



QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR HANDICRAFTS AND CARPET INDUSTRY

What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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Introduction

Qualifications Pack-Merchandiser

SECTOR: HANDICRAFTS & CARPET

SUB-SECTOR: Handicrafts

OCCUPATION: Marketing and Merchandising

REFERENCE ID: HCS/Q9801

ALIGNED TO: NCO-2004/NIL

Understanding the customer and market requirements and deciding the product lines to be manufactured by organization

Brief Job Description: The merchandiser liaisons with stakeholders to identify end customers product requirements as well as glean the market trends which will be reflected in the organizations' product lines

Personal Attributes: The job requires the individual to have: ability to analyze market and customer trends, attention to details, pick up cues, communicate and liaison with wide variety of stakeholders and strong interpersonal skills.



Job Details

Qualifications Pack Code	HCS/Q9801		
Job Role	Merchandiser		
Credits(NSQF)	TBD	Version number	1.0
Sector	Handicrafts & Carpet	Drafted on	23/02/2015
Sub-sector	Handicrafts	Last reviewed on	26/03/2015
Occupation	Marketing and Merchandising	Next review date	26/03/2016
NSQC Clearance on	05/08/2015		

Job Role	Merchandiser
Role Description	Understanding the customer and market requirements and deciding the product lines to be manufactured by organization
NSQF level	5
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Not Applicable
Training (Suggested but not mandatory)	Not Applicable
Minimum Job Entry Age	18 years
Experience	Minimum 6 months experience in handicraft industry
Applicable National Occupational Standards (NOS)	Compulsory: <ol style="list-style-type: none"> HCS/N9801 Analyze market for trends HCS/N9802: Study internal organization trends HCS/N9803: Translate the market cues to product lines HCS/N9901: Coordinate with colleagues and work as a team HCS/N9902 Maintain safe work environment HCS/N9903 Maintain personal health HCS/N9904 Basic business management Optional: Not applicable
Performance Criteria	As described in the relevant OS units



Definitions

Keywords /Terms	Description
Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or an area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS.
Sub-function	Sub-functions are sub-activities essential to fulfil the achieving the objectives of the function.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria	Performance criteria are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (OS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.
Knowledge and Understanding	Knowledge and understanding are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.

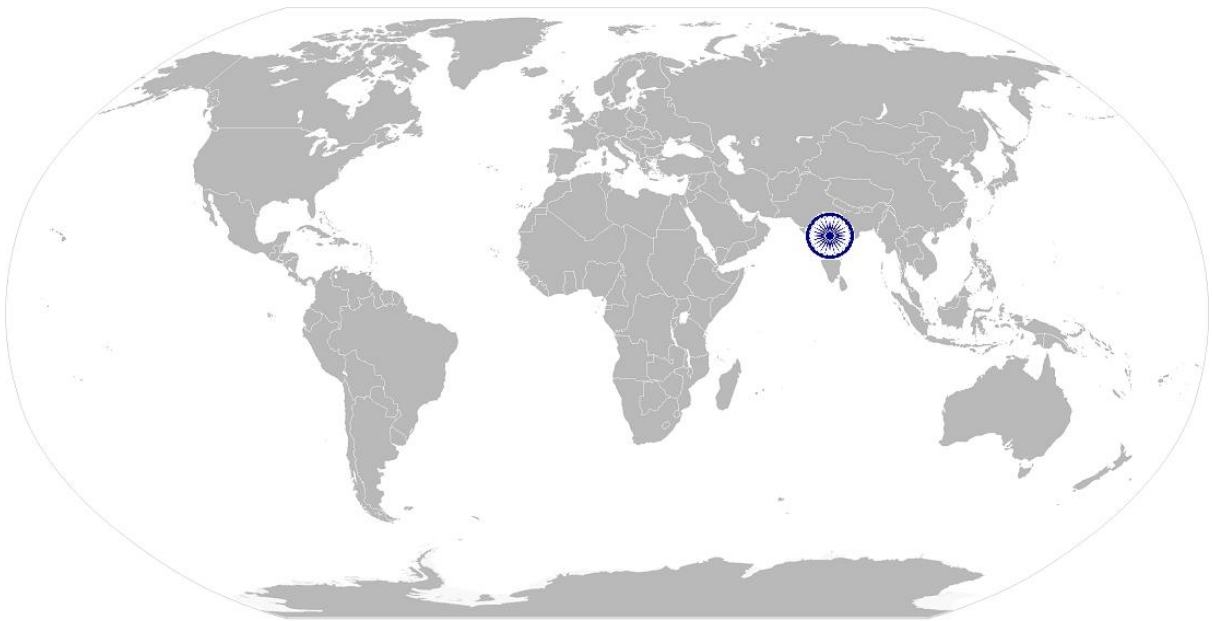


Qualifications Pack For Merchandiser

Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills	Core skills or generic skills are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Engraving	Engraving is the practice of incising a design onto a hard, usually flat surface, by cutting grooves into it
Keywords /Terms	Description
NOS	National Occupational Standard(s)
NSQF	National Qualifications Framework
QP	Qualifications Pack



National Occupational Standard



Overview

This unit is about analyzing the market for trends which can be used to create market relevant product lines



HCS/N9801

Analyze market for trends

Unit Code	HCS/N9801
Unit Title (Task)	Analyze market for trends
Description	This OS unit is about analyzing the market for trends that can be used to create product lines in the organization
Scope	<p>This unit/ task covers the following:</p> <ul style="list-style-type: none"> study the market analyse new products, fashion and trends understand customer preferences
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Study the market	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. study the market using primary and secondary research to map the market trends</p> <p>PC2. understand the difference between national and international market preferences</p> <p>PC3. scan and analyze the competition in national and international markets</p> <p>PC4. map the typical price points of competitors in national and international markets</p> <p>PC5. map the competitor product lines in national and international markets</p> <p>PC6. analyze the various product innovations in national and international markets</p>
Analyse new products, fashion and trends	<p>To be competent, the user/ individual must be able to:</p> <p>PC7. read journals relating to handicraft, fashion, etc to grasp information on current and future trends</p> <p>PC8. participate in exhibitions in and outside the country and get cues on latest fashion, technology in craft making, consumer preferences, etc.</p> <p>PC9. visit design studios to know the latest in design, advancement in design technology, design repository, etc</p> <p>PC10. interact with resellers to understand the end customer requirement, expectation, taste, buying occasion, etc</p>
Understand customer preferences	<p>To be competent, the user/ individual must be able to:</p> <p>PC11. map the customer preferences across markets</p> <p>PC12. understand the latent customer demands for the product line</p> <p>PC13. interface with end customers, whenever possible, to elicit their demands</p> <p>PC14. track the changes in customer preferences over time to understand the nature of the product usage</p>
Knowledge and Understanding (K)	
A. Organizational Knowledge	<p>The individual on the job needs to know and understand:</p> <p>KA1. company's policies on: personnel management, relevant legislation, standards, policies, and procedures followed in the company</p> <p>KA2. organization's history and culture</p> <p>KA3. organisation structure</p>



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Analyze market for trends

	KA4. organization's past product lines KA5. company's policies related to dress code and etiquette KA6. documentation and reporting practices followed in the organization KA7. organization's marketing strategy
B. Technical Knowledge	The individual on the job needs to know and understand: KB1. interpersonal skills and communication with cross section of stakeholders KB2. basic finance principles KB3. basics of marketing KB4. gathering market intelligence KB5. market study KB6. possible product lines KB7. basic record keeping techniques KB8. news and trends within the industry KB9. market related information (Capital, money, forex, etc) KB10. global fashion and trends KB11. manufacturing process of various product lines KB12. demographics principles KB13. segmentation and targeting basics KB14. marketing strategy making KB15. trend analysis
Skills (S)	
A. Core Skills/ Generic Skills	Reading skills
	The individual on the job needs to know and understand how to: SA1. read about various products and keep abreast of market trends
	Writing skills
	The individual on the job needs to know and understand how to: SA2. document various aspects of analyzing market trends SA3. write descriptions and details about product lines SA4. make market analysis documents
	Communication skills
	The individual on the job needs to know and understand how to: SA5. interact with employees to work efficiently SA6. communicate and manage stakeholders SA7. interface with fellow merchandisers to exchange ideas on the business SA8. communicate with the customers SA9. comprehend information shared by various stakeholders
B. Professional Skills	Decision making
	The individual on the job needs to know and understand how to: SB1. analyze the market SB2. differentiate between national and international markets SB3. predict the market trends SB4. decide on which market segment to target
	Plan and organize
	The individual on the job needs to know and understand: SB5. how to plan for field visits, resources, etc



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	SB6. how to plan for budget and material requirement
	Customer centricity
	The individual on the job needs to know and understand: SB7. the customer preference, taste, etc and accordingly make crafts
	Problem solving
	The individual on the job needs to know and understand: SB1. how to solve issues relating to material, cost and labour
	Analytical thinking
	The individual on the job needs to know and understand: SB8. how to analyse the material requirement, corrective action required during craft making
	Critical thinking
	The individual on the job needs to know and understand how to: SB9. spot process disruptions and delays SB10. report on any concerns to superiors without delay
C. Technical skills	Time management
	The individual on the job needs to know and understand how to: SC1. manage his/her time SC2. manage the employees' time SC3. manage stakeholders' time
	Analytical / Calculative skills
	The individual on the job needs to know and understand how to: SC4. analyze data pertaining to markets SC5. interpret the results SC6. anticipate various data that could be required for analysis SC7. use appropriate statistical tools

