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Media & Entertainment Skills Council

# Facilitator Guide



Sector  
Media and Entertainment

Sub-Sector  
Print, Television, Radio, Digital, Out-of-home

Occupation  
Ad Sales/ Account Management/Scheduling/ Traffic

Reference ID: MES/ Q 0203, Version 1.0  
NSQF Level 4

# Sales Executive

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**Shri Narendra Modi**

Prime Minister of India

“ Skilling is building a better India.  
If we have to move India towards  
development then Skill Development  
should be our mission. ”



## Acknowledgements

Media & Entertainment Skills Council (MESCC) would like to express its gratitude to all the individuals and institutions who contributed in different ways towards the preparation of this “Facilitator Guide”. Without their contribution it could not have been completed. Special thanks are extended to those who collaborated in the preparation of its different modules. Sincere appreciation is also extended to all who provided peer review for these modules.

The preparation of this manual would not have been possible without the Media and Entertainment Industry’s support. Industry feedback has been extremely encouraging from inception to conclusion and it is with their input that we have tried to bridge the skill gaps existing today in the Industry.

This manual is dedicated to the aspiring youth who desire to achieve special skills which will be lifelong asset for their future endeavors.

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This manual is dedicated to the aspiring youth who desire to achieve special skills which will be lifelong asset for their future endeavors.

## About this Guide

This Facilitator Guide is designed to enable training for the specific Qualification Pack (QP). Each National Occupational (NOS) is covered across Unit/s.

Key Learning Objectives for the specific NOS mark the beginning of the Unit/s for that NOS. The symbols used in this book are described below.

## Symbols Used



Steps



Time



Tips



Notes



Objectives



Do



Ask



Explain



Elaborate



Field Visit



Practical



Lab



Demonstrat



Exercise



Team Activity



Facilitation Notes



Learning Outcomes



Say



Resources



Activity



Summary



Role Play



Example

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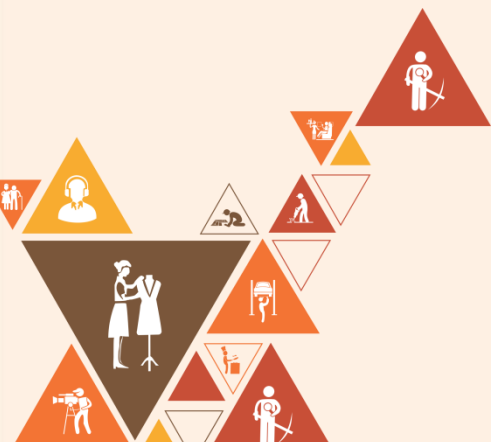
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# 1. Introduction

Unit 1.1 - Introduction to the Media and Entertainment

Unit 1.2 - Duties and Responsibilities of a Sales Executive



## Key Learning Outcomes



**At the end of this module, you will be able to:**

1. Explain the key features of the Media and Entertainment sector
2. Discuss various processes and products of Media & Entertainment sector
3. Learn about the role of Sales Executive in industry.
4. Identify the minimum requirement to become a certified Sales Executive.
5. Describe the work area of Sales Executive.
6. Identify the opportunities available for Sales Executive.

## Icebreaker

### Unit Objectives

**At the end of this unit, you will be able to:**

1. Introduce each other
2. Build rapport with fellow students and the trainer
3. Find the interest of students

### Resources to be used

- Available objects such as a duster, pen, notebook etc.
- A small bag to be used as parcel

### Do

- Make the students stand in a circle, close enough to the person each side of them that they can pass the parcel quickly.
- Say 'Stop' when the when students least expect it. The person who has the parcel at that time should get out.
- Those who get out should introduce themselves by providing their names and a little additional information such as favorite hobbies, likes, dislikes etc.
- The winner of the game should stand and introduce himself/herself at the end of the game.

### Say

- Thank the students for their participation.

### Notes for Facilitation

- You could ask the students who get out during the game to be the music keepers. They can start and stop the music as the game progresses.
- Encourage shy students to provide information about themselves by prompting them with questions such as 'what do you enjoy doing the most', 'what is your favorite movie or book' etc.

## Unit 1.1: Introduction to Media and Entertainment Sector

### Unit Objectives



**At the end of this unit, students will be able to:**

1. Describe the media and entertainment industry in India
2. Describe the growth expected in the media & entertainment industry
3. Explain the various products and processes of the industry
4. Identify some keywords used in the industry

### Notes for Facilitation



- Ask the students to define what media and entertainment is.
- Give the students some time and let them discuss with each other to come up with best definition.
- Ask the students if they can find media and entertainment elements around them.
- Discuss about the media and entertainment industry of India and places where it is in force.
- Discuss the role of Bollywood and advertisement industry in India economy.
- Explain the acts, legislations and key bodies related to Media and Entertainment in India.
- Explain the major sub-sectors of media and entertainment sector.

## Unit 1.2: Duties and Responsibilities of Sales Executive

### Unit Objectives

**At the end of this unit, students will be able to:**

1. Learn about the role of Sales Executive in Media and Entertainment industry.
2. Identify the minimum requirement to become a certified Sales Executive.
3. Explain the work field of Sales Executive.
4. Identify the opportunities available for Sales Executive.

### Explain

- Explain the job role of Sales Executive
- Describe the opportunities of Sales Executive
- Explain the key skills to be present in a Sales Executive
- The contents (stocks, amount, consumer, etc.) from the sales contracts.

### Ask

- Ask the students about the job or work of Sales Executive.
- Ask the student about the need of Sales Executive in animation industry.





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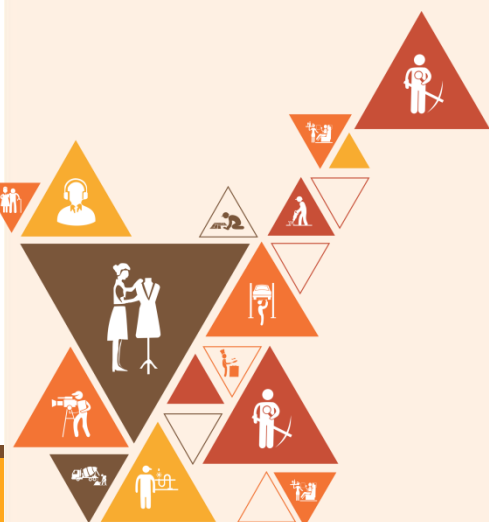
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## 2. Developing Advertising Sales Proposal

Unit 2.1 – Types of Advertisements in Media Sector

Unit 2.2 – Audience Analysis and Cost Calculations for Advertisements

Unit 2.3 – Basics of Microsoft PowerPoint



MES/N0204

## Key Learning Outcomes



**At the end of this module, students will be able to:**

1. Calculate ad-value for the proposed advertisement placements, taking into account key variables (e.g. reach/time-spent, readership, listenership/time-spent, page views, impressions, occupancy/availability, client credit limit).
2. Conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers.
3. Perform costing procedures for key variables and calculate potential adjustments that could be factored in during the negotiation process.
4. Articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies.
5. Develop and submit proposals within the timeframe agreed and in the format requested by the client.



