

COMPETENCY BASED CURRICULUM

PM Vishwakarma

Qualification Name: Hammer and Tool Kit maker

Version: 1.0

Submitted By: Capital Goods & Strategic Skill Council

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PM Vishwakarma Qualification Details

Vishwakarma Qualification Name	Hammer and Tool Kit maker
Sector Name	Capital Goods
Job role Description	The incumbent at this job performs various metal forming, moulding, casting etc. operations to manufacture tools as per the work requirements.
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 of Advanced Machines

S. No	Module Name	Learning Outcomes	Training Duration (Hours)			Delivery Methodology	Tool/Equipment Required (if applicable)
			Theory	Practical	OJT		
1.	Introduction about Advanced Machines like Hydraulic forging machine and hydraulic press	<ul style="list-style-type: none"> Explain the principles of hydraulic forging and the mechanics behind hydraulic presses. Discuss about the design and operation of hydraulic presses for various forming and assembly applications. Discuss about the design and functionality of hydraulic presses and their applications in manufacturing and assembly processes. Gain insights on functionality of hydraulic forging machines to shape and form raw materials into desired hammer and toolkit components. 	03:00	9:00		Offline	Hydraulic press, shaping dies, assembling tools - bolts, nuts, screws, rivets, straightening tools, material compression tools, safety gear - gloves, goggles, apron, appropriate clothing, measuring tools - calipers, rulers, material handling equipment - crane, forklift, heating equipment - forge, furnace, cooling equipment - quench tank, tool maintenance kit, emergency stop button, guards, fire extinguisher, first aid kit.

S. No	Module Name	Learning Outcomes	Training Duration (Hours)			Delivery Methodology	Tool/Equipment Required (if applicable)
			Theory	Practical	OJT		
2.	Carry out forging using	<ul style="list-style-type: none"> Discuss the principles of forging and its applications in toolmaking. 	03:00	06:00	NA	Offline	Gas furnace, drilling machine, digital vernier

	Hydraulic forging machine	<ul style="list-style-type: none"> ● Identify different types of hydraulic forging machines and their components. ● Explain safety procedures and precautions when operating hydraulic forging machines. ● Describe the materials commonly used in forging and their properties. ● Analyze the heating and cooling processes involved in forging. ● Interpret blueprints and technical drawings related to forging projects. ● Demonstrate knowledge of various forging techniques, including upsetting, drawing out, bending, and twisting. ● Safely operate hydraulic forging machines, including startup, shutdown, and emergency procedures. ● Set up tooling and workpieces on the hydraulic forging machine according to specifications. ● Heat and manipulate metal using the hydraulic forging machine to achieve desired shapes and dimensions. ● Monitor temperature and pressure gauges during the forging process to ensure quality and safety. ● Troubleshoot common issues with hydraulic forging machines, such as leaks or malfunctions. ● Perform basic maintenance tasks on hydraulic forging machines, such as lubrication and cleaning. ● Collaborate effectively with team members to plan and execute forging projects. ● Inspect forged components for defects and make necessary adjustments to improve quality. ● Document forging processes and outcomes for future reference and analysis. 				caliper, angle grinder, leather apron, wire extension, cleaning liquid, leather gloves, safety goggles and safety helmet.
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		<ul style="list-style-type: none"> ● Adhere to industry standards and regulations throughout the forging process to ensure compliance and safety. 					
3.	Carry out metal shaping, assembling, straightening, and material compression operations using hydraulic press	<ul style="list-style-type: none"> ● Discuss the principles of metal shaping, including deformation mechanics and material properties. ● Identify different types of hydraulic presses, their components, and their functions in metalworking processes. ● Demonstrate knowledge of safety protocols and procedures when operating hydraulic presses to minimize risks of accidents or injuries. ● Describe the techniques for selecting appropriate dies and tooling for specific shaping, assembling, straightening, and compression tasks. ● Elaborate methods for adjusting pressure, speed, and other parameters on hydraulic presses to achieve desired results. ● Describe the importance of precision and accuracy in metalworking operations to produce high-quality components. ● Gain knowledge of common defects and errors that may occur during metal shaping processes and techniques for troubleshooting and rectifying them. ● Learn about different types of metals and alloys commonly used in hammer and toolkit making, including their properties and behaviors under pressure. ● Operate hydraulic presses safely and efficiently, following established safety procedures and guidelines. ● Set up and prepare hydraulic presses for various metal shaping tasks, including installing dies, 	03:00	09:00		Offline	Hydraulic press, shaping dies, assembling tools - bolts, nuts, screws, rivets, straightening tools, material compression tools, safety gear - gloves, goggles, apron, appropriate clothing, measuring tools - calipers, rulers, material handling equipment - crane, forklift, heating equipment - forge, furnace, cooling equipment - quench tank, tool maintenance kit, emergency stop button, guards, fire extinguisher, first aid kit.