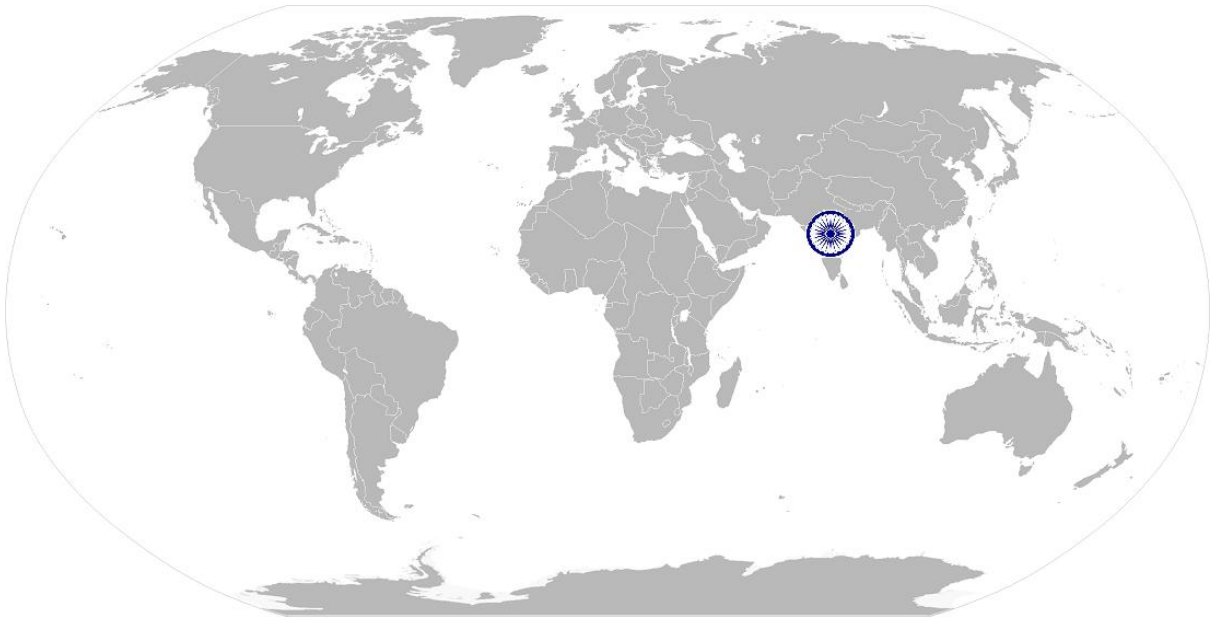


HCS/N9801

Analyze market for trends

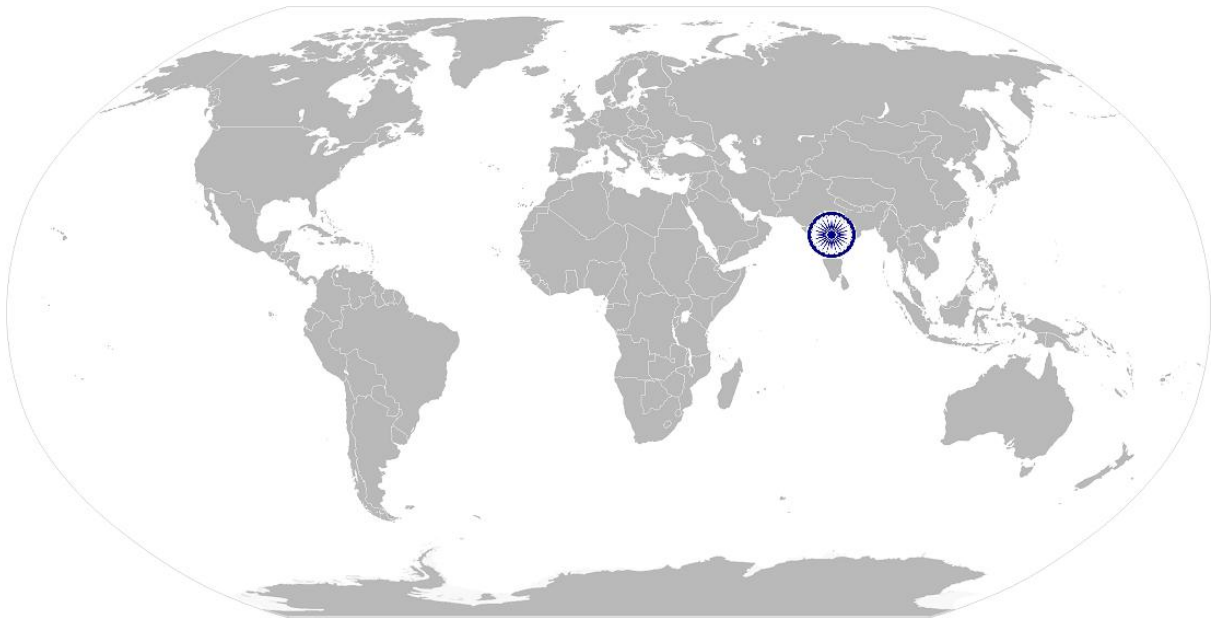
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NOS Code	HCS/N9801		
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Industry	Handicrafts and Carpet	Drafted on	23/02/2015
Industry Sub-sector	Handicrafts	Last reviewed on	26/03/2015
Occupation	Marketing and Merchandising	Next review date	26/03/2016





National Occupational Standard



Overview

This unit is about analyzing the organizational trends related to product lines and innovations



HCS/N9802

Study internal organizational trends

Unit Code	HCS/N9802
Unit Title (Task)	Study internal organizational trends
Description	This OS unit is about analyzing the internal organizational trends on types of product lines launched and innovations practiced
Scope	<p>This unit/ task covers the following:</p> <ul style="list-style-type: none"> Analyse internal trends Analyse products, processes of the organisation
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Analyse internal trends	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. study the organizational history to identify trends</p> <p>PC2. understand the reasons for the trends</p> <p>PC3. understand the customer segment targeted by company</p> <p>PC4. map the position of the company in the markets and reasons for the same</p> <p>PC5. interpret the reasons for the company's position</p> <p>PC6. analyse the competition and their offerings</p> <p>PC7. map the various innovations of the company</p> <p>PC8. track the company's readiness to embrace new market lines</p> <p>PC9. gauge if the company is receptive to market demands</p>
Analyse the products, processes of the organisation	<p>To be competent, the user/ individual must be able to:</p> <p>PC10. analyse the historical sales pattern of the company</p> <p>PC11. analyse the key product line contributing to the major share of revenue and profit</p> <p>PC12. identify the peak and lean production period</p> <p>PC13. identify the reasons for the lean production period and ways to get new order during the season</p> <p>PC14. analyse the major customers / resellers and their product line</p> <p>PC15. interpret the designs / crafts / products where the organisation is strong to be positioned as a USP of the organisation</p> <p>PC16. interact with internal department heads to seek if there is any process improvement possible to come with new designs / patterns</p>
Knowledge and Understanding (K)	
A. Organizational Knowledge	<p>The individual on the job needs to know and understand:</p> <p>KA1. company's policies on: personnel management, relevant legislation, standards, policies, and procedures followed in the company</p> <p>KA2. organization's history and culture</p> <p>KA3. organisation structure</p> <p>KA4. organization's past product lines</p> <p>KA5. company's policies related to dress code and etiquette</p> <p>KA6. documentation and reporting practices followed in the organization</p> <p>KA7. organization's marketing strategy</p>



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Study internal organizational trends

B. Technical Knowledge	<p>The individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> KB1. interpersonal skills and communication with cross section of stakeholders KB2. basics of organizational analysis KB3. possible product lines KB4. basic record keeping techniques KB5. manufacturing process of various product lines KB6. trend analysis KB7. data interpretation KB8. industry tracking skills KB9. latent demand prediction skills KB10. basic profitability analysis KB11. the means to evolve USP
Skills (S)	
A. Core Skills/ Generic Skills	Reading skills
	<p>The individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA1. read about various products and keep abreast of market trends
	Writing skills
	<p>The individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA2. document various aspects of analyzing organizational trends SA3. write descriptions and details about product lines SA4. make market analysis documents
	Communication skills
	<p>The individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA5. interact with employees to work efficiently SA6. communicate and manage stakeholders SA7. interface with top management to exchange ideas on the business SA8. communicate with the customers SA9. comprehend information shared by various internal stakeholders
B. Professional Skills	Decision making
	<p>The individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB1. conclude on the possible new avenues of expansion of organization SB2. elevate the organization to embrace market specific lines
	Plan and organize
	<p>The individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> SB3. how to plan for field visits, resources, etc SB4. how to plan for budget and material requirement
	Customer centricity
	<p>The individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> SB5. the customer preference, taste, etc and accordingly make crafts
	Problem solving
	<p>The individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> SB6. how to solve issues relating to material, cost and labour
	Analytical thinking
	<p>The individual on the job needs to know and understand:</p>



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Study internal organizational trends

	SB7. how to analyse the material requirement, corrective action required during craft making
	Critical thinking
	The individual on the job needs to know and understand how to: SB8. spot process disruptions and delays SB9. report on any concerns to superiors without delay
C. Technical skills	Planning and organizing
	The individual on the job needs to know and understand how to: SC1. schedule internal data collection SC2. estimate resources SC3. schedule internal discussions
	Time management
	The individual on the job needs to know and understand how to: SC4. manage his/her time SC5. manage the employees' time SC6. manage stakeholders' time



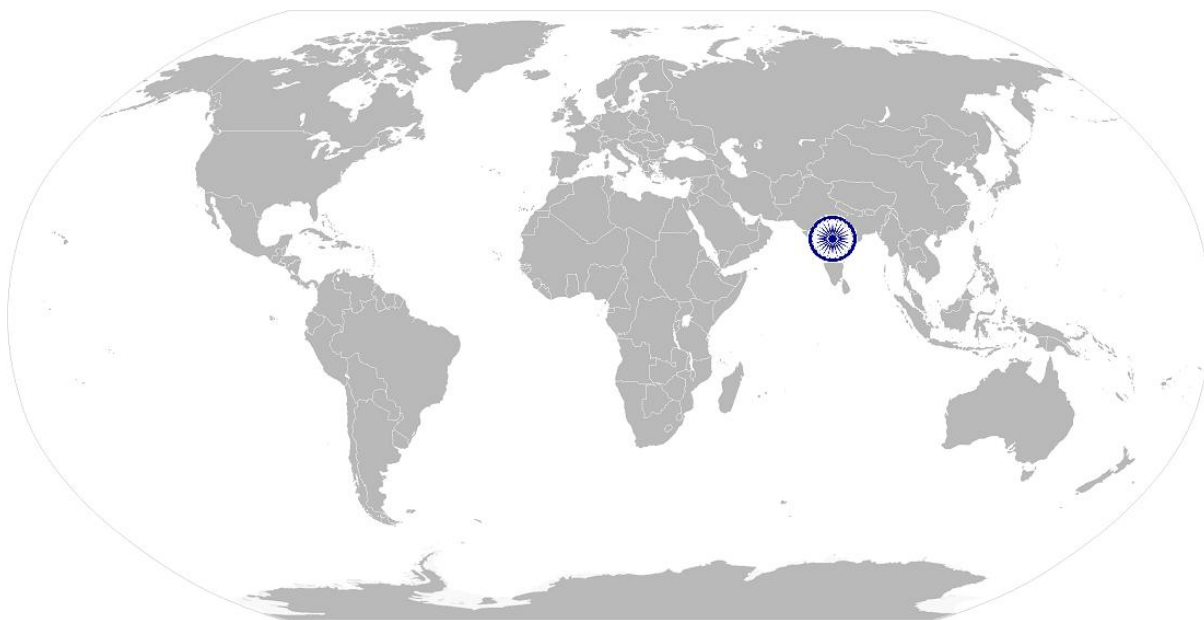


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Study internal organizational trends

