





## Qualification Pack

### Contents

MES/Q0207: Account Director .....	3
<i>Brief Job Description</i> .....	3
Applicable National Occupational Standards (NOS) .....	3
<i>Compulsory NOS</i> .....	3
<i>Qualification Pack (QP) Parameters</i> .....	3
MES/N0201: Keep apprised with developments in the industry .....	5
MES/N0214: Manage delivery of work products .....	10
MES/N0104: Maintain Workplace Health & Safety .....	14
MES/N0213: Analyse the requirements and creative goals of the client .....	20
Assessment Guidelines and Weightage .....	23
<i>Assessment Guidelines</i> .....	23
<i>Assessment Weightage</i> .....	24
Acronyms .....	25
Glossary .....	26



## Qualification Pack

### MES/Q0207: Account Director

#### Brief Job Description

Individuals at this job are responsible for managing the clients advertisement portfolio

#### Personal Attributes

This job requires the individual to manage clients advertising portfolios by defining media plans and campaigns and evaluating their effectiveness. The individual is responsible for overseeing the work of the account executives, ensuring that clients requirements are understood and executed well.

#### Applicable National Occupational Standards (NOS)

##### Compulsory NOS:

1. [MES/N0201: Keep apprised with developments in the industry](#)
2. [MES/N0214: Manage delivery of work products](#)
3. [MES/N0104: Maintain Workplace Health & Safety](#)
4. [MES/N0213: Analyse the requirements and creative goals of the client](#)

#### Qualification Pack (QP) Parameters

<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Advertising
<b>Occupation</b>	Ad Sales/Account Management/Scheduling/Traffic
<b>Country</b>	India
<b>NSQF Level</b>	6
<b>Credits</b>	NA
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO 2015- 1120.3401



## Qualification Pack

<b>Minimum Educational Qualification &amp; Experience</b>	Post Graduate OR Graduate (Advertisement/Film) with 1 Year of experience OR Graduate with 3 Years of experience OR Diploma (Three years diploma after Class 12th) with 3 Years of experience OR Certificate-NSQF (Account Manager at NSQF Level-5) with 2 Years of experience
<b>Minimum Level of Education for Training in School</b>	12th Class
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	22 Years
<b>Last Reviewed On</b>	NA
<b>Next Review Date</b>	23/02/2027
<b>NSQF Approval Date</b>	24/02/2022
<b>Version</b>	3.0
<b>Reference code on NQR</b>	2022/ME/MESC/05433
<b>NQR Version</b>	1.0

Remarks:



## Qualification Pack

### MES/N0201: Keep apprised with developments in the industry

#### Description

This OS unit is about knowing the organization, the competitors and the market well to be able to carry out the job effectively

#### Elements and Performance Criteria

##### *Monitoring and understanding the market and the competitors and continuously seeking out new opportunities*

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

- PC1.** monitor any changes or updates in the market
- PC2.** understand the market, its various elements and how they affect the organization
- PC3.** identify new opportunities in the market
- PC4.** analyze how these opportunities can be leveraged to benefit the organization
- PC5.** identify who the competitors are, who their major clients are and how their activity is changing

##### *Identifying information needed to carry out the job effectively*

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

- PC6.** extract key facts from formal and informal sources and analyze how it can be used by the organization
- PC7.** actively participate in forums and discussions to be able to keep updated with any new changes in the industry/ its practices
- PC8.** keep up-to-date with the laws and any other regulations that can apply to the organization

##### *Identifying new innovations and future developments that might benefit the organization or the clients*

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

- PC9.** keep track of any changes in the industry and how they can be converted into useful opportunities
- PC10.** analyze the market and forecast what the powerful trends would be that can affect the organization in any way
- PC11.** keep up-to-date with any changes in policies that can affect the clients business

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the brand and the market position of the organization
- KU2.** organizations capabilities, culture, ways of working and marketing mix
- KU3.** different business functions in the organization and the various aspects related to the job role
- KU4.** fundamentals of advertising and marketing
- KU5.** how to prepare a brief for sales or account teams
- KU6.** how to present the idea/concept to the client



## Qualification Pack

- KU7.** how to present the final work-products
- KU8.** applicable legal and regulatory requirements

