by craftsperson. Risks to be avoided by customers by purchasing the product or service given by the concerned craftsperson. Overall customer’s perspective is to be talked about in this exercise.

| Benefits | Returns | Costs | Risks |
|----------------------------|----------|--|-----------------|
| - Functional | - Rent | - Monetary (Acquisition; Possession; Usage) | - Financial |
| - Emotional (bonding) | - Income | - Time & Energy | - Time |
| - Social (Recognition) | | - Psychological | - Psychological |
| - Experiential (Design; | | | |

| | | | | |
|--------------------|--|--|--|--|
| Service; Brand) | | | | |
|--------------------|--|--|--|--|

Each craftsperson should be able to learn the importance of communicating the value that his / her profession offers to the customers. Generally, it is observed that craftsmen have some idea about the value they contribute, but is not clearly articulated. The aim of this exercise is to make the knowledge of craftsperson explicit in terms of their value contributions. Table-1 is a generic descriptive table which explains the sub-components of the elements of value. This is for trainer’s understanding. It is expected that the trainer would use the given tables customized for the concerned crafts. This is to make the craftsperson come up with the value they are creating for the customers.

4.2 Blacksmith

The following points are only indicators for the trainer. S/he is expected to make the participants speak and bring out as many points as possible.

| Benefits | Returns | Costs | Risks |
|---|---|--|---|
| <ul style="list-style-type: none"> - Robust products - Long lasting - Others will recognise quality of products - Good and user-friendly designs - Repair service provided | <ul style="list-style-type: none"> - Use it for generations - Pass it on to next generation | <ul style="list-style-type: none"> - Reasonable price compared to branded products. - Easy to acquire and maintain - No need to search extensively - Satisfaction guaranteed | <ul style="list-style-type: none"> - Avoid low quality products - Don’t get hurt in using bad products - Satisfaction of remembering previous generation people e.g., mother |