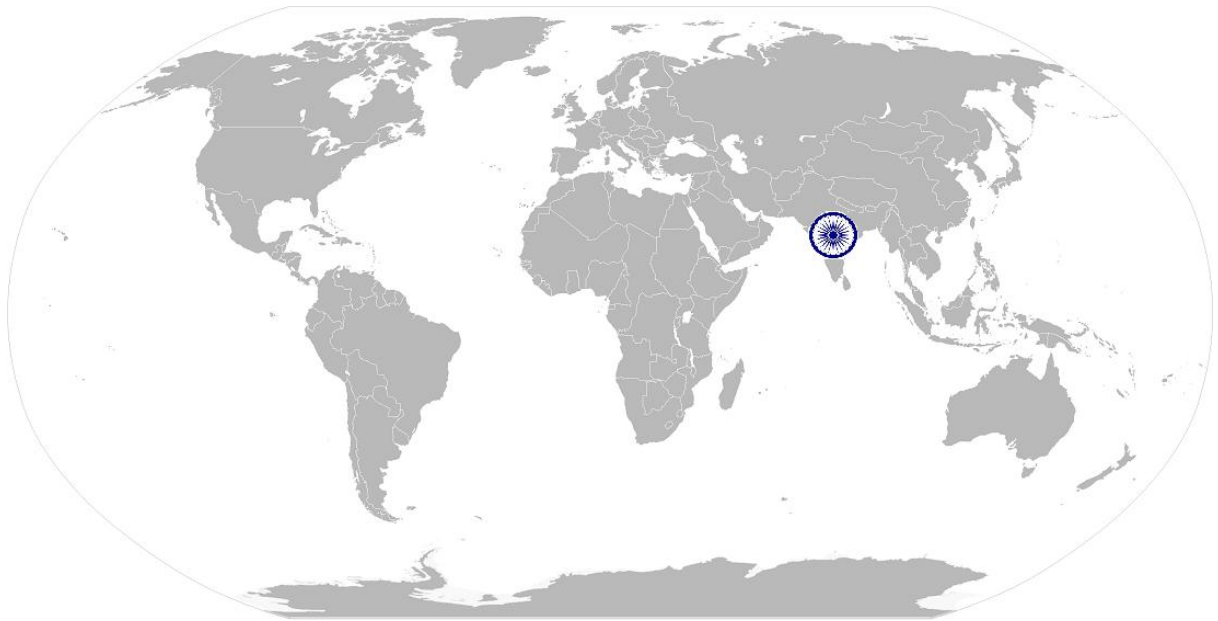
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NOS Code	HCS/N9802		
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Industry	Handicrafts and Carpet	Drafted on	23/02/2015
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Occupation	Marketing and Merchandising	Next review date	26/03/2016





National Occupational Standard



Overview

This unit is about ensuring that the market analysis and cues are reflected in the product lines of the organization



HCS/N9803

Translate market cues to product lines

Unit Code	HCS/N9803
Unit Title (Task)	Translate market cues to product lines
Description	This OS unit is about reflecting the market cues to internal product lines
Scope	<p>This unit/ task covers the following:</p> <ul style="list-style-type: none"> Finalise product lines and associated strategies Agency management Market monitoring
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Finalise product lines and associated strategies	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. decide on the product mix according to the markets and targeted segments</p> <p>PC2. decide on the pricing that can be adopted</p> <p>PC3. create attractive selling and promotion methods</p> <p>PC4. ensure that the product mix decision is taken considering the investment, sales and intrinsic organizational readiness</p> <p>PC5. present the reasons for the decision</p> <p>PC6. map all the regulatory and compliance related procedures</p>
Agency management	<p>To be competent, the user/ individual must be able to:</p> <p>PC7. shortlist agencies based on product offerings and terms & conditions</p> <p>PC8. identify the right agencies for reaching the markets</p> <p>PC9. negotiate with them on terms of price, quality and delivery</p> <p>PC10. interface with the agencies regularly to ensure smooth working</p> <p>PC11. ensure all agreed terms are met and fulfilled by either party</p>
Market monitoring	<p>To be competent, the user/ individual must be able to:</p> <p>PC12. monitor if the lines as well as associated strategies are going fine in the respective markets</p> <p>PC13. collect the relevant data</p> <p>PC14. make the required market visits</p> <p>PC15. monitor if the agencies are performing according to scope of service</p> <p>PC16. analyze all the requisite data</p> <p>PC17. interpret the results</p> <p>PC18. present to the top management</p> <p>PC19. document the analysis in appropriate formats</p>
Knowledge and Understanding (K)	
A. Organizational Knowledge	<p>The individual on the job needs to know and understand:</p> <p>KA1. company's policies on: personnel management, relevant legislation, standards, policies, and procedures followed in the company</p> <p>KA2. organization's history and culture</p> <p>KA3. organisation structure</p> <p>KA4. organization's past product lines</p> <p>KA5. company's policies related to dress code and etiquette</p> <p>KA6. documentation and reporting practices followed in the organization</p>



HCS/N9803

Translate market cues to product lines

	KA7. organization's marketing strategy
B. Technical Knowledge	<p>The individual on the job needs to know and understand:</p> <p>KB1. interpersonal skills and communication with cross section of stakeholders</p> <p>KB2. basics of creating product lines</p> <p>KB3. basics of pricing</p> <p>KB4. basic record keeping techniques</p> <p>KB5. manufacturing process of various product lines</p> <p>KB6. trend analysis</p> <p>KB7. data interpretation</p> <p>KB8. contract management</p> <p>KB9. agency management</p> <p>KB10. monitoring frameworks</p> <p>KB11. pricing principles and strategies associated with it</p> <p>KB12. identify and manage vendors</p>
Skills (S)	
A. Core Skills/ Generic Skills	Reading skills
	The individual on the job needs to know and understand how to:
	SA1. read about various products and keep abreast of market trends
	SA2. read and understand various aspects of agreements/contracts
	Writing skills
	The individual on the job needs to know and understand how to:
	SA3. document various aspects of analyzing product line performance
	SA4. write descriptions and details about product lines
	SA5. make market analysis documents
	Communication skills
	The individual on the job needs to know and understand how to:
	SA6. interact with employees to work efficiently
	SA7. communicate and manage stakeholders
	SA8. interface with top management to exchange ideas on the business
	SA9. communicate with the customers
	SA10. comprehend information shared by various internal stakeholders
B. Professional Skills	Decision making
	The individual on the job needs to know and understand how to:
	SB1. conclude on the possible new avenues of expansion of organization
	SB2. elevate the organization to embrace market specific lines
	Plan and organize
	The individual on the job needs to know and understand:
	SB3. how to plan for field visits, resources, etc
	SB4. how to plan for budget and material requirement
	Customer centricity
	The individual on the job needs to know and understand:
	SB5. the customer preference, taste, etc and accordingly make crafts
	Problem solving
	The individual on the job needs to know and understand:



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Translate market cues to product lines

	SB6. how to solve issues relating to material, cost and labour
	Analytical thinking
	The individual on the job needs to know and understand: SB7. how to analyse the material requirement, corrective action required during craft making
	Critical thinking
	The individual on the job needs to know and understand how to: SB8. spot process disruptions and delays SB9. report on any concerns to superiors without delay
C. Technical skills	Planning and organizing
	The individual on the job needs to know and understand how to: SC1. schedule internal data collection SC2. estimate resources SC3. schedule internal discussions
	Negotiation skills
	The individual on the job needs to know and understand how to: SC4. negotiate terms with vendors SC5. achieve best outcome for the organisation
	Time management
	The individual on the job needs to know and understand how to: SC6. manage his/her time SC7. manage the employees' time SC8. manage stakeholders' time

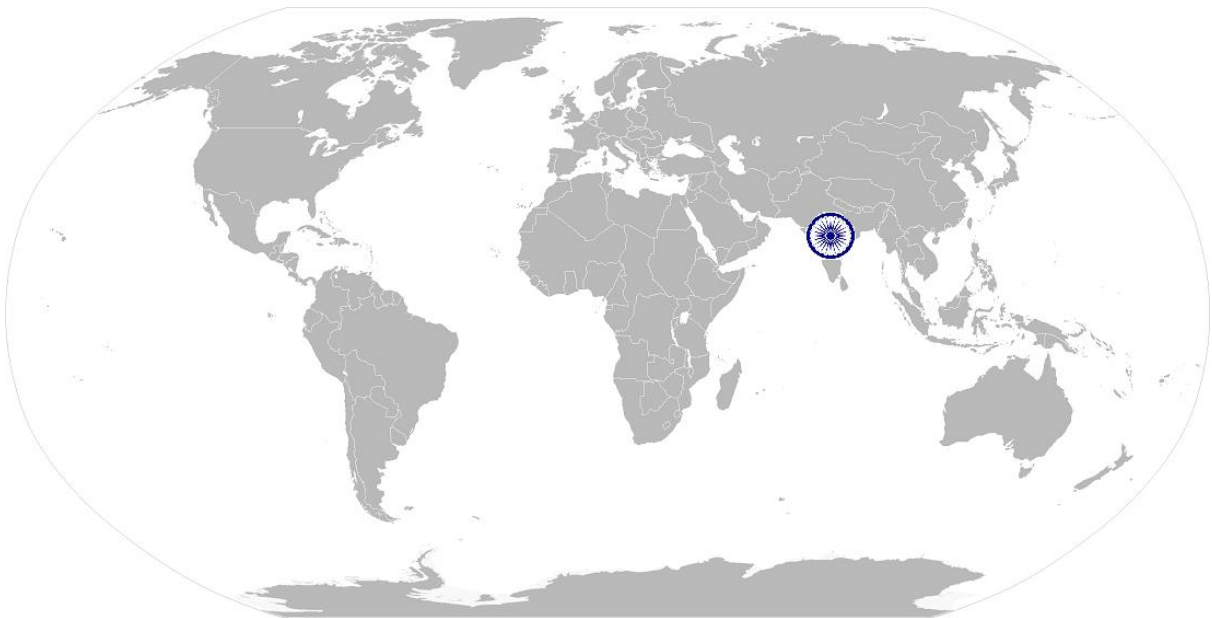


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Translate market cues to product lines