### Generic Skills (GS)

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

- GS1.** prepare a brief that effectively encapsulates the idea and its impact
- GS2.** prepare a brief about the industry trends and how they can impact the client
- GS3.** prepare client reports and presentations, as required
- GS4.** prepare a presentation about industry trends for the internal teams
- GS5.** read and interpret all relevant research information
- GS6.** liaise with the client and internal teams and ensure that the formers needs are understood and well-executed by the latter
- GS7.** discuss and finalize the changes in accordance with the industry trends and how they are to be implemented
- GS8.** review and present final information to the respective teams
- GS9.** organize discussions/ meetings with the clients or the internal teams as the need may be to analyze market trend
- GS10.** ensure that the information gathered is relevant to the clients and their business
- GS11.** tackle issues that may arise due to industry changes and minimize the impact it may have on the organizations functioning

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Monitoring and understanding the market and the competitors and continuously seeking out new opportunities</i>	<b>20</b>	<b>20</b>	-	-
<b>PC1.</b> monitor any changes or updates in the market	5	-	-	-
<b>PC2.</b> understand the market, its various elements and how they affect the organization	-	5	-	-
<b>PC3.</b> identify new opportunities in the market	5	5	-	-
<b>PC4.</b> analyze how these opportunities can be leveraged to benefit the organization	5	5	-	-
<b>PC5.</b> identify who the competitors are, who their major clients are and how their activity is changing	5	5	-	-
<i>Identifying information needed to carry out the job effectively</i>	<b>15</b>	<b>15</b>	-	-
<b>PC6.</b> extract key facts from formal and informal sources and analyze how it can be used by the organization	5	5	-	-
<b>PC7.</b> actively participate in forums and discussions to be able to keep updated with any new changes in the industry/ its practices	5	5	-	-
<b>PC8.</b> keep up-to-date with the laws and any other regulations that can apply to the organization	5	5	-	-
<i>Identifying new innovations and future developments that might benefit the organization or the clients</i>	<b>15</b>	<b>15</b>	-	-
<b>PC9.</b> keep track of any changes in the industry and how they can be converted into useful opportunities	5	5	-	-
<b>PC10.</b> analyze the market and forecast what the powerful trends would be that can affect the organization in any way	5	5	-	-



## Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. keep up-to-date with any changes in policies that can affect the clients business	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-





## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N0201
<b>NOS Name</b>	Keep apprised with developments in the industry
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Television, Print, Radio, Digital, Out-of-home
<b>Occupation</b>	Ad sales/Account Management/Scheduling/Traffic
<b>NSQF Level</b>	7
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	21/11/2014
<b>Next Review Date</b>	24/02/2027
<b>NSQC Clearance Date</b>	24/02/2022



## Qualification Pack

### MES/N0214: Manage delivery of work products

#### Description

This OS unit is about managing the preparation and presentation of final work products to the client based on their requirements

#### Elements and Performance Criteria

##### *Oversee preparation of work products*

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

- PC1.** oversee the preparation of final work products in meeting client needs
- PC2.** select a presentation method that is appropriate to the information to be conveyed
- PC3.** troubleshoot and manage any issues that may arise during the preparation of work products
- PC4.** obtain approval, or liaise with relevant senior personnel (eg: art director) on final work-products, if appropriate

##### *Present final work products*

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

- PC5.** effectively present end-products, and how the clients requirements have been met
- PC6.** communicate the journey to arrive at the end product- the rationale for decisions, an the selection of tools, techniques, mediums etc.- highlighting how they best serve the clients desired objectives
- PC7.** make clear any assumptions and degrees of uncertainty
- PC8.** respond positively to feedback and any changes requested

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the clients advertising budget, vision and objectives
- KU2.** the clients advertising plan and campaign
- KU3.** industry norms and standards in presenting work products
- KU4.** the products/services offered by your organization as opposed to those by your competitors
- KU5.** organizational policies for constructing presentations/work products, including an end-products format, readability, the imperatives it must incorporate and the terms and conditions for serving different clients
- KU6.** departments within the organization that may provide information and assistance in preparing the product
- KU7.** fundamentals of advertising and marketing
- KU8.** how to prepare a brief for the creative/ art & design teams
- KU9.** how to present initial ideas/concepts regarding the work product to the client and solicit their approval
- KU10.** the production costs for a variety of advertisements across mediums