## UNIT 2.1: Types of Advertisements in Media Sector

### Unit Objectives



**At the end of this unit, students will be able to:**

- Calculate ad-value for the proposed advertisement placements, taking into account key variables (e.g. reach/time-spent, readership, listenership/time-spent, page views, impressions, occupancy/availability, client credit limit).
- Conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers.
- Perform costing procedures for key variables and calculate potential adjustments that could be factored in during the negotiation process.
- Articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies.

### Explain



- Explain different types of print advertisements
- Explain the advantages of print advertisements.
- Explain the types and benefits of broadcast advertisements
- Explain the use of outdoor advertisements and how they are different from print advertisements
- Explain the importance of digital advertisements.

### Practical



- Create a sample print advertisement as per the trainer instructions.



## UNIT 2.2 Audience Analysis and Cost Calculations for Advertisements

### Unit Objectives

**At the end of this unit, students will be able to:**

1. Conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers.
2. Perform costing procedures for key variables and calculate potential adjustments that could be factored in during the negotiation process.
3. Articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies.
4. Develop and submit proposals within the timeframe agreed and in the format requested by the client.

### Explain

- Explain the scope of different types of advertisements.
- Describe the method of cost calculation for advertisements.
- Explain the return of investment formula.
- Describe & brief how advertisements affect the net profit.

### Practical

- Perform cost calculation and scope analysis for advertisement created in previous practical

### Notes for Facilitation

- Ask the students about benefits and limitations of using advertisement in a business.
- Ask your students how they can find whether a digital advertisement is giving return or not.
- Ask the students to survey an area for scope of different types of ads.



## UNIT 2.3 Basics of Microsoft PowerPoint

### Unit Objectives

**At the end of this unit, students will be able to:**

1. Conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers.
2. Perform costing procedures for key variables and calculate potential adjustments that could be factored in during the negotiation process.
3. Articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies.
4. Develop and submit proposals within the timeframe agreed and in the format requested by the client.

### Explain

- Explain the general uses of MS PowerPoint.
- Describe the interface and common tools of MS PowerPoint.
- Explain the process of creating slideshow in MS PowerPoint
- Describe the process of creating advertisements in MS PowerPoint.
- Explain the benefits of having a company flyer

### Practical

- Create an advertisement and a company flyer as per the instructions of trainer

### Notes for Facilitation

- Ask the students how PowerPoint is useful in creating advertisements.
- Ask the students what are the limitations of PowerPoint for creating advertisements





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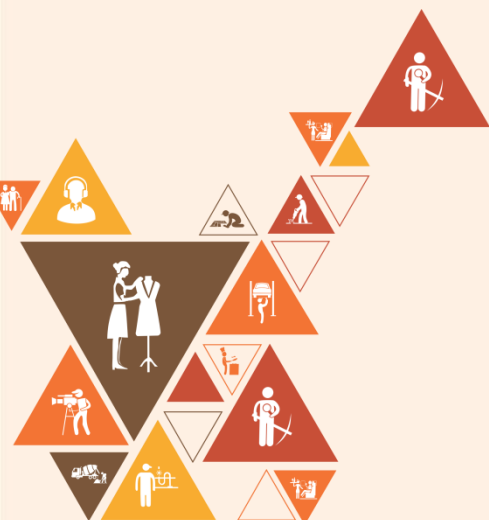


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# 3. Managing Advertisement Sales Clients

Unit 3.1 – Identifying Clients' Advertisement Needs

Unit 3.2 – Creating Advertisement Proposal



MES/N0205

## Key Learning Outcomes



**At the end of this module, students will be able to:**

- Identify potential clients and build a client base through personal networks, and through primary and secondary research.
- Understand the client's need to advertise in a particular market.
- Analyze the types of resources available in a particular market.
- Market the credibility and track record of your organization to potential clients, and sell them the benefits of advertising through it.
- Archive information about clients that may be beneficial in strengthening relationships with them in the future.



## Unit 3.1: Identifying Clients' Advertisement Needs

### Unit Objectives

**At the end of this unit, students will be able to:**

1. Identify potential clients and build a client base through personal networks, and through primary and secondary research.
2. Understand the client's need to advertise in a particular market.
3. Analyze the types resources available in a particular market.
4. Market the credibility and track record of your organization to potential clients, and sell them the benefits of advertising through it.

### Notes for Facilitation

- Discuss the digital advertisement system and how google ad works.
- Discuss the role of social media in advertisement
- Discuss the advertisement trend in mobile applications
- Explain the role of email advertisement.

### Explain

- Explain the PPC advertisement statics.
- Discuss the CTR and its importance in digital advertisements.

### Ask

- Ask the students if they analyze wrong entries entered in organization's data?
- Ask the students if they extract a particular data from data entries?