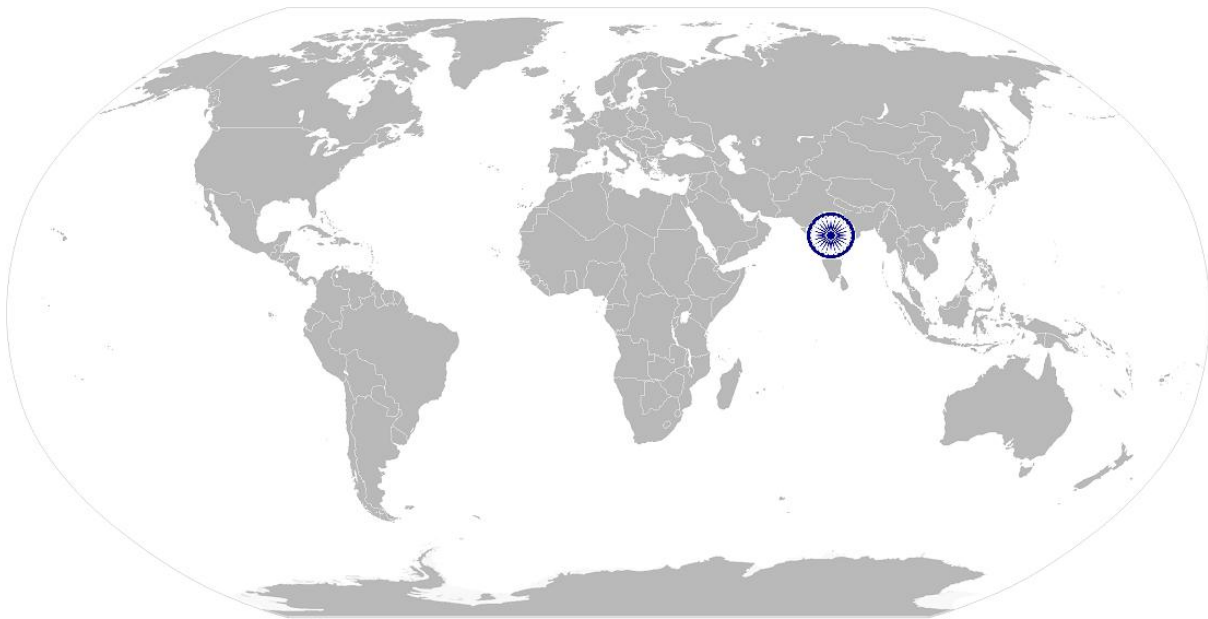
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NOS Code	HSC/N9803		
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Occupation	Marketing and Merchandising	Next review date	26/03/2016





National Occupational Standard



Overview

This unit is about individual's coordination and communication level with colleagues and superiors so as to achieve the deliverable on time through a smooth workflow.



HCS/N9901

Coordinate with colleagues and work as a team

Unit Code	ELE/N9901
Unit Title (Task)	Coordination and team work with colleagues and superior
Description	This OS unit is about communicating and coordinating with colleagues and superiors in order to achieve smooth and hazard free work flow during production. It is about the ability to work as a team member, share work and multi task to meet the deliverable schedule and quality requirements, assuring no process disruptions.
Scope	<p>This unit/ task covers the following:</p> <ul style="list-style-type: none"> • Interact with supervisor or superior • Work as a team by coordinating with colleagues within and outside the department • Report and Document
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Interact with supervisor or superior	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. receive job order and instructions from reporting supervisor</p> <p>PC2. understand the work output requirements, targets, performance indicators and incentives</p> <p>PC3. deliver quality work on time and report any anticipated reasons for delays</p> <p>PC4. report on any grievances, production defects and any potential hazards</p> <p>PC5. communicate on process flow improvements</p> <p>PC6. communicate maintenance and repair schedule proactively to the supervisor</p> <p>PC7. receive feedback on work standards</p> <p>PC8. interact and clarify doubts on design, usage of materials & tools, quality & standards compliance, etc</p> <p>PC9. report in time for shortage or need of raw materials</p> <p>PC10. handover completed work to supervisor</p>
Work as a team by coordinating with colleagues within and outside the department	<p>To be competent, the user/ individual must be able to:</p> <p>PC11. communicate to the colleagues from within and other departments, clearly and effectively on all aspects to carry out the work among the team</p> <p>PC12. maintain the etiquettes, use polite language, demonstrate responsible and disciplined behaviours to the colleagues</p> <p>PC13. interact with colleagues from different functions and understand the nature of their work</p> <p>PC14. put team over individual goals and multi task or share work where necessary supporting the colleagues</p> <p>PC15. resolve conflicts and ensure smooth workflow</p> <p>PC16. interact and understand the production requirement for the day from the previous and successive processing department and work accordingly</p> <p>PC17. communicate and discuss work flow related difficulties in order to find solutions with mutual agreement</p> <p>PC18. receive feedback from Quality Control and rework in order to complete work on time</p>



HCS/N9901

Coordinate with colleagues and work as a team

	PC19. share information with colleagues to enable efficient delivery of work PC20. highlight any errors of colleagues, help to rectify and ensure quality output PC21. work with cooperation, coordination, communication and collaboration, with shared goals and supporting each others performance
Report and Document	To be competent, the user/ individual must be able to: PC22. document all the details accurately relating to one's role as required PC23. report on the work completed and keep it in records
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The individual on the job needs understand: KA1. company's policies on preferred language of communication, incentives, quality standards, personnel management, reporting and escalation matrix policy KA2. company's standard operating procedure (SOP) and the risk and impact of not following them KA3. procedures for working with colleagues, his/her role and responsibilities in relation to this KA4. organizational hierarchy and the line of reporting structure KA5. procedures to report employment related issues and to deal with conflicts KA6. work flow involved in the company's production process and the sequence of operations KA7. importance of the individual's role in the workflow and details of the individual responsibilities KA8. Work target and review mechanism KA9. common potential hazards in the work place and the procedures to deal with them KA10. tools and equipments handling procedure KA11. documentation procedures as required
B. Technical Knowledge	The individual on the job needs to know and understand: KB1. communicate effectively with various categories of people and the different departments in the organization KB2. build team coordination and work effectively in a team for organizational and individual success KB3. to document the job activity as required like the check sheets, history sheets, etc. KB4. help colleagues with specific issues and problems, meeting quality and time standards as a team KB5. listen actively to team members KB6. maintain the proper tone and pitch for communication, ethics and discipline for professional success KB7. develop effective working relationship with mutual trust and respect within the team KB8. express and address grievances appropriately, deal with difficult work relationships and manage the internal conflicts effectively.



HCS/N9901

Coordinate with colleagues and work as a team

Skills (S) [Optional]	
A. Core Skills/ Generic Skills	Reading skills
	The individual on the job needs to know and understand how to: SA1. read job sheets, design sheet and information displayed at the workplace SA2. read notes/comments from the supervisor SA3. read and understand manuals, health and safety instructions, memos etc
	Writing skills
	The individual on the job needs to know and understand how to: SA4. fill up documentation to one's role
	Communication skills
	The individual on the job needs to know and understand how to: SA5. interact with team members to work efficiently SA6. communicate effectively with supervisor
B. Professional Skills	Decision making skills
	The individual on the job needs to know and understand how to: SB1. report to supervisor and deal with a colleague individually, depending on the type of concern
	Plan and Organize
	The individual on the job needs to know and understand how to: SB2. communicate with superiors as required
	Customer centricity
	The individual on the job needs to know and understand how to: SB3. communicate with customers / clients and understand their preferences
	Problem solving
	The individual on the job needs to know and understand how to: SB4. resolve problems / conflicts through proper communication
	Analytical thinking
	The individual on the job needs to know and understand how to: SB5. analyse and communicate as per the requirement
	Critical thinking
	The individual on the job needs to know and understand how to: SB6. spot and communicate potential areas of disruptions to work process and report the same

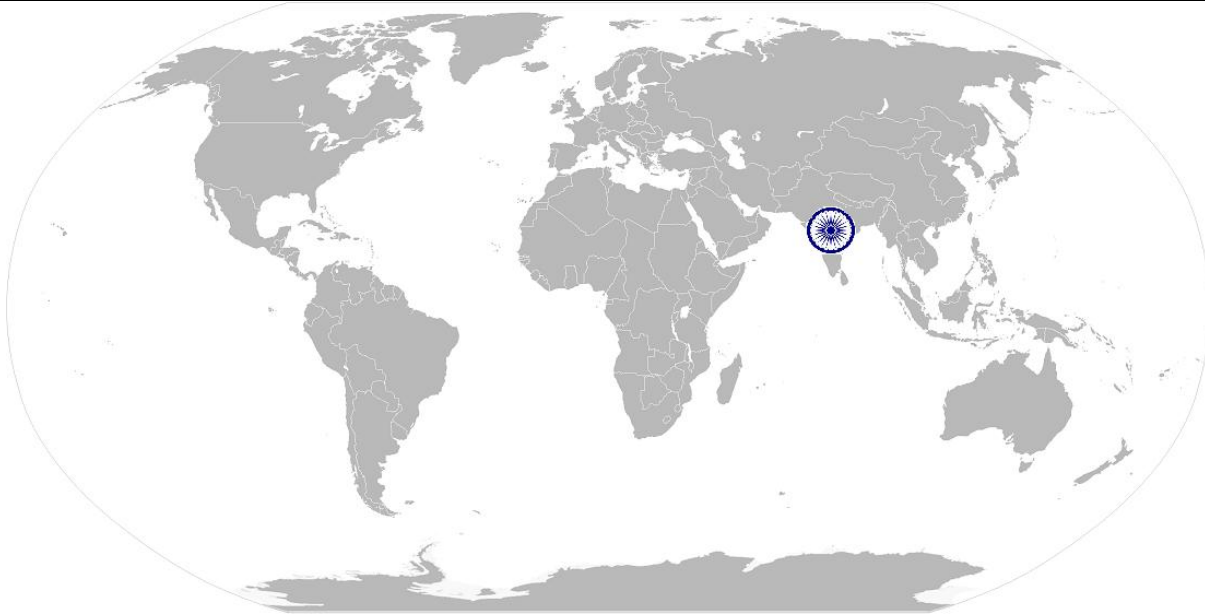


HCS/N9901

Coordinate with colleagues and work as a team

NOS Version Control

NOS Code	HCS/N9901		
Credits(NSQF)	TBD	Version number	1.0
Industry	Handicrafts and Carpet	Drafted on	23/02/2015
Industry Sub-sector	Handicrafts	Last reviewed on	26/03/2015
		Next review date	26/03/2016