## Qualification Pack

- KU11.** how to select the most effective presentation formats, tools and techniques
- KU12.** how to effectively present final work-products and communicate how the objectives and creative vision of the client has been met
- KU13.** applicable legal and regulatory requirements

### Generic Skills (GS)

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

- GS1.** oversee the preparation of end-products that encapsulate the clients vision and meets requirements
- GS2.** read the advertisers media plan and campaign details
- GS3.** liaise with the client and ensure that interim concepts and work-products are in line with requirements and creative goals
- GS4.** effectively communicate client objectives and vision with the creative / art&design team
- GS5.** review and present final advertising end-products to the client
- GS6.** ensure that the advertising end-products are prepared and presented to the client within the time-frame committed
- GS7.** ensure that the advertising end-products achieve the objectives set out and agreed upon with the client
- GS8.** identify problems with the effective execution of the task and undertake measures to overcome them

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Oversee preparation of work products</i>	<b>25</b>	<b>25</b>	-	-
<b>PC1.</b> oversee the preparation of final work products in meeting client needs	10	5	-	-
<b>PC2.</b> select a presentation method that is appropriate to the information to be conveyed	5	10	-	-
<b>PC3.</b> troubleshoot and manage any issues that may arise during the preparation of work products	5	5	-	-
<b>PC4.</b> obtain approval, or liaise with relevant senior personnel (eg: art director) on final work-products, if appropriate	5	5	-	-
<i>Present final work products</i>	<b>25</b>	<b>25</b>	-	-
<b>PC5.</b> effectively present end-products, and how the clients requirements have been met	5	5	-	-
<b>PC6.</b> communicate the journey to arrive at the end product- the rationale for decisions, an the selection of tools, techniques, mediums etc.- highlighting how they best serve the clients desired objectives	10	5	-	-
<b>PC7.</b> make clear any assumptions and degrees of uncertainty	5	5	-	-
<b>PC8.</b> respond positively to feedback and any changes requested	5	10	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N0214
<b>NOS Name</b>	Manage delivery of work products
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Advertising
<b>Occupation</b>	Ad sales/Account Management/Scheduling/Traffic
<b>NSQF Level</b>	6
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	21/11/2014
<b>Next Review Date</b>	23/02/2027
<b>NSQC Clearance Date</b>	24/02/2022



## Qualification Pack

### MES/N0104: Maintain Workplace Health & Safety

#### Description

This OS unit is about contributing towards maintaining a healthy, safe and secure working environment

#### Elements and Performance Criteria

##### *Understanding the health, safety and security risks prevalent in the workplace*

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

- PC1.** understand and comply with the organizations current health, safety and security policies and procedures
- PC2.** understand the safe working practices pertaining to own occupation
- 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
- PC4.** participate in organization health and safety knowledge sessions and drills

##### *Knowing the people responsible for health and safety and the resources available*

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

- PC5.** identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency
- PC6.** identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms

##### *Identifying and reporting risks*

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

- PC7.** identify aspects of your workplace that could cause potential risk to own and others health and safety
- PC8.** ensure own personal health and safety, and that of others in the workplace through precautionary measures
- PC9.** identify and recommend opportunities for improving health, safety, and security to the designated person
- 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

##### *Complying with procedures in the event of an emergency*

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

- PC11.** follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard
- PC12.** identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:



## Qualification Pack

- KU1.** Organizations norms and policies relating to health and safety
- KU2.** Government norms and policies regarding health and safety and related emergency procedures
- KU3.** Limits of authority while dealing with risks/ hazards
- KU4.** The importance of maintaining high standards of health and safety at a workplace
- KU5.** The different types of health and safety hazards in a workplace
- KU6.** Safe working practices for own job role
- KU7.** Evacuation procedures and other arrangements for handling risks
- KU8.** Names and contact numbers of people responsible for health and safety in a workplace
- KU9.** How to summon medical assistance and the emergency services, where necessary
- KU10.** Vendors or manufacturers instructions for maintaining health and safety while using equipment, systems and/or machines