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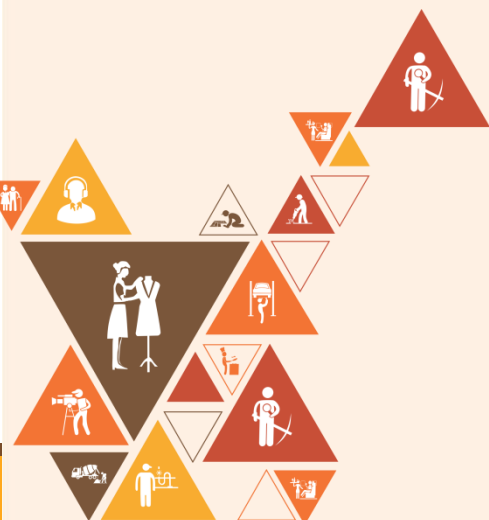
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## 4. Closing Sales Order

Unit 4.1 – Negotiating and Closing Sales Deal

Unit 4.2 – Communicating with Clients and Dues Collection

Unit 4.3 – Basics of MIS



MES/N0211

## Key Learning Outcomes



**At the end of this module, students will be able to:**

1. Provide a convincing proposition to the client and negotiate to derive the maximum revenue from the available inventory.
2. Ensure that the advertisement rates are higher or equal to the benchmark rates set by the organization.
3. Negotiate volume discounts with agencies to sell inventory in advance at rates that are in line with benchmark discount rates set by the organization.
4. Identify opportunities to cross-sell other sources of revenue such as media integrations, events and activations etc.
5. Negotiate barter deals with clients after carrying out a detailed cost-benefit analysis to ensure that the deal would be beneficial for the organization.

## Unit 4.1: Negotiating and Closing Sales Deal

### Unit Objectives

**At the end of this unit, students will be able to:**

1. Provide a convincing proposition to the client and negotiate to derive the maximum revenue from the available inventory.
2. Ensure that the advertisement rates are higher or equal to the benchmark rates set by the organization.
3. Negotiate volume discounts with agencies to sell inventory in advance at rates that are in line with benchmark discount rates set by the organization.
4. Identify opportunities to cross-sell other sources of revenue such as media integrations, events and activations etc.

### Notes for Facilitation

- Explain the tips for negotiating advertisement cost with customer.
- Discuss the sale meeting seating arrangements.
- Explain the situations where you need to walk away without closing deal.
- Explain different types of real deal situations for sales executives.
- Explain the stages of closing deals

### Practical

- Perform a role play in classroom on negotiation.

### Summarize

- Summarize the process of closing sales deal.

## Unit 4.2: Communicating with Clients and Dues Collection

### Unit Objectives

**At the end of this unit, students will be able to:**

1. Provide a convincing proposition to the client and negotiate to derive the maximum revenue from the available inventory.
2. Ensure that the advertisement rates are higher or equal to the benchmark rates set by the organization.
3. Negotiate volume discounts with agencies to sell inventory in advance at rates that are in line with benchmark discount rates set by the organization.
4. Identify opportunities to cross-sell other sources of revenue such as media integrations, events and activations etc.

### Notes for Facilitation

- Explain the tips for communicating with clients for dues collection.
- Discuss the importance of document for claiming payments.
- Explain the importance of professional invoices for payment collection.
- Describe the sample of payment follow-up emails.

### Summarize

- Summarize the communication stages for due collection.

## Unit 4.3: Basics of MIS

### Unit Objectives

**At the end of this unit, students will be able to:**

1. Negotiate barter deals with clients after carrying out a detailed cost-benefit analysis to ensure that the deal would be beneficial for the organization.
2. Ensure that the advertisement rates are higher or equal to the benchmark rates set by the organization.
3. Negotiate volume discounts with agencies to sell inventory in advance at rates that are in line with benchmark discount rates set by the organization.
4. Identify opportunities to cross-sell other sources of revenue such as media integrations, events and activations etc.

### Notes for Facilitation

- Explain the objective of MIS.
- Explain why MIS is important for organizations.

### Practical

- Compile a MIS report after visiting an animation studio.







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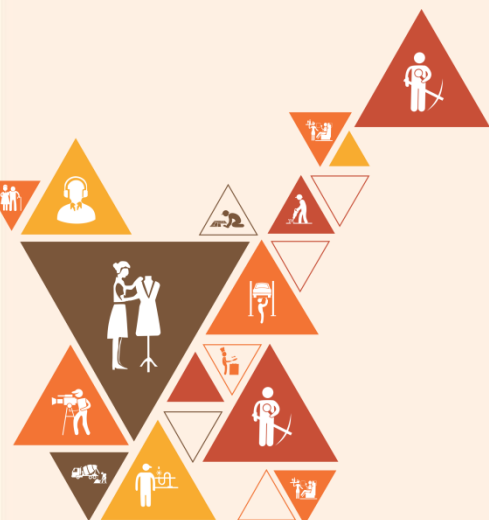
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# 5. Health & Safety Comply with Workplace

Unit 5.1 : Safety, Health and Hygiene



MES/ N 0104

## Key Learning Outcomes



**At the end of this module, students will be able to:**

1. Identify the common safety measures while working in studio.
2. Describe the benefits of health.
3. Describe the measures to be taken to maintain hygiene in workshop.
4. Describe about the common accidents that occur in workshop.
5. Describe the preventive measures to be taken to minimize accidents.
6. Learn the procedure to use fire extinguisher
7. Learn the ingredients of First-Aid Kit.
8. Learn the methods of giving First-Aid in case of accident.

## Unit5.1: Maintain Workplace Health and Safety

### Unit Objectives

**At the end of this unit, students will be able to:**

1. State some common reasons of accidents at site.
2. State common accidents and prevention techniques
3. State ways to stay healthy and hygienic (personal hygiene)
4. Describe the common accidents that occur in studio.
5. Describe the preventive measures to be taken to minimize accidents.
6. Learn the procedure to use fire extinguisher
7. Learn the ingredients of First-Aid Kit.
8. Learn the methods of giving First-Aid in case of accident.

### Notes for Facilitation

- Discuss the importance of safety at the workplace. Give some live examples if you have.
- Discuss what PPE (Personal Protective Equipment) is.
- Ask the students to discuss the important things to be taken care of while working in workshop.
- Ask the student what is the definition of health.
- Tell the correct definition of health and discuss its importance.

## 5.1.1: General Safety Rules

Say



- There are some safety rules which are common on every type of manufacturing work. Like, you should never drink liquor when you are on work.
- You should not ignore the safety rules as it may cause injury to you and your colleagues nearby.

Do



- Explain to the participants the importance safety rules.
- Divide the class into two groups and ask them to tell general safety rules one by one.
- If first group is not able to suggest safety rule then pass it to other.
- Give points to the groups on each correct safety rule suggested for engraving studio.

Demonstrate



- Rearrange the desks in the classroom in random way so that there is very narrow passage to pass through them.
- Ask one student to run through the passage and ask the other student to run behind him to catch.
- Soon the student will get stuck in the passage or hit the desk. Tell the students if the things were arranged properly this should not have happened.