		<p>adjusting pressure settings, and ensuring proper alignment.</p> <ul style="list-style-type: none"> ● Perform metal shaping operations such as bending, forming, punching, and embossing using hydraulic presses. ● Assemble metal components using hydraulic presses, ensuring accurate alignment and tight fits. ● Straighten warped or bent metal pieces using hydraulic press techniques, achieving desired dimensions and tolerances. ● Apply material compression techniques to create compact and dense metal components with uniform properties. ● Inspect finished products for quality and accuracy, identifying any defects or imperfections and making necessary adjustments. ● Practice troubleshooting skills to address issues such as die misalignment, inadequate pressure, or improper material feed. ● Collaborate with peers to complete complex metal shaping projects, applying teamwork and communication skills to achieve common goals. ● Document and evaluate metal shaping processes, including recording parameters, analyzing results, and identifying opportunities for improvement. 					
4.	Safety methods to be taken care of during forging using Hydraulic Forging machine	<ul style="list-style-type: none"> ● Explain the principles of hydraulic forging machines and their components. ● Identify potential hazards associated with hydraulic forging operations. ● Explain safety procedures specific to hydraulic forging machines, including start-up and shutdown protocols. 	6:00	6:00		Classroom	Safety Gear - gloves, goggles, apron, Machine Safety Features - emergency stop button, guards, Training, Environment - ventilation, clear workspace, Maintenance, Fire Safety - fire

		<ul style="list-style-type: none"> ● Recognize the importance of personal protective equipment (PPE) and its proper use in a forging environment. ● Comprehend the significance of maintaining a safe working distance from the hydraulic press during operation. ● Describe emergency response procedures in case of equipment malfunction or accidents. ● Discuss the importance of regular maintenance and inspections of hydraulic forging machines to ensure safety and efficiency. ● Identify common safety features and devices installed on hydraulic forging machines and their functions. ● Demonstrate the correct procedure for starting up and shutting down a hydraulic forging machine safely. ● Wear and utilize personal protective equipment (PPE) including safety glasses, gloves, and steel-toed boots. ● Identify and avoid potential pinch points and crush hazards associated with the hydraulic press. ● Practice safe handling techniques for materials and tools used in the forging process. ● Execute proper lifting and positioning techniques to load and unload materials onto the forging machine. ● Respond appropriately to emergency situations such as equipment malfunction, power failure, or accidents. ● Conduct routine inspections of hydraulic forging equipment to identify and report any signs of wear, damage, or malfunction. ● Utilize safety devices such as emergency stop buttons, guards, and safety interlocks effectively. 				<p>extinguisher, First Aid Kit, Proper Clothing, Hydraulic forging machine, Material handling equipment - crane, forklift, Sheet metal clamps, Measuring tools - calipers, rulers, Tool maintenance kit.</p>
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		<ul style="list-style-type: none"> ● Collaborate with colleagues to implement and maintain a culture of safety in the workshop environment. ● Demonstrate proficiency in following safety protocols outlined in the workplace's safety manual or guidelines specific to hydraulic forging operations. 					
		Total – Duration (Hours)	15:00	30:00	NA		
		Grand Total Duration (Hours)	45 Hours				