## Generic Skills (GS)

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

- GS1.** how to write and provide feedback regarding health and safety to the concerned people
- GS2.** how to write and highlight potential risks or report a hazard to the concerned people
- GS3.** read instructions, policies, procedures and norms relating to health and safety
- GS4.** highlight potential risks and report hazards to the designated people
- GS5.** listen and communicate information with all anyone concerned or affected
- GS6.** make decisions on a suitable course of action or plan
- GS7.** plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority
- GS8.** apply problem solving approaches in different situations
- GS9.** understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority
- GS10.** apply balanced judgments in different situations
- GS11.** How to write and provide feedback regarding health and safety to the concerned people
- GS12.** How to write and highlight potential risks or report a hazard to the concerned people
- GS13.** Read instructions, policies, procedures and norms relating to health and safety
- GS14.** Highlight potential risks and report hazards to the designated people
- GS15.** Listen and communicate information with all anyone concerned or affected
- GS16.** Make decisions on a suitable course of action or plan
- GS17.** Plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority
- GS18.** Apply problem solving approaches in different situations
- GS19.** build and maintain positive and effective relationships with colleges and customers
- GS20.** analyze data and activities
- GS21.** Understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority



## Qualification Pack

**GS22.** Apply balanced judgments in different situations



## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Understanding the health, safety and security risks prevalent in the workplace</i>	<b>15</b>	<b>15</b>	-	-
<b>PC1.</b> understand and comply with the organizations current health, safety and security policies and procedures	5	5	-	-
<b>PC2.</b> understand the safe working practices pertaining to own occupation	5	5	-	-
<b>PC3.</b> 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	3	2	-	-
<b>PC4.</b> participate in organization health and safety knowledge sessions and drills	2	3	-	-
<i>Knowing the people responsible for health and safety and the resources available</i>	<b>10</b>	<b>10</b>	-	-
<b>PC5.</b> identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency	5	5	-	-
<b>PC6.</b> identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms	5	5	-	-
<i>Identifying and reporting risks</i>	<b>18</b>	<b>17</b>	-	-
<b>PC7.</b> identify aspects of your workplace that could cause potential risk to own and others health and safety	5	5	-	-
<b>PC8.</b> ensure own personal health and safety, and that of others in the workplace through precautionary measures	5	5	-	-
<b>PC9.</b> identify and recommend opportunities for improving health, safety, and security to the designated person	3	2	-	-

## Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC10.</b> report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected	5	5	-	-
<i>Complying with procedures in the event of an emergency</i>	<b>7</b>	<b>8</b>	-	-
<b>PC11.</b> follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard	5	5	-	-
<b>PC12.</b> identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority	2	3	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N0104
<b>NOS Name</b>	Maintain Workplace Health & Safety
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Film, Television, Animation, Gaming, Radio, Advertising
<b>Occupation</b>	Ad sales/Account Management/Scheduling/Traffic
<b>NSQF Level</b>	5
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	30/12/2021
<b>Next Review Date</b>	27/01/2027
<b>NSQC Clearance Date</b>	27/01/2022

## Qualification Pack

### MES/N0213: Analyse the requirements and creative goals of the client

#### Description

This unit is about understanding the advertising requirements and creative goals of the client

#### Scope

The scope covers the following :

- Understanding the advertisement requirements and creative goals of the client
- Comprehending the safety and security procedures for conduct of operations

#### Elements and Performance Criteria

##### *Understanding the advertisement requirements and creative goals of the client*

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

- PC1.** research and understand the creative brief received from the advertiser
- PC2.** arrange meetings/discussions with the client to foster dialogue and a clear understanding of client requirements and creative goals, as required
- PC3.** interact and gather information effectively from the client to be able to create successful advertising solutions, as required
- PC4.** coordinate with internal teams to analyze and agree upon what work products need to be created based on the clients needs

##### *Comprehending the safety and security procedures for conduct of operations*

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

- PC5.** respond positively to feedback and changes in creative requirements

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the advertising process followed at the agency
- KU2.** the clients advertising budget, vision and objectives
- KU3.** the clients advertising plan and campaign
- KU4.** fundamentals of advertising and marketing
- KU5.** how to effectively listen and understand client needs and objectives
- KU6.** how to ask the right questions and gather information effectively
- KU7.** how to discuss, flesh out and specify the objectives and creative vision of the client, where appropriate
- KU8.** how to present the idea/concept to the client and solicit their approval
- KU9.** the production costs for a variety of advertisements across mediums, and their fit with client needs
- KU10.** applicable legal and regulatory requirements