Steps: General Safety Rules



- Work intelligently.
- Keep studio space neat and orderly.
- Ensure appropriate ventilation.
- Have proper protective gear and cleaning supplies available.
- Wash hands and other exposed body parts after working, and before eating or using the bathroom.
- Maintain your health and fitness.

Summarize



- Summarize the general safety rules.

## 5.1.2: Health

### Say



- There is a famous proverb “Health is Wealth” which means if a person is healthy he/she can do work and earn wealth.
- As defined by World Health Organization (WHO), Health is a "State of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity."
- We should always stay healthy by mind, body and soul.

### Explain



- Explain to the participants the importance of health.
- Explain the methods to stay mentally healthy.
- Explain the methods to stay physically healthy.
- Explain why it is important to be healthy by soul means having good thoughts for work as well as your colleagues.

### Demonstrate



- Demonstrate the ill effects of bad habits on health via videos and encourage the students to quit bad habits if they have any.

### Summarize



- Summarize the methods to stay healthy and fit.

### 5.1.3: Maintaining Personal Hygiene

Say



- Personal hygiene is a very important aspect of human which differentiate us from animals.
- Personal hygiene involves very basic things like taking bath regularly, brushing teeth etc.

Explain



- Explain the importance of maintaining personal hygiene.
- Explain how we can maintain personal hygiene.

Demonstrate



- Demonstrate the effect of not maintaining personal hygiene with the help of videos.

Summarize



- Summarize the methods to maintain personal hygiene.

## 5.1.4: What is an Accident?

Say



- An **accident** is a specific, unpredictable, unusual and unintended external action which occurs in a particular time and place, with no apparent and deliberate cause but with marked effects.

Explain



- Explain the types of accidents.

Demonstrate



- Demonstrate the common occurring accidents through videos or chart.

Summarize



- Summarize the types of accidents and measures to be taken to stop them.

## 5.1.5: What is a Fire Extinguisher?

Say



- Fire extinguishers are fire protection device used to extinguish or control small fires.

Explain



- Explain the types of fire extinguishers.
- Explain the use of different type of fire extinguishers.
- Explain the importance of proper pressure in the fire extinguisher and how to read pressure.

Demonstrate



- Demonstrate the types of fire extinguishers.
- Demonstrate the parts of fire extinguisher and use of each part.

Summarize



- Summarize the types of accidents and measures to be taken to stop them.



## Activity



- Ask the students to assemble together.
- Explain the purpose and duration of the activity.
- Set guidelines pertaining to discipline and expected tasks.

Skill Practice	Time	Resources
Use of different type of Fire Extinguisher	6 hours	Fire Extinguisher, wood, plastic, electric supply and arrangement for short circuit, petrol to set mock fire

## Do



- Ask the volunteer to come forward for using Fire Extinguisher.
- Ask the rest of students to keep a safe distance from the mock test area and watch very carefully.
- Go around and make sure the distance is safe.
- Handle different type of fire extinguishers to volunteers.
- Charge different type of mock fires in the open area and ask volunteers to extinguish the fire.

## 5.1.7: Personal Protective Equipment (PPE)

Say



- Personal protective equipment (PPE) refers to protective clothing, helmets, goggles, or other garments or equipment designed to protect the wearer's body from injury or infection. The hazards addressed by protective equipment include physical, electrical, heat, chemicals, biohazards, and airborne particulate matter

Explain



- Explain the importance of PPE.

Demonstrate



- Demonstrate the components of personal protective equipment.





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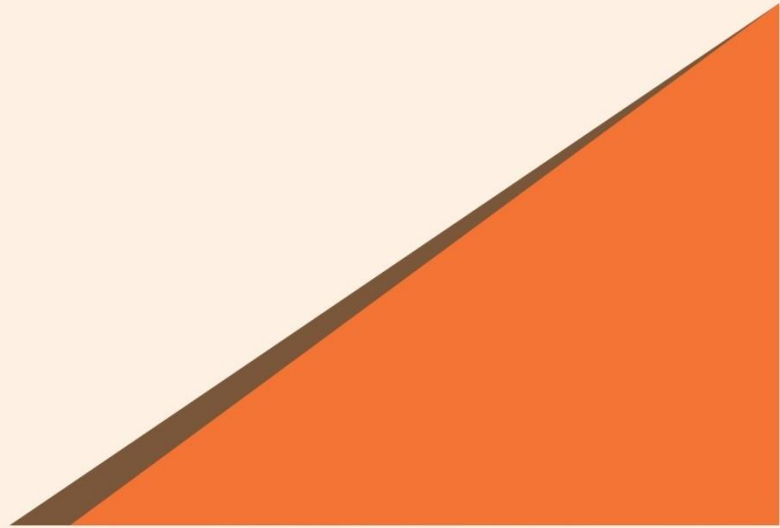
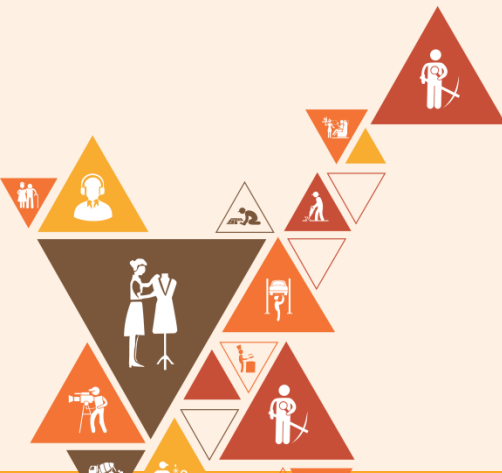