Entrepreneurship skills and design Workshop

S. No	Module Name	Learning Outcomes	Training Duration (Hours)			Delivery Methodology	Tool/Equipment Required <i>(if applicable)</i>
			Theory	Practical	OJT		
1.	Design and Innovation	<ul style="list-style-type: none"> Understand the principles of ergonomic design and the importance of balance and weight distribution in crafting hammers and toolkits. Explore historical tool designs and innovations, studying how advancements in materials and manufacturing techniques have influenced the evolution of tools over time. Experiment with different handle shapes, materials, and grip textures to optimize comfort and usability in various hammer designs. Incorporate innovative features such as magnetic tool holders or interchangeable heads into toolkit designs to enhance functionality and versatility. 	01:00	2:00		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"> Study occupational health and safety guidelines related to the use of power tools, hand tools, and materials commonly used in hammer and toolkit making. Learn about proper ventilation systems, fire safety measures, and personal protective equipment requirements for a workshop environment. Implement safety protocols for operating machinery and handling sharp or heavy 	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>materials, including regular equipment maintenance and safety inspections.</p> <ul style="list-style-type: none"> Organize workstations to minimize clutter, ensure adequate lighting, and provide ergonomic seating to reduce the risk of repetitive strain injuries among craftsmen. 					
3.	Leadership & Teamwork	<ul style="list-style-type: none"> Explore theories of effective leadership and team dynamics, examining how these concepts apply to small-scale artisanal workshops. Study case studies of successful collaborations between toolmakers, designers, and craftsmen, identifying key strategies for fostering creativity and innovation within a team. Lead collaborative design sessions with fellow craftsmen to gather input and feedback on new hammer or toolkit designs, encouraging open communication and idea-sharing. Delegate tasks and coordinate production schedules effectively to ensure timely delivery of orders and maintain quality standards in the workshop. 	01:00	02:00		Classroom	White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection
4.	Communication Skills: Listening & Speaking	<ul style="list-style-type: none"> Learn techniques for active listening and empathetic communication when consulting with clients to understand their specific tool requirements and preferences. Study strategies for clear and persuasive 	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		
		<p>verbal communication when presenting design proposals or negotiating project terms with clients or suppliers.</p> <ul style="list-style-type: none"> Practice conducting client meetings or consultations to gather detailed specifications for custom hammer or toolkit orders, asking probing questions and clarifying expectations. Participate in workshops or seminars to hone presentation skills and effectively communicate the unique features and benefits of handmade tools to potential customers or distributors. 					
5.	Problem Solving & Negotiation Skills	<ul style="list-style-type: none"> Understand various problem-solving techniques such as root cause analysis and brainstorming to address production challenges like material shortages or equipment malfunctions. Study negotiation strategies and tactics, including win-win approaches and principled negotiation, to effectively resolve disputes with suppliers or negotiate favorable terms with clients. Implement proactive problem-solving measures such as maintaining buffer stocks of raw materials to mitigate supply chain disruptions and prevent production delays. Apply negotiation skills to negotiate bulk 	01:00	02:00		Classroom	

S. No	Module Name	Learning Outcomes	Training Duration (Hours)			Delivery Methodology	Tool/Equipment Required (if applicable)
			Theory	Practical	OJT		
		material purchases at discounted rates or negotiate pricing and delivery terms with clients to secure profitable contracts for custom tool orders.					
6.	Market research and analysis	<ul style="list-style-type: none"> Learn how to conduct market research to identify target customer segments, assess demand for handmade tools, and analyze competitor offerings and pricing strategies. Study methods for gathering customer feedback and interpreting market trends to inform product development decisions and identify opportunities for product differentiation. Collect data on customer preferences and market trends through surveys, interviews, and online research to identify emerging trends or niche markets for specialized hammers or toolkits. Analyze market data to identify gaps in the market or untapped customer needs, informing the development of new product lines or marketing strategies to capitalize on these opportunities. 	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"> Understand the importance of building professional relationships within the artisanal crafts community, attending trade shows, and participating in industry events to network with fellow craftsmen and potential collaborators. 	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		
		<ul style="list-style-type: none"> • Study the benefits of joining professional organizations or guilds for hammer and toolkit makers, such as access to resources, mentorship opportunities, and collective marketing efforts. • Attend local craft fairs, maker markets, and industry conferences to showcase handmade tools, network with potential customers, and establish connections with suppliers or distributors. • Collaborate with other artisans or craftsmen on joint projects or cross-promotional efforts, leveraging each other's networks and expertise to expand reach and attract new customers. 					
8.	Business Entity Registration	<ul style="list-style-type: none"> • Understand the different types of business entities such as sole proprietorship, partnership, or LLC, and their respective legal and tax implications for a hammer and toolkit making business. • Study the process of registering a business entity, including obtaining necessary licenses and permits, registering for taxes, and complying with local regulations. • Complete the necessary paperwork and filings to register the hammer and toolkit making business as a legal entity, ensuring compliance with local laws and regulations governing small businesses. 	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"> Consult with legal and financial advisors to determine the most appropriate business structure and ensure proper documentation and compliance with tax requirements and reporting obligations. 					
9.	Business Plan	<ul style="list-style-type: none"> Learn how to develop a comprehensive business plan that outlines the mission, vision, target market, competitive analysis, marketing strategy, and financial projections for a hammer and toolkit making business. Study methods for assessing startup costs, estimating revenue projections, and developing pricing strategies to achieve profitability and sustainable growth. Create a detailed business plan outlining the unique value proposition of handmade hammers and toolkits, target customer segments, marketing channels, and sales forecasts to guide business operations and strategic decision-making. Review and update the business plan regularly to reflect changes in market conditions, customer feedback, and business performance, ensuring alignment with long-term goals and objectives. 	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 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 features of using mobile phones (Smart Phones)	<ul style="list-style-type: none"> Learn to securely use the mobile phone by locking/unlocking phone/apps using various options like face recognition, fingerprint, etc. 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 	1.5 hours	1.5 hours		Classroom	White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection

		your phone.					
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 security related to Internet and mobile phones	<ul style="list-style-type: none"> • Understand privacy and manage profiles. • 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. 	2 hours	3 hours		Classroom	White board, marker, duster, handbooks, 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 Dhan Yojana, Jeevan Jyoti Bima Yojana, Suraksha Bima Yojana, Sukanya Samridhi Yojana, National Pension Scheme (NPS), Atal Pension Yojna (APY) 	1.00 Hr	1.00 Hr		Classroom	White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection
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 	1.00 Hr	1:25 Hr		Classroom	White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection

		<p>manually</p> <ul style="list-style-type: none"> • 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 					
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 the interest rate and duration. • Have knowledge of legal procedure for resolving delay/default in payment of loan instalment 	1.25 Hr	1.50 Hr		Classroom	White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection
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. 	1.50 Hr	2.00 Hr		Classroom	White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection

		<ul style="list-style-type: none"> • 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 					
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
6.	Awareness and Prevention of Financial Frauds	<ul style="list-style-type: none"> • Able to identify common online financial frauds and spams and associated potential risks • Use safe and ethical practices for securing online transactions 	0.50 Hr	0.75 Hr		Classroom	White board, marker, duster, handbooks, 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.	Module Name	Learning Outcomes	Training Duration	Delivery	Tool/Equipment Required
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No			(Mins/ Hours)			Methodology	(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 Craftsmanship	<ul style="list-style-type: none"> Obtain relevant quality certifications such as ISI mark, Agmark and Hallmark. Manage product quality as per quality standards. 	1 hours	1 hours		Classroom	White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection
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 associations of the artisan groups. 	1 hours	1 hours		Classroom	White board, marker, duster, handbooks, Screen, Computer, Projector, Mobile phone, Internet connection
			6 hours	9 hours			
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)	Domain Trainer:
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		<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.	<p>Assessor's Qualification and experience in relevant sector (in years) <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>	<p>Assessor:</p> <p>a) <i>Certified Assessors of the recognized Assessment Agencies</i></p> <p>b) <i>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></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 and experience in technical assessments in current and previous assignments.</i></p>

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
<ul style="list-style-type: none"> - Functional - Emotional (bonding) - Social (Recognition) 	<ul style="list-style-type: none"> - Rent - Income 	-	<ul style="list-style-type: none"> - Monetary (Acquisition; Possession; Usage) - Time & 	<ul style="list-style-type: none"> - Financial - Time - Psychological

- Experiential (Design; Service; Brand)			Energy - Psychologic al	
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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 Hammer and Toolkit Maker

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"> - Best tool kits and hammers you can get - You would certainly love the product - Your friends will ask for my reference 	<ul style="list-style-type: none"> - Long lasting product which can be given to next generation. - You can use the took kit and hammer for work to make money. 	<ul style="list-style-type: none"> - Products are made at reasonable price for sale. - No need to look for other sources. - Usage without any 	<ul style="list-style-type: none"> - Can avoid buying shoddy products thereby protect income earning opportunities. - Saves time

<ul style="list-style-type: none">- Best designs which are customer friendly and after sale service whenever needed.		problems.	and mental tension of using bad products and give bad output at work.
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