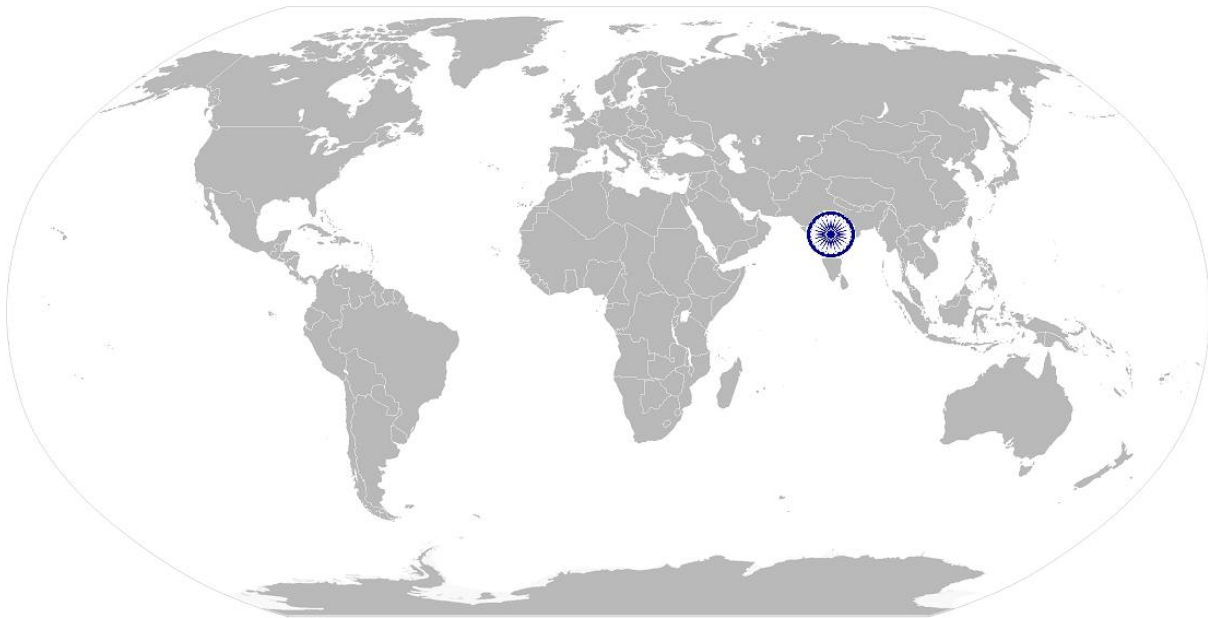
HCS/N9902

NOS
National Occupational Standards

Maintain safe work environment



National Occupational Standard



Overview

This unit is about the individual's effort to maintain safe work environment.



HCS/N9902

Maintain safe work environment

Unit Code	HCS/N9902
Unit Title (Task)	Maintain safe work environment
Description	This OS unit is about following adequate safety procedures to make work environment safe.
Scope	<p>This unit/ task covers the following:</p> <ul style="list-style-type: none"> Follow safety procedure and practices Achieve safety standards
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Follow safety procedure and practices	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. comply with safety procedures while on work to prevent accidents</p> <p>PC2. take adequate safety measures while handling materials, chemicals and tools</p> <p>PC3. wear appropriate personal protective gears such as gloves, protective goggles, masks etc. while working</p> <p>PC4. undertake basic safety checks before operation of all tools and electrical equipments</p> <p>PC5. wear appropriate and recommended clothing as per the work environment (eg: working in a furnace area)</p> <p>PC6. follow recommended material handling procedure to control material and personal damage</p> <p>PC7. perform all procedures as per company's work instructions for controlling operational risk</p> <p>PC8. perform the duties in a manner which minimizes environmental damage</p> <p>PC9. dispose of waste safely and correctly in a designated area as per company's SOP</p> <p>PC10. report any accidents, incidents or problems without delay to the supervisor and take necessary immediate action to reduce further danger</p>
Achieve safety standards	<p>To be competent, the user/ individual must be able to:</p> <p>PC11. ensure zero accident at workplace</p> <p>PC12. adhere to safety standards and ensure no material damage</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The individual on the job needs to know and understand:</p> <p>KA1. company's policies on work safety and occupational hazard management</p> <p>KA2. company's HR policies</p> <p>KA3. company's reporting structure</p> <p>KA4. company emergency evacuation procedure</p>



HCS/N9902

Maintain safe work environment

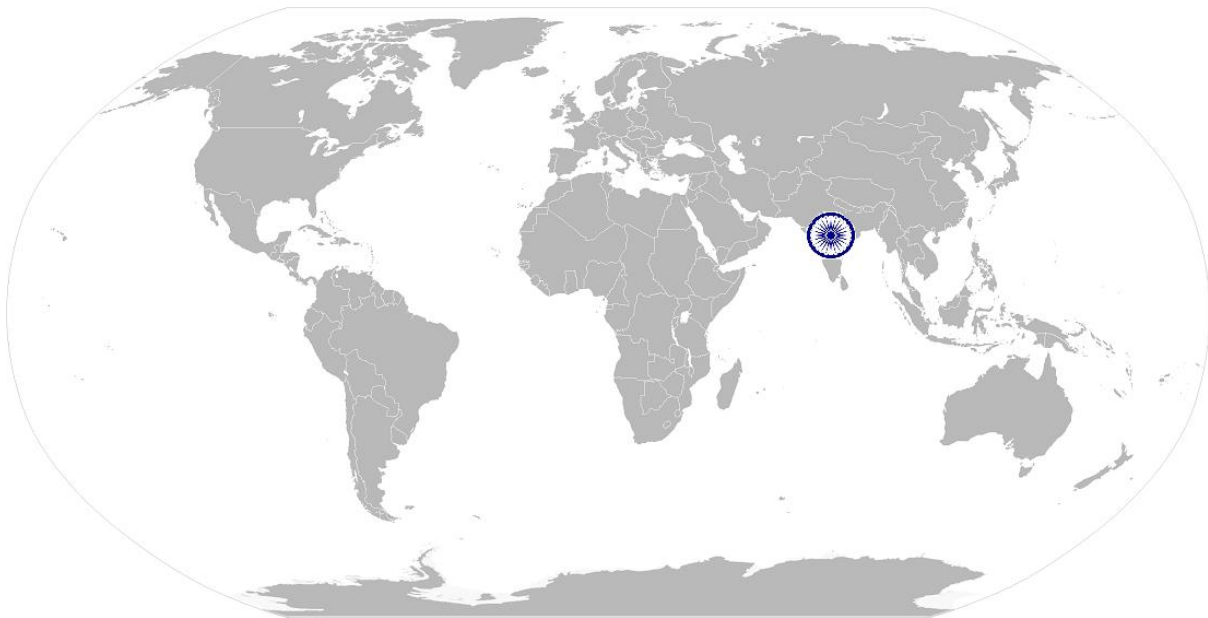
B. Technical Knowledge	<p>The individual on the job needs to know and understand:</p> <p>KB1. accidental risks to the worker</p> <p>KB2. how to maintain the work area safe and secure</p> <p>KB3. how to perform the duties in a way to minimize accidental risks</p> <p>KB4. how to handle chemicals</p> <p>KB5. purpose and usage of protective gears such as gloves , protective goggles, masks, etc. while working</p> <p>KB6. material handling procedure</p> <p>KB7. standard Operating Procedure (SOP) of processes</p> <p>KB8. precautionary activities to be followed in the processes</p> <p>KB9. how to operate tools and electrical equipments</p> <p>KB10. emergency procedures to be followed in case of an mishap such as fire accidents etc.</p>
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	Reading skills
	<p>To be competent, the user/ individual must be able to:</p> <p>SA1. read safety instructions, safety signage and safety manuals</p> <p>SA2. read the usage of various safety tools and equipments</p>
	Writing skills
	<p>To be competent, the user/ individual must be able to:</p> <p>SA3. take notes on descriptions and details of various safety precautions and procedures as instructed</p>
	Communication Skills
	<p>To be competent, the user/ individual must be able to:</p> <p>SA4. communicate supervisor about the work safety issues</p> <p>SA5. receive instructions from supervisor on minimizing the accidental risks</p> <p>SA6. communicate co-workers about the precautions to be taken for accident free work</p>
B. Professional Skills	Decision Making skills
	<p>The individual on the job needs to know and understand:</p> <p>SB1. how to select appropriate safety tools and equipments</p>
	Plan and Organize
	<p>The individual on the job needs to know and understand:</p> <p>SB2. improve work processes by adopting best safety practices</p>
	Customer centricity
	<p>The individual on the job needs to know and understand:</p> <p>SB3. coordinate with different departments on briefing the safety aspects</p> <p>SB4. guide the team members on use of various safety tools and equipments</p>
	Problem solving
	<p>The individual on the job needs to know and understand:</p> <p>SB5. improve work processes by adopting best safety practices</p>



HCS/N9902

Maintain safe work environment

	Analytical thinking
	The individual on the job needs to know and understand: SB6. analyse the usage of appropriate tools and consumables
	Critical thinking
	The individual on the job needs to know and understand how to: SB7. spot errors and any other disruptions and communicate with solutions
C. Technical Skills	Handling tools, equipments and chemicals
	The individual on the job needs to know and understand: SC1. how to use safety equipments such as fire extinguisher during fire accidents SC2. how to store chemicals and tools in a safe way SC3. how to use tools and equipments without causing any injury to fellow workers





HCS/N9902

Maintain safe work environment

NOS Version Control

NOS Code	HCS/N9902		
Credits(NSQF)	TBD	Version number	1.0
Industry	Handicrafts and Carpet	Drafted on	23/02/2015
Industry Sub-sector	Handicrafts	Last reviewed on	26/03/2015
		Next review date	26/03/2016

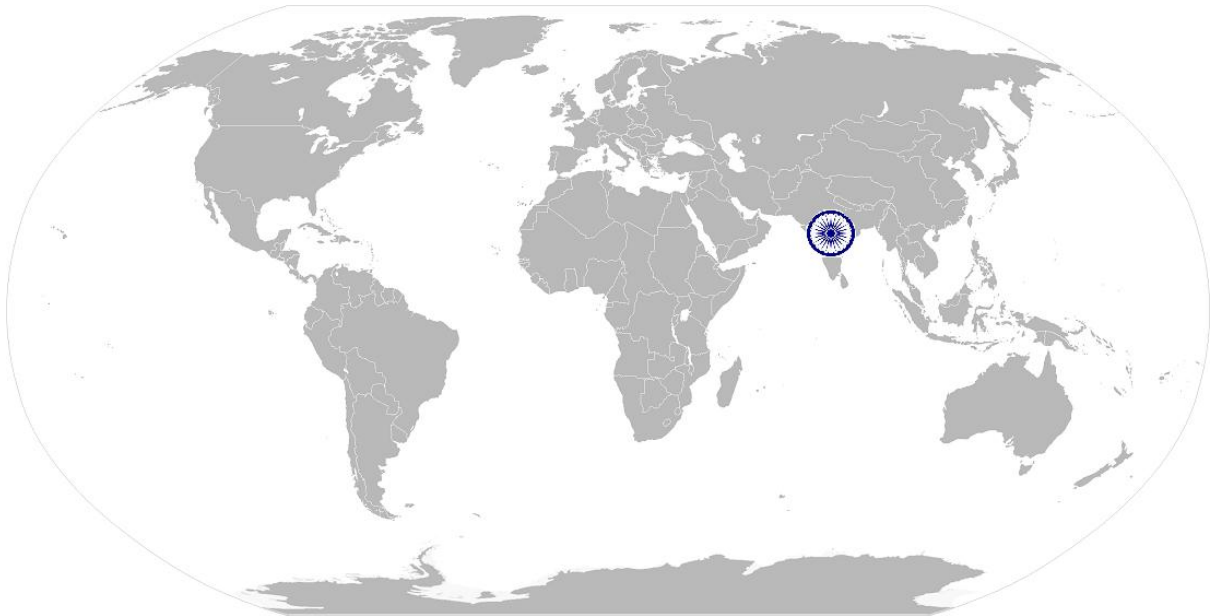




HCS/N9903

Maintain personal health

National Occupational Standard



Overview

This unit is about managing personal health at work place.



