



Handloom Entrepreneur

QP Code: TSC/Q7801

Version: 1.0

NSQF Level: 6

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TSC/Q7801: Handloom Entrepreneur

Brief Job Description

The handloom entrepreneur should be able to collect business related market information for planning and decision making, coordinate team, finance and administrative activities, design, deliver and supervise for quality products ensuring organizational health, safety and security

Personal Attributes

Needs to have basic knowledge of varieties of fabrics, yarn count, designing and card punching methods and tools, different types of weaves, looms, quality parameters, concept of financial and people management, basic computer application, marketing skills, leadership qualities, an eye for detail and alert mind.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [TSC/N7801: Collect business related market information for planning and decision making](#)
2. [TSC/N7802: Coordinate team, finance and administrative activities for handloom business establishment](#)
3. [TSC/N7803: Design, deliver and supervise for quality handloom products](#)
4. [TSC/N7804: Undertake activities for increasing sales of the handloom products](#)
5. [TSC/N7805: Ensure organizational health, safety and security for self and others in the handloom sector](#)

Qualification Pack (QP) Parameters

Sector	Textile
Sub-Sector	Handloom & Khadi
Occupation	Handloom Business
Country	India
NSQF Level	6
Aligned to NCO/ISCO/ISIC Code	NCO-2015/7318.99
Minimum Educational Qualification & Experience	10th Class (Preferably)
Minimum Level of Education for Training in School	

Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	15/01/2016
Next Review Date	31/03/2020
NSQC Approval Date	
Version	1.0

TSC/N7801: Collect business related market information for planning and decision making

Description

This unit prepares handloom entrepreneur with the necessary skills, knowledge and attributes to collect business related market information for planning and decision making

Scope

This unit/task covers the following:

- Collect business related market information
- Ensure proper organizational activities for setting-up a business

Elements and Performance Criteria

Collect business related market information

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

1. collect information for estimating market demand for handloom products at various levels, Levels: Local, regional, national, and international
2. collect information to ensure production viability with respect to various critical factors, Factors: Business selection; technology and machinery; financial arrangement; unit development; filing of entrepreneurs memorandum & addresses of DICs; approvals; clearances; quality certification, etc

Ensure proper organizational activities for setting up a business

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

3. select type of viable handloom businesses by obtaining information on costs of various inputs required for setting up of production and sales facility, Inputs: Land, building or shed; machineries and equipment; raw materials; power and water; skilled manpower; capital, etc
4. evaluate various options for raising capital and select as per the business conditions, Options: Personal, loans, micro lending, cluster lending, micro financing, SME finance, crowd funding, etc
5. select appropriate scheme from the list provided by the government for entrepreneurial development in handloom sector
6. identify appropriate legal ownership structure suitable to the nature of the business activity and convenience of operations, Ownership types: Single ownership (individual or sole proprietorship), partnership, joint stock companies, corporations, cooperatives, state or central, government owned enterprises, etc.
7. identify various legal, health and safety regulations and guidelines applicable to the business activity
8. identify working objective, own strength and constraints with respect to handloom business setup
9. select and register a business name for organization with Secretary of State to avoid duplicity of name
10. design an appropriate trademark or logo to brand the handloom products of the organization, Appropriate: Unique, represent business activities, attractive, simple, etc

- 11.** collect information for documentation of trademark registration under governments rule and regulations
- 12.** ensure submission of completed documents and registration fees to the authorized trademark registration centres for trade license
- 13.** register the enterprise with the State Directorate or Commissioner of Industries or District Industries Centres (DIC's) in the appropriate process depending upon the location and type of business in order to avail benefits from the government formation of SHGs, Society, Cooperative Society (local multistate)

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** legislation, standards, policies, and procedures followed in the production house relevant to employment and performance conditions
- KU2.** relevant health and safety requirements applicable in the work place
- KU3.** importance of health, hygiene, safety and quality standards and the impact of non-compliance of the standards on consumers, employees and the business
- KU4.** job role and responsibilities and sources for information pertaining to employment terms, compensation, job role and responsibilities
- KU5.** relevant people and their responsibilities within the work area
- KU6.** various categories of people that one is required to communicate and coordinate within the organization
- KU7.** handloom products and market
- KU8.** types of business and its requirements in handloom sector
- KU9.** different types of financial aid and government schemes for entrepreneurial development in handloom sector
- KU10.** different legal business ownership structures under government schemes
- KU11.** various authorized trademark registration centres
- KU12.** registration process for trade license
- KU13.** legal formalities for business activities

Generic Skills (GS)