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## 7. Annexures

Annexure I: Training Delivery Plan

Annexure II: Assessment Criteria



## Annexure I

### Training Delivery Plan

Training Delivery Plan			
<b>Program Name:</b>	Sales Executive		
<b>Qualification Pack Name &amp; Ref. ID</b>	Sales Executive & Ref ID: MES/ Q 0203		
<b>Version No.</b>	1.0	<b>Version Update Date</b>	20/3/2020
<b>Pre-requisites to Training</b>	Experience: Class XII to Graduate		
<b>Training Outcomes</b>	<p><b>By the end of this program, the participants would have achieved the following competencies:</b></p> <ul style="list-style-type: none"> <li>• Calculate ad-value for the proposed advertisement placements, taking into account key variables (e.g. reach/time-spent, readership, listenership/time-spent, page views, impressions, occupancy/availability, client credit limit)</li> <li>• Conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers</li> <li>• Perform costing procedures for key variables and calculate potential adjustments that could be factored in during the negotiation process</li> <li>• Articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies</li> <li>• Develop and submit proposals within the timeframe agreed and in the format requested by the client.</li> <li>• Identify potential clients and build a client base through personal networks, and through primary and secondary research</li> <li>• Understand the client's need to advertise in a particular market</li> <li>• Analyse the types resources available in a particular market</li> <li>• Provide a convincing proposition to the client and negotiate to derive the maximum revenue from the available inventory</li> <li>• Ensure that the advertisement rates are higher or equal to the benchmark rates set by the organization</li> <li>• Negotiate volume discounts with agencies to sell inventory in advance at rates that are in line with benchmark discount rates set by the organisation</li> <li>• Monitor billing details and outstanding dues, ensuring that dues are collected on time through the respective sales manager</li> <li>• Draft sales agreements/contracts and liaise with the legal team to vet them</li> <li>• Make arrangements with the relevant teams within the organization to ensure execution of the contract</li> <li>• Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms.</li> <li>• Ensure own personal health and safety, and that of others in the workplace through precautionary measures</li> </ul>		

S. No.	Module	Sessions	Session Objectives	NOS Reference	Methodology	Training Tools/Aids	Hr
1	Introduction to Trade	Introduction to Sales Executive Course	<ul style="list-style-type: none"> <li>Learn about the role of Sales Executive in industry.</li> <li>Identify the minimum requirement to become a certified Sales Executive.</li> <li>Describe the work area of Sales Executive.</li> <li>Identify the opportunities available for Sales Executive.</li> </ul>		<ul style="list-style-type: none"> <li>Instructor Led Training</li> <li>Demonstration</li> </ul>	Laptop, PowerPoint & Hand-outs, posters, film clips, white board, marker, projector	4 Hr
		Practical Session	Group Discussion on benefits of becoming Sales Executive. Also, discuss about the foreign job opportunities.		<ul style="list-style-type: none"> <li>Group Discussion</li> <li>Visit to an animation studio</li> </ul>	-	8Hr
2	Developing Advertising Sales Proposal	Types of Advertisements in Media Sector	<ul style="list-style-type: none"> <li>Calculate ad-value for the proposed advertisement placements, taking into account key variables (e.g. reach/time-spent, readership, listenership/time-spent, page views, impressions, occupancy/availability, client credit limit)</li> <li>Conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers</li> <li>Perform costing procedures for key variables and calculate potential adjustments that could be factored in during the negotiation process</li> <li>Articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies</li> <li>Develop and submit proposals within the timeframe agreed and in the format requested by the client</li> </ul>	MES/N0204 PC1,PC2,PC3,PC4,PC5,KA1,KA2,KA3,KA4,KA5,KA6,KB1,KB2,KB3,KB4,KB5,KB6,KB7,KB8,KB9	<ul style="list-style-type: none"> <li>Instructor Led Training</li> <li>Group Discussion</li> <li>Demonstration</li> </ul>	Laptop, PowerPoint & white board, marker, projector	12 Hr
		Practical Session 1	<ul style="list-style-type: none"> <li>Visit an advertisement firm and note down the types of products</li> </ul>	MES/N0204 PC1,PC2,PC3,P	Hands on Practical	Laptop, PowerPoint & white	16 Hr

		they sell. Also, prepare a budget for the products.	C4,PC5,SA1,SA2,SA3,SA4,SA5,SB1,SB2,SB3,SB4,SB5,SB6, SB7	individually	board, marker, projector, Notebook	
	Audience Analysis and Cost Calculations for Advertisements	<ul style="list-style-type: none"> <li>Calculate ad-value for the proposed advertisement placements, taking into account key variables (e.g. reach/time-spent, readership, listenership/time-spent, page views, impressions, occupancy/availability, client credit limit)</li> <li>Conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers</li> <li>Perform costing procedures for key variables and calculate potential adjustments that could be factored in during the negotiation process</li> <li>Articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies</li> <li>Develop and submit proposals within the timeframe agreed and in the format requested by the client</li> </ul>	MES/N0204 PC1,PC2,PC3,P C4,PC5,KA1,KA2,KA3,KA4,KA5,KA6,KB1,KB2,KB3,KB4,KB5,KB6,KB7,KB8,KB9	<ul style="list-style-type: none"> <li>Instructor Led Training</li> <li>Demonstration</li> </ul>	Laptop, PowerPoint & white board, marker, projector, Notebook	12 Hr
	Practical Session 2	<ul style="list-style-type: none"> <li>Prepare sales documents manually</li> </ul>	MES/N0204 PC1,PC2,PC3,P C4,PC5,SA1,SA2,SA3,SA4,SA5,SB1,SB2,SB3,SB4,SB5,SB6, SB7	Hands on Practical individually	Laptop, PowerPoint & white board, marker, projector, Notebook, SAP	16 Hr
	Basics of Microsoft PowerPoint	<ul style="list-style-type: none"> <li>Calculate ad-value for the proposed advertisement placements, taking into account key variables (e.g. reach/time-spent, readership, listenership/time-spent, page views, impressions, occupancy/availability, client credit limit)</li> <li>Conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers</li> <li>Perform costing procedures for key variables and calculate</li> </ul>	MES/N0204 PC1,PC2,PC3,P C4,PC5,KA1,KA2,KA3,KA4,KA5,KA6,KB1,KB2,KB3,KB4,KB5,KB6,KB7,KB8,KB9	<ul style="list-style-type: none"> <li>Instructor Led Training</li> <li>Demonstration</li> </ul>	Laptop, PowerPoint & white board, marker, projector, Notebook, Microsoft Excel	12 Hr