HCS/N9903

Maintain personal health

Unit Code	HCS /N9903
Unit Title (Task)	Maintain personal health
Description	This OS unit is about managing personal health at work place.
Scope	<p>This unit/ task covers the following:</p> <ul style="list-style-type: none"> Adopt healthy work practices Achieve work productivity while maintaining health
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Adopt healthy work practices	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. always cover the mouth and nose with a dust mask while working and keep on changing when it gets blocked with dust</p> <p>PC2. follow work instructions strictly to reduce the amount of pollution at the work place e.g. wet the rock / craft material before working on it</p> <p>PC3. wear protective goggles over eyes and replace them when scratches on it obscure the vision</p> <p>PC4. wear gloves as per the materials used for making handicraft to avoid blisters; scratches and cuts</p> <p>PC5. undergo preventive health checkups at regular intervals</p> <p>PC6. take prompt treatment from the doctor in case of illness</p> <p>PC7. follow SOPs for dealing with blisters; scratches; accidental fires or any other type of emergencies at work</p>
Achieve work productivity while maintaining health	<p>To be competent, the user/ individual must be able to:</p> <p>PC8. ensure no productivity loss or absenteeism from work due to illness</p> <p>PC9. ensure no long term ill effect on the personal health</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The individual on the job needs to know and understand:</p> <p>KA1. company's policies on: personal health and occupational hazard management</p> <p>KA2. company's HR policies</p> <p>KA3. company's reporting structure</p> <p>KA4. company's emergency evacuation procedure</p>
B. Technical Knowledge	<p>The individual on the job needs to know and understand:</p> <p>KB1. health risks to the worker at the work place</p> <p>KB2. healthy work practices</p> <p>KB3. how to perform the duties in a way to minimize pollution at the work place</p> <p>KB4. what personal protective equipments should be worn and how it is cared for</p> <p>KB5. safe disposal methods for waste</p> <p>KB6. how to provide the first aid treatment at workplace</p> <p>KB7. emergency procedures to be followed in case of an mishap such as fire accidents etc.</p>



HCS/N9903

Maintain personal health

Skills (S)	
A. Core Skills/ Generic Skills	Reading skills
	To be competent, the user/ individual must be able to: SA1. read personal health instructions and manual SA2. read the usage of various hand tools and personal protection equipments
	Writing skills
	To be competent, the user/ individual must be able to: SA3. take notes on descriptions and details of various personal health maintenance procedures
	Communication Skills
	To be competent, the user/ individual must be able to: SA4. communicate supervisor about the physical symptoms SA5. receive instructions from doctor and supervisor on medical care
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand: SB1. how to select appropriate hand tools and personal protection equipments SB2. when to change personal protection equipments during the work SB3. how to identify first aid needs in case and of an injury
	Plan and organize
	The user/individual on the job needs to know and understand: SB4. how to select appropriate hand tools and personal protection equipments SB5. when to change personal protection equipments during the work
	Customer centricity
	The user/individual on the job needs to know and understand: SB6. how to use materials that does not affect customer health / make injury
	Problem solving
	The individual on the job needs to know and understand: SB7. improve work processes by adopting best safety practices
	Analytical thinking
	The individual on the job needs to know and understand: SB8. analyse the usage of appropriate tools and consumables
	Critical thinking
	The individual on the job needs to know and understand how to: SB9. spot errors and any other disruptions and communicate with solutions

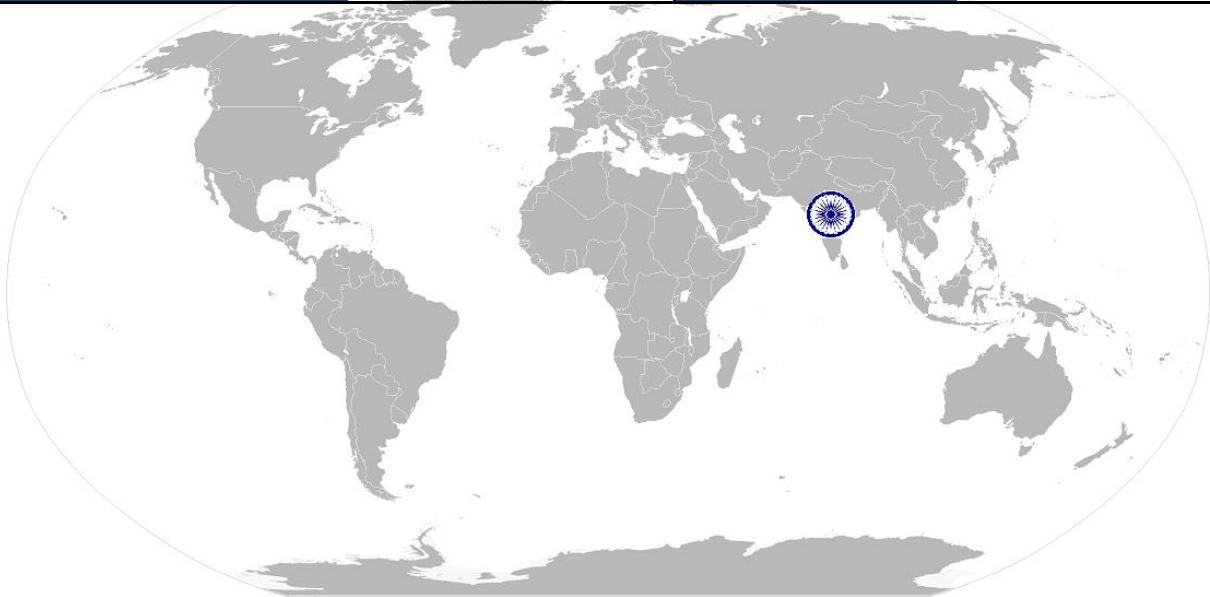


HCS/N9903

Maintain personal health

NOS Version Control

NOS Code	HCS/N9903		
Credits(NSQF)	TBD	Version number	1.0
Industry	Handicrafts and Carpet	Drafted on	23/02/2015
Industry Sub-sector	Handicrafts	Last reviewed on	26/03/2015
		Next review date	26/03/2016





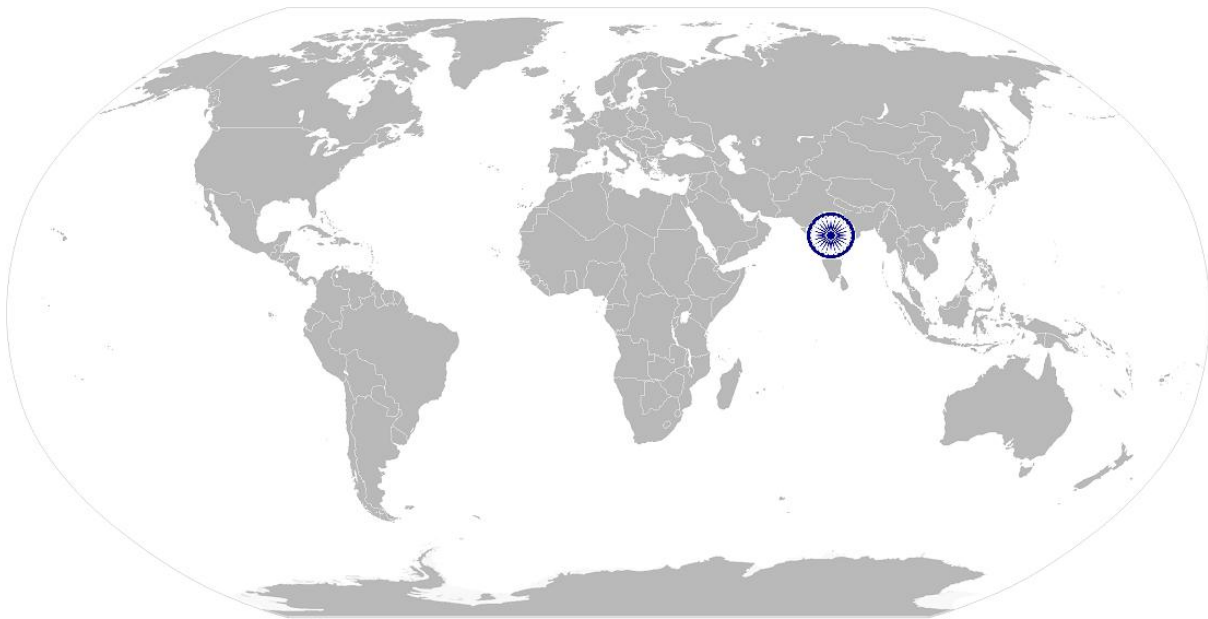
HCS/N9904

NOS
National Occupational Standards

Basic business management



National Occupational Standard



Overview

This unit is about successful basic business management in handicraft units



HCS/N9904

Basic business management

Unit Code	HCS/N9904
Unit Title (Task)	Basic business management
Description	This OS unit is about basic business management in handicraft units. This OS unit is to aid in successful management of business
Scope	<p>This unit/ task covers the following:</p> <ul style="list-style-type: none"> • People management • Product planning • Procurement of raw materials • Market interfacing • Financial management • Record keeping
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
People management	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. allot work to the employees of the unit according to their skill and experience</p> <p>PC2. train the employees of his/her unit with the appropriate skills required to make market relevant and quality products</p> <p>PC3. motivate the employees</p> <p>PC4. handle the grievances/issues that are raised by the employees</p> <p>PC5. manage the employee expectations</p>
Product planning	<p>To be competent, the user/ individual must be able to:</p> <p>PC6. gather and analyse the cues from the market</p> <p>PC7. ascertain the customer preference</p> <p>PC8. create product lines based on current market preference</p> <p>PC9. create product lines that are unique and able to price high</p> <p>PC10. price the products according to market trends</p> <p>PC11. decide the best way to market the product lines</p>
Procurement of raw materials	<p>To be competent, the user/ individual must be able to:</p> <p>PC12. make a list of raw materials required according to the product lines</p> <p>PC13. ascertain the quantity and right price to procure the materials</p> <p>PC14. identify the right locations/agents from where the raw materials can be procured</p> <p>PC15. negotiate to get the best price</p> <p>PC16. ensure quality materials are procured</p> <p>PC17. ensure the procured materials are stored in appropriate conditions</p> <p>PC18. maintain the bills and record the prices of procurement for future reference</p> <p>PC19. maintain healthy vendor relationships</p>
Market interfacing	<p>To be competent, the user/ individual must be able to:</p> <p>PC20. identify the nearest market</p> <p>PC21. analyze the prevalent price for product lines</p> <p>PC22. decide on the most effective means to access the market</p> <p>PC23. plan for cost effective transportation to the market</p>