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

- GS1.** write local or English language for market survey, registration, business process, etc
- GS2.** take notes in local or English language of instructions received from government and people
- GS3.** read rules, regulations, schemes, and research reports in local or English language for business planning activities
- GS4.** read and correctly interpret own notes written in local or English language
- GS5.** communicate with colleagues, employees, government officials and business associates appropriately
- GS6.** listen carefully
- GS7.** talk effectively to convey information succinctly and unequivocally

- GS8.** take decision with systematic course of actions and /or response
- GS9.** decide the type of handloom business, ownership, schemes and necessary requirements for setting-up a business
- GS10.** plan and organize own work in a way that all activities are completed in time and as per specifications
- GS11.** interpret and prepare research report according to the feedback received from survey
- GS12.** maintain long term business relationship with employees, government officials and business associates
- GS13.** determine solution for the problems received from market survey
- GS14.** analyze the handloom market and set up a business model to resolve its issues
- GS15.** develop a business model keeping in mind all the factors in handloom sector

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Collect business related market information</i>	4	12	-	-
1. collect information for estimating market demand for handloom products at various levels, Levels: Local, regional, national, and international	2	6	-	-
2. collect information to ensure production viability with respect to various critical factors, Factors: Business selection; technology and machinery; financial arrangement; unit development; filing of entrepreneurs memorandum & addresses of DICs; approvals; clearances; quality certification, etc	2	6	-	-
<i>Ensure proper organizational activities for setting up a business</i>	20	64	-	-
3. select type of viable handloom businesses by obtaining information on costs of various inputs required for setting up of production and sales facility, Inputs: Land, building or shed; machineries and equipment; raw materials; power and water; skilled manpower; capital, etc	2	6	-	-
4. evaluate various options for raising capital and select as per the business conditions, Options: Personal, loans, micro lending, cluster lending, micro financing, SME finance, crowd funding, etc	2	6	-	-
5. select appropriate scheme from the list provided by the government for entrepreneurial development in handloom sector	2	6	-	-
6. identify appropriate legal ownership structure suitable to the nature of the business activity and convenience of operations, Ownership types: Single ownership (individual or sole proprietorship), partnership, joint stock companies, corporations, cooperatives, state or central, government owned enterprises, etc.	2	6	-	-
7. identify various legal, health and safety regulations and guidelines applicable to the business activity	2	6	-	-
8. identify working objective, own strength and constraints with respect to handloom business setup	2	6	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
9. select and register a business name for organization with Secretary of State to avoid duplicity of name	2	6	-	-
10. design an appropriate trademark or logo to brand the handloom products of the organization, Appropriate: Unique, represent business activities, attractive, simple, etc	2	6	-	-
11. collect information for documentation of trademark registration under governments rule and regulations	2	6	-	-
12. ensure submission of completed documents and registration fees to the authorized trademark registration centres for trade license	1	5	-	-
13. register the enterprise with the State Directorate or Commissioner of Industries or District Industries Centres (DIC's) in the appropriate process depending upon the location and type of business in order to avail benefits from the government formation of SHGs, Society, Cooperative Society (local multistate)	1	5	-	-
NOS Total	24	76	-	-

National Occupational Standards (NOS) Parameters

NOS Code	TSC/N7801
NOS Name	Collect business related market information for planning and decision making
Sector	Textile
Sub-Sector	Handloom & Khadi
Occupation	Handloom Business
NSQF Level	6
Credits	TBD
Version	1.0
Last Reviewed Date	15/05/2016
Next Review Date	15/05/2018
NSQC Clearance Date	

TSC/N7802: Coordinate team, finance and administrative activities for handloom business establishment

Description

This unit prepares the handloom entrepreneur with the necessary skills, knowledge and attributes for managing finance and people in the handloom sector

Scope

This unit/task covers the following:

- Build and coordinate a team of people
- Ensure proper financial and administrative management

Elements and Performance Criteria

Build and coordinate a team of people

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

1. advertise for employment/contractual job using different channels Channels: Posters, newspaper, online, consultants, references, campus placement, etc.
2. recruit/contract suitable people for the required roles in the organization Suitable: With required levels of skill, knowledge and attitude, available within the recruitment budgets, good previous education/employment record, etc.
3. build an effective team in the organization to handle all functions
4. monitor team progress by tracking key performance parameters
5. ensure performance as per business objectives by identifying potential problem areas and collectively seeking solutions and new innovative ideas
6. improve performance of team by identifying areas of development, providing feedback and training
7. create opportunities for all members/employees in the organization to develop leadership qualities
8. establish good relationship with financial institutions, government agencies, business associates, and other associations
9. communicate effectively and avoid conflicts and miscommunication with the employees/members
10. ensure timely transfer of salaries and payments to the employees and business associates
11. calculate and issue monetary and non-monetary incentives to motivate the employees based on performance