			<p>potential adjustments that could be factored in during the negotiation process</p> <ul style="list-style-type: none"> <li>• Articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies</li> <li>• Develop and submit proposals within the timeframe agreed and in the format requested by the client</li> </ul>				
		Practical Session 3	<ul style="list-style-type: none"> <li>• Prepare sales presentation on Microsoft Power Point</li> </ul>	MES/N0204 PC1,PC2,PC3,PC4,PC5,SA1,SA2,SA3,SA4,SA5,SB1,SB2,SB3,SB4,SB5,SB6, SB7	Hands on Practical individually	Laptop, PowerPoint & white board, marker, projector	24 Hr
3	Acquire and maintain advertising sales clients	Identifying Client's Advertisement Needs	<ul style="list-style-type: none"> <li>• Identify potential clients and build a client base through personal networks, and through primary and secondary research</li> <li>• Understand the client's need to advertise in a particular market</li> <li>• Analyse the types resources available in a particular market</li> <li>• Market the credibility and track record of your organization to potential clients, and sell them the benefits of advertising through it</li> </ul>	MES/ N 0205 PC1,PC2,PC3,PC4,PC5,KA1,KA2,KA3,KA4,KA5,KA6,KB1,KB2,KB3,KB4,KB5,KB6,KB7,KB8,KB9	<ul style="list-style-type: none"> <li>• Instructor Led Training</li> <li>• Group Demonstration</li> <li>• Multimedia</li> </ul>	Laptop, PowerPoint & white board, marker, projector, Notebook, MS Excel	16 Hr
		Practical Session	Compile the report of possible clients for an organization based on capabilities of the organization.	MES/ N 0205 PC1,PC2,PC3,PC4,PC5,SA1,SA2,SA3,SA4,SA5,SB1,SB2,SB3,SB4,SB5,SB6, SB7	<ul style="list-style-type: none"> <li>• Hands on Practical Individually</li> </ul>	Laptop, PowerPoint & white board, marker, projector, Notebook, MS Excel	24 Hr
		Creating Advertisement Proposal	<ul style="list-style-type: none"> <li>• Identify potential clients and build a client base through personal networks, and through primary and secondary research</li> <li>• Understand the client's need to advertise in a particular market</li> <li>• Analyze the types resources available in a particular market</li> <li>• Market the credibility and track record of your organization to potential clients, and sell them the benefits of advertising through it</li> </ul>	MES/ N 0205 PC1,PC2,PC3,PC4,PC5,KA1,KA2,KA3,KA4,KA5,KA6,KB1,KB2,KB3,KB4,KB5,KB6,KB7,KB8,KB9	<ul style="list-style-type: none"> <li>• Instructor Led Training</li> <li>• Demonstration</li> </ul>	Laptop, PowerPoint & white board, marker, projector	



		Practical Session	Create an advertisement proposal	MES/ N 0205 PC1,PC2,PC3,PC4,PC5,SA1,SA2,SA3,SA4,SA5,SB1,SB2,SB3,SB4,SB5,SB6, SB7	<ul style="list-style-type: none"> <li>Hands on Practical Individually</li> </ul>	Laptop, PowerPoint & white board, marker, projector	
4	Closing Sales Order	Negotiating and Closing Sales Deal	<ul style="list-style-type: none"> <li>Provide a convincing proposition to the client and negotiate to derive the maximum revenue from the available inventory</li> <li>Ensure that the advertisement rates are higher or equal to the benchmark rates set by the organization</li> <li>Negotiate volume discounts with agencies to sell inventory in advance at rates that are in line with benchmark discount rates set by the organization</li> <li>Draft sales agreements/contracts and liaise with the legal team to vet them</li> <li>Make arrangements with the relevant teams within the organization to ensure execution of the contract</li> <li>Clearly communicate the scope of the agreement with the client and set out realistic expectations regarding effectiveness of the advertising</li> <li>Monitor billing details and outstanding dues, ensuring that dues are collected on time through the respective sales manager</li> </ul>	MES/N0211 PC1,PC2,PC3,PC4,PC5,PC6,PC7,PC8,PC9,PC10,KA1,KA2,KA3,KA4,KA5,KB1,KB2,KB3,KB4,KB5,KB6,KB7,KB8,KB9,KB10	<ul style="list-style-type: none"> <li>Instructor Led Training</li> <li>Group Demonstration</li> </ul>	Laptop, PowerPoint & white board, marker, projector	16 Hr
		Practical Session	<ul style="list-style-type: none"> <li>Create the sales agreements.</li> </ul>	MES/N0211 PC1,PC2,PC3,PC4,PC5,PC6,PC7,PC8,PC9,PC10,SA1,SA2,SA3,SA4,SA5,SA6,SA7,SA8,SB1,SB2,SB3,SB4,SB5,SB6, SB7	<ul style="list-style-type: none"> <li>Hands on Practical</li> <li>Group Discussion</li> </ul>	Laptop, PowerPoint & white board, marker, projector	16 Hr
		Communi	<ul style="list-style-type: none"> <li>Provide a convincing proposition</li> </ul>	MES/N0211	<ul style="list-style-type: none"> <li>Instruc</li> </ul>	Laptop,	

		<p>ating with Client's and Dues Collection</p>	<ul style="list-style-type: none"> <li>to the client and negotiate to derive the maximum revenue from the available inventory</li> <li>• Ensure that the advertisement rates are higher or equal to the benchmark rates set by the organization</li> <li>• Negotiate volume discounts with agencies to sell inventory in advance at rates that are in line with benchmark discount rates set by the organization</li> <li>• Draft sales agreements/contracts and liaise with the legal team to vet them</li> <li>• Make arrangements with the relevant teams within the organization to ensure execution of the contract</li> <li>• Clearly communicate the scope of the agreement with the client and set out realistic expectations regarding effectiveness of the advertising</li> <li>• Monitor billing details and outstanding dues, ensuring that dues are collected on time through the respective sales manager</li> </ul>	<p>PC1,PC2,PC3,PC4,PC5,PC6,PC7,PC8,PC9,PC10,KA1,KA2,KA3,KA4,KA5,KB1,KB2,KB3,KB4,KB5,KB6,KB7,KB8,KB9,KB10</p>	<ul style="list-style-type: none"> <li>• Instructor Led Training Demonstration</li> </ul>	<p>PowerPoint &amp; white board, marker, projector</p>	
		<p>Basics of MIS</p>	<ul style="list-style-type: none"> <li>• Provide a convincing proposition to the client and negotiate to derive the maximum revenue from the available inventory</li> <li>• Ensure that the advertisement rates are higher or equal to the benchmark rates set by the organization</li> <li>• Negotiate volume discounts with agencies to sell inventory in advance at rates that are in line with benchmark discount rates set by the organization</li> <li>• Draft sales agreements/contracts and liaise with the legal team to vet them</li> <li>• Make arrangements with the relevant teams within the organization to ensure execution of the contract</li> <li>• Clearly communicate the scope of the agreement with the client and set out realistic expectations</li> </ul>	<p>MES/N0211 PC1,PC2,PC3,PC4,PC5,PC6,PC7,PC8,PC9,PC10,KA1,KA2,KA3,KA4,KA5,KB1,KB2,KB3,KB4,KB5,KB6,KB7,KB8,KB9,KB10</p>	<ul style="list-style-type: none"> <li>• Instructor Led Training Demonstration</li> </ul>	<p>Laptop, PowerPoint &amp; white board, marker, projector, MS Excel</p>	