HCS/N9904

Basic business management

	PC24. position the product according to market requirements PC25. manage customer expectations
Financial management	To be competent, the user/ individual must be able to: PC26. analyze and ascertain the cost of production PC27. maintain the book of accounts related to the business PC28. own and operate a bank account PC29. identify cost effective means of running business
Record keeping	To be competent, the user/ individual must be able to: PC30. identify various aspects of business that require recording PC31. create formats for recording PC32. make various records pertaining to all aspects of business PC33. maintain these records with periodic updation PC34. maintain necessary documents as per local government and regulatory requirement PC35. analyze the records and glean various trends from the same
Knowledge and Understanding (K)	
A. Technical Knowledge	The individual on the job needs to know and understand: KA1. interpersonal skills and communication with cross section of stakeholders KA2. basics of accounting KA3. basics of banking KA4. costing principles KA5. product and craft knowledge including material and tools requirement KA6. gathering market intelligence KA7. various transportation means and implication on costing KA8. various product lines that can be created depending on sector of operation KA9. basic record keeping techniques KA10. basic laws, rules, regulations , etc with reference to business KA11. vendor management and development KA12. pricing techniques KA13. business profitability assessment
Skills (S)	
A. Core Skills/ Generic Skills	Reading skills
	The individual on the job needs to know and understand how to: SA1. read about various products and keep abreast of market trends
	Writing skills
	The individual on the job needs to know and understand how to: SA2. document various aspects of business SA3. write descriptions and details about investment, expenditures and sale
	Communication skills
	The individual on the job needs to know and understand how to: SA4. interact with employees to work efficiently SA5. communicate and manage vendors SA6. interface with fellow entrepreneurs to exchange ideas on the business SA7. communicate with the customers SA8. comprehend information shared by various stakeholders



HCS/N9904

Basic business management

B. Professional Skills	Decision making skills
	The individual on the job needs to know and understand how to: SB1. finalize the product lines SB2. fix the appropriate price SB3. hire the employees with appropriate skill set and experience SB4. predict the profit margin to be achieved by the business SB5. decide on which market segment to target
	Plan and organize
	The individual on the job needs to know and understand how to: SB6. schedule production cycles SB7. estimate resources SB8. schedule market visits
	Customer centricity
	The individual on the job needs to know and understand how to: SB9. gather information on customer preference and taste SB10. interact with various types of customers and understand the trends
	Problem solving
	The individual on the job needs to know and understand how to: SB11. analyze and solve conflicts and problems pertaining to the business SB12. ensure that the problems do not arise repeatedly SB13. anticipate various problems/challenges that can crop up
	Analytical thinking
	The individual on the job needs to know and understand how to: SB14. analyse the market for increasing the sales
	Critical thinking
	The individual on the job needs to know and understand how to: SB15. spot errors and any other disruptions and communicate with solutions

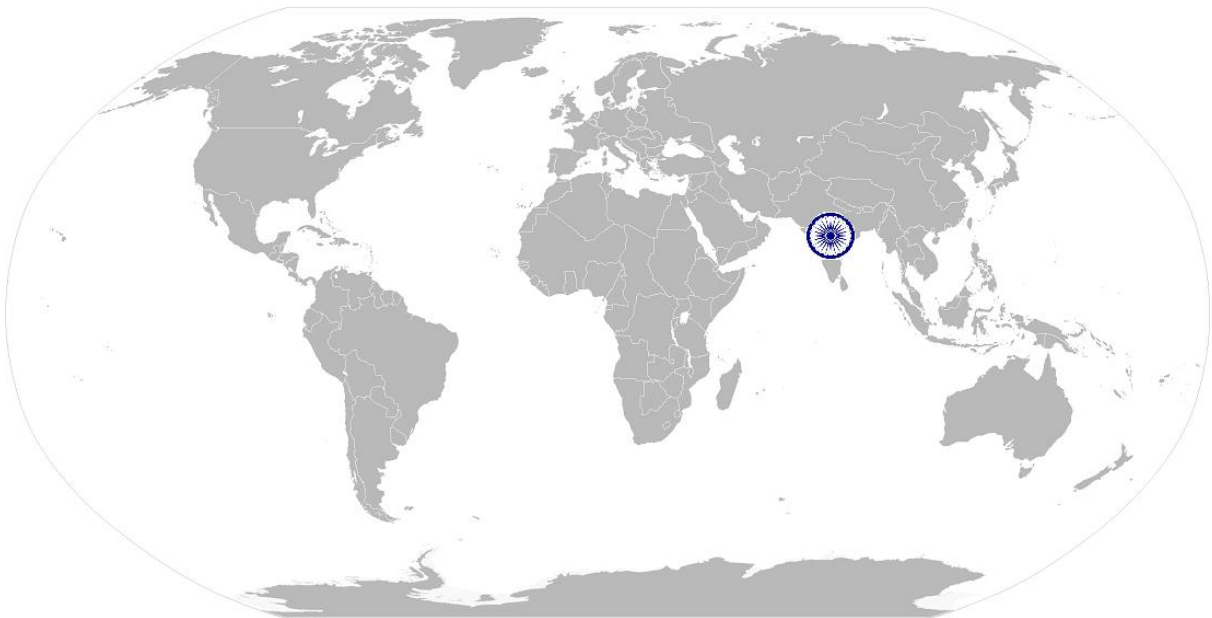


HCS/N9904

Basic business management

NOS Version Control

NOS Code	HCS/N9904		
Credits(NSQF)	TBD	Version number	1.0
Industry	Handicrafts and Carpet	Drafted on	23/02/2015
Industry Sub-sector	Handicrafts	Last reviewed on	26/03/2015
		Next review date	26/03/2016

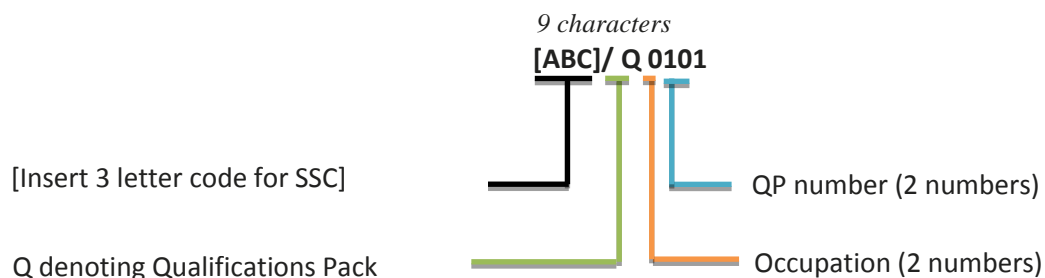




Annexure

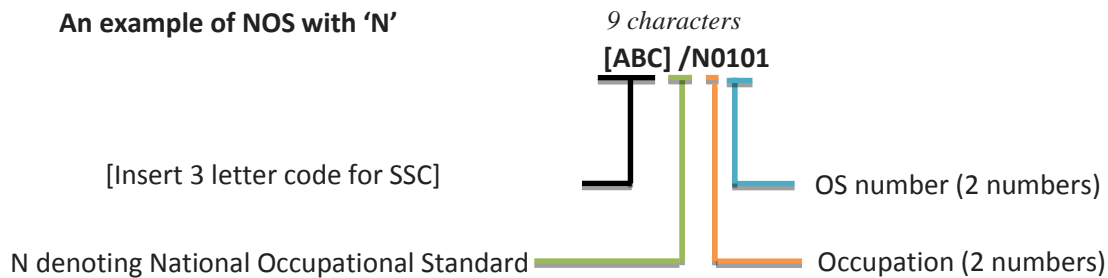
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'





The following acronyms/codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
Ceramics	01 – 10
Fashion Jewellery	11 - 13
Stoneware	14 - 19
Glassware	20 - 27
Metalware crafts	28 - 37
Leather crafts	38 - 43
Paper Mache	44 - 49
Carpets & rugs	50 – 59
Horn bone & shell craft	60 – 65
Wood ware, dolls & toys	66 – 71
Hand printed, Embroidered / knitted & crocheted textiles	72 – 77
Agarbatti	78 – 82
Paper crafts	83 – 86
NER crafts	87 – 92
Miscellaneous crafts	93 - 95
Generic Occupation	96 – 99

Sequence	Description	Example
Three letters	Handicrafts and Carpet Sector Skill Council	HCS
Slash	/	/
Next letter	Whether QP or NOS	Q
Next two numbers	Occupation code	01
Next two numbers	OS number	01



ASSESSMENT CRITERIA

Job Role : Merchandiser Qualification Pack : HCS/Q 9801 Sector Skill Council : Handicrafts and Carpet					
<ol style="list-style-type: none"> Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for each PC. Each NOS will assessed both for theoretical knowledge and practical The assessment will be based on knowledge bank of questions created by the SSC. Individual assessment agencies will create unique question papers for theory and skill practical part for each candidate at each examination/training center To pass the Qualification Pack, every trainee should score a minimum of 70% in every NOS In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack 					
		Total Mark (700)			
HCS / N 9801	Analyze market for trends				
NOS Element	Performance Criteria		Out of	Theory	Skills Practical
Study the market	PC1. study the market using primary and secondary research to map the market trends	100	10	5	5
	PC2. understand the difference between national and international market preferences		7	5	2
	PC3. scan and analyze the competition in national and international markets		8	4	4
	PC4. map the typical price points of competitors in national and international markets		8	4	4
	PC5. map the competitor product lines in national and international markets		6	2	4
	PC6. analyze the various product innovations in national and international markets		7	3	4
Analyse new products, fashion and trends	PC7. read journals relating to handicraft		4	3	1
	PC8. participate in exhibitions in and outside the country and get cues on latest fashion		6	2	4
	PC9. visit design studios to know the latest in design		6	2	4
	PC10. interact with resellers to understand the end customer requirement		6	2	4
Understand	PC11. map the customer preferences across		7	3	4