Ensure proper financial and administrative management

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

12. organize and safely store record files of members/employees, bills, office documents in appropriate places
13. regularly update the attendance of employees/members in a designated register

- 14.** compare the features and benefits of financial schemes offered by various financial agencies
Features and benefits: Interest rate, flexible repayment options, repayment period of loan term, proximity of the bank to business location, concessions, etc. Financial agencies: Nationalized banks, Small Industries Development Bank of India (SIDBI), Regional Rural Banks, National Small Industries Corporation (NSIC), State Financial Corporations, NABARD, NEDFI, Bajaj Financial, SBI etc.
- 15.** select the schemes suitable for the business interests of the organization
- 16.** obtain all the documents required to open a bank account and submit them to the authorized bank officer
- 17.** maintain a record book with regular entries of product sales, expenses incurred in production and marketing, general expenses, e.g. rent, utilities charge, loan payments and interests, etc.
- 18.** calculate profit and loss by analyzing the cost and revenue data from the day to day financial records
- 19.** keep cash book, financial documents in secured locations
Financial documents: Saving & loan ledger, bank ledger, groups bank passbook, individual passbooks, etc.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** legislation, standards, policies, and procedures followed in the production house relevant to employment and performance conditions
- KU2.** relevant health and safety requirements applicable in the work place
- KU3.** importance of health, hygiene, safety and quality standards and the impact of non-compliance of the standards on consumers, employees and the business
- KU4.** job role and responsibilities and sources for information pertaining to employment terms, compensation, job role and responsibilities
- KU5.** relevant people and their responsibilities within the work area
- KU6.** various categories of people that one is required to communicate and coordinate within the organization
- KU7.** different networking channels for regular/contractual recruitment
- KU8.** hiring process and procedures
Procedures: Issuance of employment letter, contract, facilities like P.F, E.S.I, medical insurance, travel allowance, etc.
- KU9.** how to motivate employees/members using innovative techniques
- KU10.** team building methods
- KU11.** methods for enhancing team performance and capabilities
- KU12.** salary/daily wages calculation
- KU13.** various financial schemes and funding from authorized agencies
- KU14.** basics of financial management
Basics: Cash flow, profit & loss calculation, balance sheet, etc.
- KU15.** cost benefit analysis
- KU16.** break event analysis
- KU17.** project management

Generic Skills (GS)

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

- GS1.** write local or English language for financial and people management processes
- GS2.** take notes in local or English language of instructions received from jacquard designers
- GS3.** read different financial and administrative documents
- GS4.** read and correctly interpret own notes written in local or English language
- GS5.** communicate with colleagues, employees, government officials and business associates appropriately
- GS6.** listen carefully
- GS7.** talk effectively to convey information succinctly and unequivocally
- GS8.** take decision with systematic course of actions and /or response
- GS9.** decide on the various financial schemes, organizations financial management and human resource policies, etc.
- GS10.** plan and organize work in a way that all activities are completed in time and as per specifications
- GS11.** orient and encourage team to meet customer requirements
- GS12.** determine timely correction of errors to prevent redoing of work
- GS13.** analyze financial policies for the growth and development of the organization
- GS14.** analyze employees output yearly in the organization
- GS15.** determine suitable financial schemes for the development of the handloom unit

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Build and coordinate a team of people</i>	16	44	-	-
1. advertise for employment/contractual job using different channels Channels: Posters, newspaper, online, consultants, references, campus placement, etc.	2	4	-	-
2. recruit/contract suitable people for the required roles in the organization Suitable: With required levels of skill, knowledge and attitude, available within the recruitment budgets, good previous education/employment record, etc.	2	4	-	-
3. build an effective team in the organization to handle all functions	2	4	-	-
4. monitor team progress by tracking key performance parameters	2	4	-	-
5. ensure performance as per business objectives by identifying potential problem areas and collectively seeking solutions and new innovative ideas	2	4	-	-
6. improve performance of team by identifying areas of development, providing feedback and training	1	4	-	-
7. create opportunities for all members/employees in the organization to develop leadership qualities	1	4	-	-
8. establish good relationship with financial institutions, government agencies, business associates, and other associations	1	4	-	-
9. communicate effectively and avoid conflicts and miscommunication with the employees/members	1	4	-	-
10. ensure timely transfer of salaries and payments to the employees and business associates	1	4	-	-
11. calculate and issue monetary and non-monetary incentives to motivate the employees based on performance	1	4	-	-
<i>Ensure proper financial and administrative management</i>	8	32	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
12. organize and safely store record files of members/employees, bills, office documents in appropriate places	1	4	-	-
13. regularly update the attendance of employees/members in a designated register	1	4	-	-
14. compare the features and benefits of financial schemes offered by various financial agencies Features and benefits: Interest rate, flexible repayment options, repayment period of loan term, proximity of the bank to business location, concessions, etc. Financial agencies: Nationalized banks, Small Industries Development Bank of India (SIDBI), Regional Rural Banks, National Small Industries Corporation (NSIC), State Financial Corporations, NABARD, NEDFI, Bajaj Financial, SBI etc.	1	4	-	-
15. select the schemes suitable for the business interests of the organization	1	4	-	-
16. obtain all the documents required to open a bank account and submit them to the authorized bank officer	1	4	-	-
17. maintain a record book with regular entries of product sales, expenses incurred in production and marketing, general expenses, e.g. rent, utilities charge, loan payments and interests, etc.	1	4	-	-
18. calculate profit and loss by analyzing the cost and revenue data from the day to day financial records	1	4	-	-
19. keep cash book, financial documents in secured locations Financial documents: Saving & loan ledger, bank ledger, groups bank passbook, individual passbooks, etc.	1	4	-	-
NOS Total	24	76	-	-