			<p>regarding effectiveness of the advertising</p> <ul style="list-style-type: none"> <li>• Monitor billing details and outstanding dues, ensuring that dues are collected on time through the respective sales manager</li> </ul>				
		Practical Session	<ul style="list-style-type: none"> <li>• Visit an animation studio and create MIS report for it</li> </ul>	MES/N0211 PC1,PC2,PC3,PC4,PC5,PC6,PC7,PC8,PC9,PC10,SA1,SA2,SA3,SA4,SA5,SA6 SA7,SA8,SB1,SB2,SB3,SB4,SB5,SB6,SB7	<ul style="list-style-type: none"> <li>• Hands on Practical Individually</li> </ul>	Laptop, PowerPoint & white board, marker, projector	
5	Importance of Safety, Health & Hygiene	Safety, Health and Hygiene	<ul style="list-style-type: none"> <li>• Comply with health and safety related instructions applicable to the workplace</li> <li>• Use and maintain personal protective equipment as per protocol</li> <li>• Carry out own activities in line with approved guidelines and procedures</li> <li>• Maintain a healthy lifestyle and guard against dependency on intoxicants</li> <li>• Follow environment management system related procedures</li> <li>• Store materials and tools in line with manufacturer's and organizational requirements</li> <li>• Safely handle and move waste and debris</li> <li>• Minimize health and safety risks to self and others due to own actions</li> <li>• Seek clarifications, from supervisors or other authorized personnel in case of perceived risks</li> <li>• Monitor the workplace and work processes for potential risks and threats</li> <li>• Carry out periodic walk-through to keep work area free from hazards and obstructions, if assigned</li> </ul>	MES/ N 0104 PC1,PC2,PC3,PC4,PC5,PC6,PC7, PC8,PC9,PC10, PC11,PC12,KA1,KA2, KA3,KA4,KB1,KB2,KB3,KB4,KB5,KB6,SB1,SB2,SB3,SB4,SB5,SA1,SA2,SA3,SA4,SA5	<ul style="list-style-type: none"> <li>• Instructor Led Training</li> <li>• Demonstration</li> <li>• Multimedia</li> <li>• Group Discussion</li> </ul>	Laptop, white board, marker, projector, Work safety and ergonomics chart, Fire Extinguisher First-Aid Kit	8 Hr

				MES/ N 0104 PC1,PC2,PC3,P C4,PC5,PC6,PC 7, PC8,PC9,PC10, PC11,PC12,KA1 ,KA2, KA3,KA4,KB1,K B2,KB3,KB4,KB 5,KB6, SB1,SB2,SB3,SB 4,SB5,SB6,SB7, SA1, SA2,SA3,SA4,S A5		Quiz sheet with questions and answers, PPE	8 Hr
	Quiz Test	Quiz on Personal health management and Group Discussion on Personal Protective Equipment (PPE)			Quiz Group Discussion		
			<ul style="list-style-type: none"> <li>Report hazards and potential risks/ threats to supervisors or other authorized personnel</li> <li>Participate in mock drills/ evacuation procedures organized at the workplace</li> <li>Undertake first aid, fire-fighting and emergency response training, if asked to do so</li> <li>Take action based on instructions in the event of fire, emergencies or accidents</li> <li>Follow organisation procedures for evacuation when required</li> </ul>	MES/ N 0104 PC1,PC2,PC3,P C4,PC5,PC6,PC 7, PC8,PC9,PC10, PC11,PC12,KA1 ,KA2, KA3,KA4,KB1,K B2,KB3,KB4,KB 5,KB6, SB1,SB2,SB3,SB 4,SB5,SB6,SB7, SA1, SA2,SA3,SA4,S A5	<ul style="list-style-type: none"> <li>Instruc tor Led Trainin g</li> <li>Demon stratio n</li> </ul>	PPTs, Handbook, PPE, Fire Extinguisher , First-Aid Kit	8 Hr
	First Aid						
				MES/ N 0104 PC1,PC2,PC3,P C4,PC5,PC6,PC 7, PC8,PC9,PC10, PC11,PC12,KA1 ,KA2, KA3,KA4,KB1,K B2,KB3,KB4,KB 5,KB6, SB1,SB2,SB3,SB 4,SB5,SB6,SB7, SA1,	<ul style="list-style-type: none"> <li>Hands on Practic al in group</li> </ul>	Fire Extinguisher	8 Hr
	Practical Session 1	Practical on use of Fire Extinguisher on different type of fires					

				SA2,SA3,SA4,SA5			
				MES/ N 0104 PC1,PC2,PC3,PC4,PC5,PC6,PC7, PC8,PC9,PC10, PC11,PC12,KA1,KA2, KA3,KA4,KB1,KB2,KB3,KB4,KB5,KB6,SB1,SB2, SB3,SB4,SB5,SB6,SB7,SA1, SA2,SA3,SA4,SA5	<ul style="list-style-type: none"> <li>Hands on Practical in group</li> <li>Group Discussion</li> </ul>	First-Aid Kit	8 Hr
6	Entrepreneurship and Softskills	<ul style="list-style-type: none"> <li>Personal Strengths &amp; Value Systems</li> <li>Digital Literacy: A Recap</li> <li>Money Matters</li> <li>Preparing for Employment &amp; Self Employment</li> <li>Understanding</li> </ul>	<ul style="list-style-type: none"> <li>Explain the meaning of health</li> <li>List common health issues</li> <li>Discuss tips to prevent common health issues</li> <li>Explain the meaning of hygiene</li> <li>Understand the purpose of Swacch Bharat Abhiyan</li> <li>Recall the functions of basic computer keys</li> <li>Discuss the main applications of MS Office</li> <li>Discuss the benefits of Microsoft Outlook</li> <li>Discuss the different types of e-commerce</li> <li>List the benefits of e-commerce for retailers and customers</li> <li>Discuss how the Digital India campaign will help boost e-commerce in India</li> <li>Explain how you will sell a product or service on an e-commerce platform</li> <li>Discuss the need for CRM</li> <li>Discuss the benefits of CRM</li> <li>Discuss the need for networking</li> <li>Discuss the benefits of networking</li> <li>Understand the importance of setting goals</li> </ul>		<ul style="list-style-type: none"> <li>Instructor Led Training</li> <li>Demonstration</li> </ul>	Handbook, White board, marker, computer system, projector, PPTs	40 Hr