Qualifications Pack For Merchandiser

customer preferences	markets				
	PC12. understand the latent customer demands for the product line		7	2	5
	PC13. interface with end customers, whenever possible, to elicit their demands		8	3	5
	PC14. track the changes in customer preferences over time to understand the nature of the product usage		10	5	5
	TOTAL POINTS		100	45	55

HCS / N 9802	Study internal organizational trends				
NOS Element	Performance Criteria		Out of	Theory	Skills Practical
Analyse internal trends	PC1. study the organizational history to identify trends	100	6	2	4
	PC2. understand the reasons for the trends		7	2	5
	PC3. understand the customer segment targeted by company		8	3	5
	PC4. map the position of the company in the markets and reasons for the same		8	3	5
	PC5. interpret the reasons for the company's position		7	3	4
	PC6. analyse the competition and their offerings		8	3	5
	PC7. map the various innovations of the company		5	2	3
	PC8. track the company's readiness to embrace new market lines		6	2	4
	PC9. gauge if the company is receptive to market demands		5	2	3
Analyse the products, processes of the organisation	PC10. analyse the historical sales pattern of the company		5	2	3
	PC11. analyse the key product line contributing to the major share of revenue and profit		5	2	3
	PC12. identify the peak and lean production period		5	2	3
	PC13. identify the reasons for the lean production period and ways to get new order during the season		5	2	3
	PC14. analyse the major customers / resellers and their product line		5	2	3
	PC15. interpret the designs / crafts / products where the organisation is strong to be positioned as a USP of the organisation		8	3	5
	PC16. interact with internal department heads to seek if there is any process improvement possible to come with new designs / patterns		7	3	4
	TOTAL POINTS		100	38	62



HCS / N 9803	Translate market cues to product lines				
NOS Element	Performance Criteria		Out of	Theory	Skills Practical
Finalise product lines and associated strategies	PC1. decide on the product mix according to the markets and targeted segments	100	6	3	3
	PC2. decide on the pricing that can be adopted		6	3	3
	PC3. create attractive selling and promotion methods		6	2	4
	PC4. ensure that the product mix decision is taken considering the investment, sales and intrinsic organizational readiness		6	3	3
	PC5. present the reasons for the decision		5	2	3
	PC6. map all the regulatory and compliance related procedures		5	2	3
Agency management	PC7. shortlist agencies based on product offerings and terms & conditions		5	2	3
	PC8. identify the right agencies for reaching the markets		5	2	3
	PC9. negotiate with them on terms of price, quality and delivery		6	2	4
	PC10. interface with the agencies regularly to ensure smooth working		6	2	4
	PC11. ensure all agreed terms are met and fulfilled by either party		5	2	3
Market monitoring	PC12. monitor if the lines as well as associated strategies are going fine in the respective markets		6	2	4
	PC13. collect the relevant data		6	3	3
	PC14. make the required market visits		4	1	3
	PC15. monitor if the agencies are performing according to scope of service		3	1	2
	PC16. analyze all the requisite data		6	2	4
	PC17. interpret the results		6	3	3
	PC18. present to the top management		5	2	3
	PC19. document the analysis in appropriate formats		3	1	2
TOTAL POINTS			100	40	60

HCS/N9901	Coordinate with colleagues and work as a team				
NOS Element	Performance Criteria		Out of	Theory	Skills Practical
Interact with supervisor	PC1. receive job order and instructions from reporting supervisor	100	4	3	1
	PC2. understand the work output requirements, targets, performance indicators and incentives		5	4	1



Qualifications Pack For Merchandiser

	PC3. deliver quality work on time and report any anticipated reasons for delays	5	1	4
	PC4. report on any grievances, production defects and any potential hazards	4	2	2
	PC5. communicate on process flow improvements	4	2	2
	PC6. communicate maintenance and repair schedule proactively to the supervisor	4	1	3
	PC7. receive feedback on work standards	4	2	2
	PC8. interact and clarify doubts on design, usage of materials & tools, quality & standards compliance, etc	5	2	3
	PC9. report in time for shortage or need of raw materials	4	1	3
	PC10. handover completed work to supervisor	4	2	2
Work as a team by coordinating with colleagues within and outside the department	PC11. communicate to the colleagues from within and other departments, clearly and effectively on all aspects to carry out the work among the team	5	2	3
	PC12. maintain the etiquettes, use polite language, demonstrate responsible and disciplined behaviours to the colleagues	5	2	3
	PC13. interact with colleagues from different functions and understand the nature of their work	4	2	2
	PC14. put team over individual goals and multi task or share work where necessary supporting the colleagues	4	2	2
	PC15. resolve conflicts and ensure smooth workflow	4	1	3
	PC16. interact and understand the production requirement for the day from the previous and successive processing department and work accordingly	4	1	3
	PC17. communicate and discuss work flow related difficulties in order to find solutions with mutual agreement	4	1	3
	PC18. receive feedback from Quality Control and rework in order to complete work on time	5	1	4
	PC19. share information with colleagues to enable efficient delivery of work	6	3	3
	PC20. highlight any errors of colleagues, help to rectify and ensure quality output	4	2	2
	PC21. work with cooperation, coordination, communication and collaboration, with shared goals and supporting each others performance	4	1	3
Report and	PC22. document all the details accurately relating	4	1	3



Qualifications Pack For Merchandiser

Document	to one's role as required				
	PC23. report on the work completed and keep it in records		4	1	3
TOTAL POINTS			100	40	60

HCS/N9902	Maintain safe work environment				
NOS Element	Performance Criteria		Out of	Theory	Skills Practical
Follow safety procedure and practices	PC1. comply with safety procedures while on work to prevent accidents	100	8	2	6
	PC2. take adequate safety measures while handling materials, chemicals and tools		8	2	6
	PC3. wear appropriate personal protective gears such as gloves, protective goggles, masks etc. while working		8	2	6
	PC4. undertake basic safety checks before operation of all tools and electrical equipments		9	2	7
	PC5. wear appropriate and recommended clothing as per the work environment (eg: working in a furnace area)		9	2	7
	PC6. follow recommended material handling procedure to control material and personal damage		8	2	6
	PC7. perform all procedures as per company’s work instructions for controlling operational risk		8	4	4
	PC8. perform the duties in a manner which minimizes environmental damage		6	2	4
	PC9. dispose of waste safely and correctly in a designated area as per company’s SOP		8	2	6
	PC10. report any accidents, incidents or problems without delay to the supervisor and take necessary immediate action to reduce further danger		8	4	4
Achieve safety standards	PC11. ensure zero accident at workplace		10	2	8
	PC12. adhere to safety standards and ensure no material damage		10	2	8
	TOTAL POINTS		100	28	72

HCS/N9903	Maintain personal health				
NOS Element	Performance Criteria		Out of	Theory	Skills Practical
Adopt healthy work practices	PC1. always cover the mouth and nose with a dust mask while working and keep on changing when it gets blocked with dust	100	12	4	8
	PC2. follow work instructions strictly to reduce		10	2	8



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	the amount of pollution at the work place e.g. wet the rock / craft material before working on it				
	PC3. wear protective goggles over eyes and replace them when scratches on it obscure the vision		10	2	8
	PC4. wear gloves as per the materials used for making handicraft to avoid blisters; scratches and cuts		10	2	8
	PC5. undergo preventive health checkups at regular intervals		10	2	8
	PC6. take prompt treatment from the doctor in case of illness		11	3	8
	PC7. follow SOPs for dealing with blisters; scratches; accidental fires or any other type of emergencies at work		11	4	7
Achieve work productivity while maintaining health	PC8. ensure no productivity loss or absenteeism from work due to illness		13	3	10
	PC9. ensure no long term ill effect on the personal health		13	3	10
	TOTAL POINTS		100	25	75

HCS/N9904	Basic business management				
NOS Element	Performance Criteria		Out of	Theory	Skills Practical
People management	PC1. allot work to the employees of the unit according to their skill and experience	100	3	1	2
	PC2. train the employees of his/her unit with the appropriate skills required to make market relevant and quality products		3	1	2
	PC3. motivate the employees		2	1	1
	PC4. handle the grievances/issues that are raised by the employees		2	1	1
	PC5. manage the employee expectations		2	1	1
Product planning	PC6. gather and analyse the cues from the market		2	1	1
	PC7. ascertain the customer preference		3	1	2
	PC8. create product lines based on current market preference		3	1	2
	PC9. create product lines that are unique and able to price high		3	1	2
	PC10. price the products according to market trends		3	1	2
	PC11. decide the best way to market the product lines		3	1	2



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Procurement of raw materials	PC12. make a list of raw materials required according to the product lines		2	0	2
	PC13. ascertain the quantity and right price to procure the materials		3	1	2
	PC14. identify the right locations/agents from where the raw materials can be procured		3	1	2
	PC15. negotiate to get the best price		3	0	3
	PC16. ensure quality materials are procured		4	1	3
	PC17. ensure the procured materials are stored in appropriate conditions		3	1	2
	PC18. maintain the bills and record the prices of procurement for future reference		3	1	2
	PC19. maintain healthy vendor relationships		3	1	2
Market interfacing	PC20. identify the nearest market		3	1	2
	PC21. analyze the prevalent price for product lines		3	2	1
	PC22. decide on the most effective means to access the market		2	1	1
	PC23. plan for cost effective transportation to the market		3	1	2
	PC24. position the product according to market requirements		3	1	2
	PC25. manage customer expectations		2	0	2
Financial management	PC26. analyze and ascertain the cost of production		3	1	2
	PC27. maintain the book of accounts related to the business		3	1	2
	PC28. own and operate a bank account		4	2	2
	PC29. identify cost effective means of running business		3	1	2
Record keeping	PC30. identify various aspects of business that require recording		3	2	1
	PC31. create formats for recording		3	2	1
	PC32. make various records pertaining to all aspects of business		3	2	1
	PC33. maintain these records with periodic updation		3	2	1
	PC34. maintain necessary documents as per local government and regulatory requirement		3	2	1
	PC35. analyze the records and glean various trends from the same		3	2	1
TOTAL POINTS			100	40	60