National Occupational Standards (NOS) Parameters

NOS Code	TSC/N7802
NOS Name	Coordinate team, finance and administrative activities for handloom business establishment
Sector	Textile
Sub-Sector	Handloom & Khadi
Occupation	Handloom Business
NSQF Level	6
Credits	TBD
Version	1.0
Last Reviewed Date	15/05/2016
Next Review Date	15/05/2018
NSQC Clearance Date	

TSC/N7803: Design, deliver and supervise for quality handloom products

Description

This unit prepares the handloom entrepreneur to design, deliver and supervise designers, card punchers, dyers, weavers, and finishers for quality handloom products

Scope

Design and deliver quality handloom products Use of computers for design and delivery

Elements and Performance Criteria

Design and deliver quality handloom products

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

1. identify different types of handloom fabrics and production centres Types: Silk, cotton, wool, etc
2. procure various raw materials according to market trend and customer need
3. plan and organize production line for quality products
4. provide guidance and solution to team members for quality production
5. ensure proper techniques, tools and methods for production line Tools: Yarn library, weaving lab, etc.
6. identify and create various type of designs using different tools Designs: Lines, motifs, patterns, layout, repeat, etc. Tools: Graph paper and computer aided textile designing software
7. select colour of the design based on market trends and demand
8. identify and check quality of the handloom product using specific tools and techniques
9. prepare punch cards according to the design using manual or CATD Electronic card punching software
10. ensure lacing of punched cards for harness building using specific heralds and reeds
11. number yarn using direct or indirect system
12. identify different types of weaves Types: Plain, twill, sateen, honey comb, huck a-back, mockleno, double cloth, treble cloth, etc.
13. identify constructional particulars for weaving of different handloom fabrics Particulars: Material count, ends per inch, length, width, etc.
14. perform various preparatory and dyeing process of different fabrics Process: Scouring, bleaching, degumming, bleaching, acid dyeing, metal dyeing, reactive dyeing, complex dyeing, vat dyeing, tural dyeing, etc.
15. undertake advanced process in dyeing and finishing Process: Enzyme desizing, mercerizing, anti-crease finish, perfumed fabric finish, medicinal fabric finish, etc
16. undertake weaving process using different mechanism and techniques of handloom weaving Different mechanisms: Jacquard, dobby, single ikat, double ikat, jamdani, petni, brocade, paithani, etc.
17. operates weaving machines with advanced technologies in handloom industries Machines: Electrical pirn, bobbin winding, motorised/ pneumatic lifting device for jacquard, multiple butta weaving device, automatic let-off and take-up motions, electronic jacquard, etc.

18. operate testing instruments to analyze the fabric for yarn count and construction details for its reproduction
19. calculate warp and weft yarn requirement for cost estimation of the fabrics
20. treat effluent and ensure pollution control
21. monitor and supervise the production line workers for quality handloom products based on the customer needs Workers: Designers, card punchers, harness builders, dyers, weavers, fabric finishers, etc

Use of computers for design and delivery

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

22. use basic application of computers for design and delivery
23. operate various computer software for maintaining records and preparing documents for promotion and sale Various computer software: MS word, excel, PowerPoint presentation, etc.
24. access internet for online communications using various search engines and web browser

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

- . access internet for online communications using various search engines and web browser