		<p>Entrepreneurship</p> <ul style="list-style-type: none"> <li>Preparing to be an Entrepreneur</li> </ul>	<ul style="list-style-type: none"> <li>Differentiate between short-term, medium-term and long-term goals</li> <li>Discuss how to write a business plan</li> <li>Explain the financial planning process</li> </ul>				
		Practice sessions	<ul style="list-style-type: none"> <li>1 Project under trainer guidance on sales execution</li> </ul>		Hands on Practical under guidance of instructor	All used in previous sessions	24 Hr

## Annexure II

### Assessment Criteria

#### CRITERIA FOR ASSESSMENT OF TRAINEES

Assessment Criteria	
Job Role	Sales Executive
Qualification Pack	MES/ Q 0203, v1.0
Sector Skill Council	Media & Entertainment

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by the Media and Entertainment 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.
2	Each NOS will be assessed both for theoretical knowledge and practical
3	The assessment for the theory & Practical part will be based on knowledge bank of questions created by the AA and approved by SSC.
4	Individual assessment agencies will create unique question papers for theory and skill practical part for each candidate at each examination/training centre
5	To pass the Qualification Pack, every trainee should score a minimum of 60% in every NOS
6	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

	NOS	NOS NAME	Weightage
1	MES/ N 0204	Develop advertising sales proposals	30%
2	MES/ N 0205	Acquire and maintain advertising sales clients	30%
3	MES/ N 0211	Close an advertising sales order	30%
4	MES/ N 0104	Maintain workplace health and safety Description	10%
			100%

Job Role	Sales Executive				
Assessment Outcomes	Assessment Criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
<b>MES/ N 0204 (Develop advertising sales proposals)</b>	PC1.Calculate ad-value for the proposed advertisement placements, taking into account key variables (e.g. reach/time-spent, readership, listenership/time-spent, page views, impressions, occupancy/availability, client credit limit)	100	20	10	50
	PC2.Conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers		20	10	
	PC3.Perform costing procedures for key variables and calculate potential adjustments that could be factored in during the negotiation process		20	10	
	PC4.Articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies		20	10	
	PC5.Develop and submit proposals within the timeframe agreed and in the format requested by the client		20	10	
		Total	100	50	50
Assessment Outcomes	Assessment Criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
<b>MES / N 0205 (Acquire and maintain advertising sales clients)</b>	PC1.Identify potential clients and build a client base through personal networks, and through primary and secondary research	100	25	15	50
	PC2.Understand the clients need to advertise in a particular market		25	10	
	PC3.Analyze the types resources available in a particular market		25	10	
	PC4.Market the credibility and track record of your organization to potential clients, and sell them the benefits of advertising through it		25	15	
		Total	100	50	50
Assessment Outcomes	Assessment Criteria for outcomes	Total	Out	Marks Allocation	
				Theory	Skills



		Mark	Of		Practical
<b>MES / N 0211 (Close an advertising sales order)</b>	PC1. Provide a convincing proposition to the client and negotiate to derive the maximum revenue from the available inventory	100	10	5	50
	PC2. Ensure that the advertisement rates are higher or equal to the benchmark rates set by the organization		10	5	
	PC3. Negotiate volume discounts with agencies to sell inventory in advance at rates that are in line with benchmark discount rates set by the organization		10	5	
	PC4. Identify opportunities to cross-sell other sources of revenue such as media integrations, events and activations etc.		10	5	
	PC5. Draft sales agreements/contracts and liaise with the legal team to vet them		10	5	
	PC6. Make arrangements with the relevant teams within the organization to ensure execution of the contract		10	5	
	PC7. Troubleshoot and manage client crises through effective communication and team support		10	5	
	PC8. Negotiate barter deals with clients after carrying out a detailed cost-benefit analysis to ensure that the deal would be beneficial for the organization		10	5	
	PC9. Clearly communicate the scope of the agreement with the client and set out realistic expectations regarding effectiveness of the advertising		10	5	
	PC10. Monitor billing details and outstanding dues, ensuring that dues are collected on time through the respective sales manager		10	5	
		Total	100	50	50
<b>Assessment outcomes</b>	<b>Assessment criteria for outcomes</b>	<b>Marks Allocation</b>			
		<b>Total mark</b>	<b>Out of</b>	<b>Theory</b>	<b>Skills Practical</b>
<b>MES/ N 0104 (Maintain workplace health and safety Description)</b>	PC1. Understand and comply with the organization's current health, safety and security policies and procedures	100	10	5	50
	PC2. Understand the safe working practices pertaining to own occupation		10	5	
	PC3. Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises		5	3	
	PC4. Participate in organization health and safety knowledge sessions and drills		5	2	
	PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency		10	5	

	PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	
	PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety		10	5	
	PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures		10	5	
	PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person		5	3	
	PC10. Report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected		10	5	
	PC11. Follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard		10	5	
	PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority		5	2	
		Total	100	50	50

Do 

- Explain each Guideline for Assessment in detail
- Explain the score that each trainee needs to obtain
- Recapitulate each NOS one-by-one and take participants through the allocation of marks for Theory and Skills Practical.
- Explain the Allocation of Marks. Explain that they will be assessed on Theory and Skills Practical.
- Explain that for the first NOS, <50> marks are allotted for Theory and &<50>for Skills Practical.

Notes

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**Skill India**  
कौशल भारत - कुशल भारत



सत्यमेव जयते  
GOVERNMENT OF INDIA  
MINISTRY OF SKILL DEVELOPMENT  
& ENTREPRENEURSHIP



N.S.D.C.  
National  
Skill Development  
Corporation  
Transforming the skill landscape



Media & Entertainment Skills Council

**Media & Entertainment Skills Council**

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