## Qualification Pack

### Generic Skills (GS)

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

- GS1.** detail out the clients requirements and objectives
- GS2.** read the advertisers media plan and campaign details
- GS3.** liaise with the client and creative/ art & design teams and ensure that the formers needs are understood and well-executed by the latter
- GS4.** ensure that the advertising end-products are prepared and presented in line with pre-determined client requirements and creative goals
- GS5.** identify problems with the effective execution of the task and undertake measures to overcome them
- GS6.** set clear expectations of what advertising may or may not achieve at the outset of agreements with clients
- GS7.** reach agreement with clients about levels of customer care before the sale is agreed
- GS8.** analyse and evaluate completed advertising against client satisfaction, the time taken to service the contract and the money raised for your organisation
- GS9.** maintain contact with clients even when there is not the immediate possibility of a sale
- GS10.** deal with changes during campaigns in a way that meets the needs of your organization while maintaining a good relationship with clients

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Understanding the advertisement requirements and creative goals of the client</i>	<b>40</b>	<b>40</b>	-	-
<b>PC1.</b> research and understand the creative brief received from the advertiser	10	10	-	-
<b>PC2.</b> arrange meetings/discussions with the client to foster dialogue and a clear understanding of client requirements and creative goals, as required	10	10	-	-
<b>PC3.</b> interact and gather information effectively from the client to be able to create successful advertising solutions, as required	10	10	-	-
<b>PC4.</b> coordinate with internal teams to analyze and agree upon what work products need to be created based on the clients needs	10	10	-	-
<i>Comprehending the safety and security procedures for conduct of operations</i>	<b>10</b>	<b>10</b>	-	-
<b>PC5.</b> respond positively to feedback and changes in creative requirements	10	10	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N0213
<b>NOS Name</b>	Analyse the requirements and creative goals of the client
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Advertising
<b>Occupation</b>	Ad sales/Account Management/Scheduling/Traffic
<b>NSQF Level</b>	5
<b>Credits</b>	TBD
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	23/02/2027
<b>NSQC Clearance Date</b>	24/02/2022

## Assessment Guidelines and Assessment Weightage

### Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each Element/ PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.



## Qualification Pack

### Minimum Aggregate Passing % at QP Level : 70

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

### Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
MES/N0201.Keep apprised with developments in the industry	50	50	-	-	100	30
MES/N0214.Manage delivery of work products	50	50	-	-	100	30
MES/N0104.Maintain Workplace Health & Safety	50	50	-	-	100	10
MES/N0213.Analyse the requirements and creative goals of the client	50	50	0	0	100	30
<b>Total</b>	<b>200</b>	<b>200</b>	<b>-</b>	<b>-</b>	<b>400</b>	<b>100</b>





## Qualification Pack

### Acronyms

<b>NOS</b>	National Occupational Standard(s)
<b>NSQF</b>	National Skills Qualifications Framework
<b>QP</b>	Qualifications Pack
<b>TVET</b>	Technical and Vocational Education and Training

## Qualification Pack

### Glossary

<b>Sector</b>	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.
<b>Sub-sector</b>	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
<b>Occupation</b>	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
<b>Occupational Standards (OS)</b>	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
<b>Performance Criteria (PC)</b>	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
<b>National Occupational Standards (NOS)</b>	NOS are occupational standards which apply uniquely in the Indian context.
<b>Qualifications Pack (QP)</b>	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.
<b>Unit Code</b>	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
<b>Unit Title</b>	Unit title gives a clear overall statement about what the incumbent should be able to do.
<b>Description</b>	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.
<b>Scope</b>	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.

## Qualification Pack

<b>Knowledge and Understanding (KU)</b>	Knowledge and Understanding (KU) 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.
<b>Organisational Context</b>	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.
<b>Technical Knowledge</b>	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
<b>Core Skills/ Generic Skills (GS)</b>	Core skills or Generic Skills (GS) 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.
<b>Electives</b>	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
<b>Options</b>	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.