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** legislation, standards, policies, and procedures followed in the production house relevant to employment and performance conditions
- KU2.** relevant health and safety requirements applicable in the work place
- KU3.** importance of health, hygiene, safety and quality standards and the impact of non-compliance of the standards on consumers, employees and the business
- KU4.** job role and responsibilities and sources for information pertaining to employment terms, compensation, job role and responsibilities
- KU5.** relevant people and their responsibilities within the work area
- KU6.** various categories of people that one is required to communicate and coordinate within the organization one is required to communicate and coordinate within the organization
- KU7.** designing concept in different fabrics
- KU8.** design, colour and fashion forecast
- KU9.** fabric structure, weaves and yarn count
- KU10.** different handloom fabrics
- KU11.** production techniques of various handloom products
- KU12.** advanced technology in handloom industry
- KU13.** constructional particulars of various handloom fabrics
- KU14.** quality analysis parameters and process for handloom fabrics
- KU15.** calculation of warp and weft yarn requirement
- KU16.** preparatory processes and dyeing methods
- KU17.** advanced developments in dyeing and finishing process
- KU18.** basic computer functions and application software

Generic Skills (GS)

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

- GS1.** write local or English language for design and development of the fabric
- GS2.** take notes in local or English language of instructions received from customers/clients
- GS3.** read to differentiate the various types of tools used in CATD software
- GS4.** read the manual in local or English language for operating the punching and lacing machine
- GS5.** read and correctly interpret own notes written in local or English language
- GS6.** communicate with colleagues, designers and weavers appropriately
- GS7.** listen carefully
- GS8.** talk effectively to convey information succinctly and unequivocally
- GS9.** take decision with systematic course of actions and /or response
- GS10.** decide the material of the card, type of design, fabric, etc.
- GS11.** plan and organize own work in a way that all activities are completed in time and as per specifications
- GS12.** interpret work requirements and other designing related specifications correctly
- GS13.** provide weavers with all relevant designing information
- GS14.** deliver quality output and maintain long term business relationship with designers, weavers, customers
- GS15.** determine timely correction of errors to prevent redoing of work
- GS16.** analyze the type of design as per the customers requirement
- GS17.** determine the quality of the handloom products by analyzing the precision of work

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Design and deliver quality handloom products</i>	55	136	-	-
1. identify different types of handloom fabrics and production centres Types: Silk, cotton, wool, etc	3	7	-	-
2. procure various raw materials according to market trend and customer need	3	7	-	-
3. plan and organize production line for quality products	3	7	-	-
4. provide guidance and solution to team members for quality production	3	7	-	-
5. ensure proper techniques, tools and methods for production line Tools: Yarn library, weaving lab, etc.	3	7	-	-
6. identify and create various type of designs using different tools Designs: Lines, motifs, patterns, layout, repeat, etc. Tools: Graph paper and computer aided textile designing software	3	7	-	-
7. select colour of the design based on market trends and demand	3	7	-	-
8. identify and check quality of the handloom product using specific tools and techniques	3	7	-	-
9. prepare punch cards according to the design using manual or CATD Electronic card punching software	3	7	-	-
10. ensure lacing of punched cards for harness building using specific heralds and reeds	3	7	-	-
11. number yarn using direct or indirect system	3	7	-	-
12. identify different types of weaves Types: Plain, twill, sateen, honey comb, huck a-back, mockleno, double cloth, treble cloth, etc.	3	7	-	-
13. identify constructional particulars for weaving of different handloom fabrics Particulars: Material count, ends per inch, length, width, etc.	3	7	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
14. perform various preparatory and dyeing process of different fabrics Process: Scouring, bleaching, degumming, bleaching, acid dyeing, metal dyeing, reactive dyeing, complex dyeing, vat dyeing, tural dyeing, etc.	3	7	-	-
15. undertake advanced process in dyeing and finishing Process: Enzyme desizing, mercerizing, anti-crease finish, perfumed fabric finish, medicinal fabric finish, etc	3	7	-	-
16. undertake weaving process using different mechanism and techniques of handloom weaving Different mechanisms: Jaquard, dobby, single ikat, double ikat, jamdani, petni, brocade, paithani, etc.	3	7	-	-
17. operates weaving machines with advanced technologies in handloom industries Machines: Electrical pirn, bobbin winding, motorised/ pneumatic lifting device for jacquard, multiple butta weaving device, automatic let-off and take-up motions, electronic jacquard, etc.	2	6	-	-
18. operate testing instruments to analyze the fabric for yarn count and construction details for its reproduction	2	6	-	-
19. calculate warp and weft yarn requirement for cost estimation of the fabrics	1	4	-	-
20. treat effluent and ensure pollution control	1	4	-	-
21. monitor and supervise the production line workers for quality handloom products based on the customer needs Workers: Designers, card punchers, harness builders, dyers, weavers, fabric finishers, etc	1	4	-	-
<i>Use of computers for design and delivery</i>	3	6	-	-
22. use basic application of computers for design and delivery	1	2	-	-
23. operate various computer software for maintaining records and preparing documents for promotion and sale Various computer software: MS word, excel, PowerPoint presentation, etc.	1	2	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
24. access internet for online communications using various search engines and web browser	1	2	-	-
	-	-	-	-
. access internet for online communications using various search engines and web browser	-	-	-	-
NOS Total	58	142	-	-

National Occupational Standards (NOS) Parameters

NOS Code	TSC/N7803
NOS Name	Design, deliver and supervise for quality handloom products
Sector	Textile
Sub-Sector	Handloom & Khadi
Occupation	Handloom Business
NSQF Level	6
Credits	TBD
Version	1.0
Last Reviewed Date	15/05/2016
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NSQC Clearance Date	

TSC/N7804: Undertake activities for increasing sales of the handloom products

Description

This unit prepares the handloom entrepreneur with the necessary skills, knowledge and attributes to undertake packaging, sales and promotion of the handloom products

Scope

This unit/task covers the following:

- Ensure proper quality and price of the handloom products
- Undertake packaging, marketing, and distribution of the handloom products

Elements and Performance Criteria

Ensure proper quality and price of the handloom products

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

1. identify prospective customers and their requirements w.r.t the handloom products being sold
2. observe latest market trends and patterns relevant to own line of business and consider the same while deciding on desired product quality
3. ensure zero defect products by quality checking different parameters to meet the market standards, Parameters: Adherence to customer requirement; strength, evenness, and count of yarn; tensile & tearing strength of fabrics, stiffness & crease recovery, fastness, etc.
4. take feedback from clients on quality of product, responsiveness and timeliness
5. ensure client feedback for improvement is discussed and actioned
6. conduct market research on pricing of the handloom products
7. estimate the cost or expenses to fix the price products, Costs/expenses: Cost of raw materials; taxes; fixed and variable costs, e.g. rent, salaries, power and water consumptions, other utilities fee, additional raw materials, extra labor; logistic costs; etc.
8. decide pricing of the product by using simple strategies based on data from market research and cost estimates, Strategy: Matching competitors offer price; discounting; variable pricing tactics to attract customers, e.g. loyalty bonus; odd value pricing/psychological, pricing; loss leader tactic and skimming tactic, etc.

Undertake packaging, marketing, and distribution of the handloom products

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

9. pack handloom products professionally and attractively using packing materials & packaging methods suitable for handloom fabrics
10. advertise handloom products on various media for promotion, Various media: Television, radio, print publications, internet, hoardings, posters, pamphlets, brochures, signage, product placements, mobile device, application, etc.
11. distribute handloom products to different places for sale using proper logistics channels

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** write local or English language for cost estimation, advertising, sales and distribution, etc.
- KU2.** take notes in local or English language of instructions received from jacquard designers
- KU3.** read in local or English language for packaging, sales and promotion of handloom products, etc.
- KU4.** read and correctly interpret own notes written in local or English language
- KU5.** communicate with colleagues, employees for packaging, sales and promotion of handloom products, etc.
- KU6.** listen carefully
- KU7.** talk effectively to convey information succinctly and unequivocally
- KU8.** take decision with systematic coarse of actions and /or response
- KU9.** decide on the packaging material, quality of the handloom products, advertising channels and logistics methods for sales, etc.
- KU10.** plan and organize own work in a way that all activities are completed in time and as per specifications
- KU11.** interpret quality of the handloom products as per the customers requirement and market trend
- KU12.** deliver quality output and maintain long term business relationship with customers and business associates
- KU13.** determine timely correction of errors to prevent redoing of work
- KU14.** examine the quality of the handloom products
- KU15.** determine and analyze the production and sales of the handloom products
- KU16.** scrutinize and select marketing channels for the promotion of handloom products to generate revenues for the organization

Generic Skills (GS)

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

- GS1.** write local or English language for cost estimation, advertising, sales and distribution, etc.
- GS2.** take notes in local or English language of instructions received from jacquard designers
- GS3.** read in local or English language for packaging, sales and promotion of handloom products, etc.
- GS4.** read and correctly interpret own notes written in local or English language
- GS5.** communicate with colleagues, employees for packaging, sales and promotion of handloom products, etc.
- GS6.** listen carefully
- GS7.** talk effectively to convey information succinctly and unequivocally
- GS8.** take decision with systematic coarse of actions and /or response
- GS9.** decide on the packaging material, quality of the handloom products, advertising channels and logistics methods for sales, etc.
- GS10.** plan and organize own work in a way that all activities are completed in time and as per specifications

- GS11.** interpret quality of the handloom products as per the customers requirement and market trend
- GS12.** deliver quality output and maintain long term business relationship with customers and business associates
- GS13.** determine timely correction of errors to prevent redoing of work
- GS14.** examine the quality of the handloom products
- GS15.** determine and analyze the production and sales of the handloom products
- GS16.** scrutinize and select marketing channels for the promotion of handloom products to generate revenues for the organization

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Ensure proper quality and price of the handloom products</i>	22	54	-	-
1. identify prospective customers and their requirements w.r.t the handloom products being sold	3	7	-	-
2. observe latest market trends and patterns relevant to own line of business and consider the same while deciding on desired product quality	3	7	-	-
3. ensure zero defect products by quality checking different parameters to meet the market standards, Parameters: Adherence to customer requirement; strength, evenness, and count of yarn; tensile & tearing strength of fabrics, stiffness & crease recovery, fastness, etc.	3	7	-	-
4. take feedback from clients on quality of product, responsiveness and timeliness	3	7	-	-
5. ensure client feedback for improvement is discussed and actioned	3	7	-	-
6. conduct market research on pricing of the handloom products	3	7	-	-
7. estimate the cost or expenses to fix the price products, Costs/expenses: Cost of raw materials; taxes; fixed and variable costs, e.g. rent, salaries, power and water consumptions, other utilities fee, additional raw materials, extra labor; logistic costs; etc.	2	6	-	-
8. decide pricing of the product by using simple strategies based on data from market research and cost estimates, Strategy: Matching competitors offer price; discounting; variable pricing tactics to attract customers, e.g. loyalty bonus; odd value pricing/psychological, pricing; loss leader tactic and skimming tactic, etc.	2	6	-	-
<i>Undertake packaging, marketing, and distribution of the handloom products</i>	6	18	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
9. pack handloom products professionally and attractively using packing materials & packaging methods suitable for handloom fabrics	2	6	-	-
10. advertise handloom products on various media for promotion, Various media: Television, radio, print publications, internet, hoardings, posters, pamphlets, brochures, signage, product placements, mobile device, application, etc.	2	6	-	-
11. distribute handloom products to different places for sale using proper logistics channels	2	6	-	-
NOS Total	28	72	-	-

National Occupational Standards (NOS) Parameters

NOS Code	TSC/N7804
NOS Name	Undertake activities for increasing sales of the handloom products
Sector	Textile
Sub-Sector	Handloom & Khadi
Occupation	Handloom Business
NSQF Level	6
Credits	TBD
Version	1.0
Last Reviewed Date	15/05/2016
Next Review Date	15/05/2018
NSQC Clearance Date	

TSC/N7805: Ensure organizational health, safety and security for self and others in the handloom sector

Description

This unit provides performance criteria, knowledge, understanding, skills and abilities to ensure organizational health, safety and security procedures in the handloom sector to prevent, control and minimize risk to self and others.

Scope

This unit/task covers the following:

- Ensure organizational health, safety and security for self and others
- Recognize and address the hazards in the handloom sector

Elements and Performance Criteria

Recognize and address the hazards in the handloom sector

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

1. identify different kinds of possible hazards (environmental, personal, ergonomic and chemical) at the workplace
2. recognize other possible security issues existing in the workplace
3. plan safety techniques for self and others
4. recognize different measures to curb the hazards
5. implement programs for health, safety and security of the people at the workplace
6. communicate the safety plans to everyone at the workplace
7. attach disciplinary rules with the implementation at the workplace

Ensure organizational health, safety and security for self and others

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

8. comply with regulatory health and safety guidelines applicable to the handloom workplace
9. use and maintain protective equipment as per requirement in a handloom production house
10. ensure organizational activities in line with approved guidelines and procedures
11. undertake and advise healthy lifestyle for self and others
12. follow environment management system related procedures
13. ensure storage of materials and tools in line with manufacturers and Cooperative Society/NGO/SHG requirements
14. ensure safe handling and disposal of waste and debris
15. minimize health and safety risks to self and others due to own actions
16. monitor the work place and work processes for potential risks and threats to self and others
17. carry out periodic check to keep work area free from hazards and obstructions
18. ensure participation of self and others in mock drills/ evacuation procedures organized at the workplace
19. organize first aid, fire-fighting and emergency training sessions for others

- 20. instruct and guide others to take action in the event of fire, emergencies or accidents
- 21. follow Cooperative Society/NGO/SHG procedures for evacuation when required

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** health and safety related practices applicable for handloom sector
- KU2.** potential hazards, risks and threats based on handloom production and operations
- KU3.** cooperative Society/NGO/SHG procedures for safe handling of materials and machineries in handloom sector
- KU4.** potential risks due to handloom activities and methods to minimize these
- KU5.** environmental management system related procedures at the workplace
- KU6.** layout of the production house and details of emergency exits, escape routes, emergency equipment and assembly points
- KU7.** potential accidents and emergencies and response to these scenarios in handloom sector
- KU8.** documentation formats
- KU9.** details of personnel trained in first aid, fire-fighting and emergency response
- KU10.** regulatory health and safety guidelines for handloom sector
- KU11.** protective equipment and method of use for self and others
- KU12.** identification, handling and storage of hazardous substances produced by handloom sector
- KU13.** proper disposal system for waste and by-products of handloom unit
- KU14.** signage related to health and safety and their meaning
- KU15.** importance of sound health, hygiene and good habits for self and others
- KU16.** ill- effects of alcohol, tobacco and drugs on the lifestyle of people

Generic Skills (GS)

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

- GS1.** write in local or English language
- GS2.** read and comprehend written instructions
- GS3.** listen effectively and orally communicate information accurately
- GS4.** ask for clarification and advice from others
- GS5.** determine and decide health and safety guidelines for the handloom unit
- GS6.** make decisions on a suitable course of action or response regarding health and safety issues
- GS7.** plan and organize workshops and safety drills against accidents/fire
- GS8.** conduct seminars and training on regulatory health and safety guidelines for handloom sector
- GS9.** deliver safe handloom products as per the requirements of the customer
- GS10.** apply problem-solving approaches in different emergency situations
- GS11.** seek clarification on problems from others
- GS12.** analyze data and activities related to health and safety in handloom sector

GS13. identify and pass on relevant information to others

GS14. provide opinions on health and safety issues to others in a detailed and constructive way

GS15. apply balanced judgment to different situations

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Recognize and address the hazards in the handloom sector</i>	14	21	-	-
1. identify different kinds of possible hazards (environmental, personal, ergonomic and chemical) at the workplace	2	3	-	-
2. recognize other possible security issues existing in the workplace	2	3	-	-
3. plan safety techniques for self and others	2	3	-	-
4. recognize different measures to curb the hazards	2	3	-	-
5. implement programs for health, safety and security of the people at the workplace	2	3	-	-
6. communicate the safety plans to everyone at the workplace	2	3	-	-
7. attach disciplinary rules with the implementation at the workplace	2	3	-	-
<i>Ensure organizational health, safety and security for self and others</i>	16	49	-	-
8. comply with regulatory health and safety guidelines applicable to the handloom workplace	2	3	-	-
9. use and maintain protective equipment as per requirement in a handloom production house	2	3	-	-
10. ensure organizational activities in line with approved guidelines and procedures	1	4	-	-
11. undertake and advise healthy lifestyle for self and others	1	4	-	-
12. follow environment management system related procedures	1	4	-	-
13. ensure storage of materials and tools in line with manufacturers and Cooperative Society/NGO/SHG requirements	1	4	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
14. ensure safe handling and disposal of waste and debris	1	4	-	-
15. minimize health and safety risks to self and others due to own actions	1	4	-	-
16. monitor the work place and work processes for potential risks and threats to self and others	1	4	-	-
17. carry out periodic check to keep work area free from hazards and obstructions	1	3	-	-
18. ensure participation of self and others in mock drills/ evacuation procedures organized at the workplace	1	3	-	-
19. organize first aid, fire-fighting and emergency training sessions for others	1	3	-	-
20. instruct and guide others to take action in the event of fire, emergencies or accidents	1	3	-	-
21. follow Cooperative Society/NGO/SHG procedures for evacuation when required	1	3	-	-
NOS Total	30	70	-	-

National Occupational Standards (NOS) Parameters

NOS Code	TSC/N7805
NOS Name	Ensure organizational health, safety and security for self and others in the handloom sector
Sector	Textile
Sub-Sector	Handloom & Khadi
Occupation	Handloom Business
NSQF Level	6
Credits	TBD
Version	1.0
Last Reviewed Date	15/05/2016
Next Review Date	15/05/2018
NSQC Clearance Date	

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.

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
TSC/N7801.Collect business related market information for planning and decision making	24	76	-	-	100	17
TSC/N7802.Coordinate team, finance and administrative activities for handloom business establishment	24	76	-	-	100	17

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
TSC/N7803.Design, deliver and supervise for quality handloom products	58	142	-	-	200	32
TSC/N7804.Undertake activities for increasing sales of the handloom products	28	72	-	-	100	17
TSC/N7805.Ensure organizational health, safety and security for self and others in the handloom sector	30	70	-	-	100	17
Total	164	436	-	-	600	100

Acronyms

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

Glossary

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.
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 (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	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 (KU)	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.

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.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	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.
Electives	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.
Options	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.