

Qualification Pack



Boutique Manager

QP Code: AMH/Q1910

Version: 4.0

NSQF Level: 6

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AMH/Q1910: Boutique Manager

Brief Job Description

Boutique Manager is a skilled designer with business acumen for managing shop to make fashion wear, made ups and home furnishings. The job involves thorough understanding of designs, being aware of latest trends, ability to convince clients for a design, capable of pattern making and skilled in stitching. Boutique manager also motivate and inspire their team to achieve productivity and sales goals to assure a great customer experience and optimum profitability

Personal Attributes

The Boutique manager should have strong business acumen with bent on operations, intuitive, creative and versed with convincing skills of negotiation and persuasion to sell concepts. He/she should be excellent communicator and possess good leadership skills, effective merchandising and strong organization skills multi tasking abilities and knowledgeable in the products being sold. Boutique managers should also be able to motivate people have good eye for aesthetics and be proficient with the use of computers and latest design software.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [AMH/N1910: Create design as per latest trends and establish customer needs](#)
2. [AMH/N1911: Allocate and check work assigned to subordinates and manage and monitor boutique performance](#)
3. [AMH/N1912: Build and monitor team performance](#)
4. [AMH/N1913: Maintain health, safety and security in the boutique with Gender and PwD Sensitization.](#)
5. [AMH/N0622: Ensure adherence to industry, regulatory, and organizational standards, while incorporating the principles of environmental sustainability](#)
6. [DGT/VSQ/N0102: Employability Skills \(60 Hours\)](#)

Qualification Pack (QP) Parameters

Sector	Apparel
Sub-Sector	Apparel

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Occupation	Boutique Operations
Country	India
NSQF Level	6
Credits	20
Aligned to NCO/ISCO/ISIC Code	NCO-2015/NIL
Minimum Educational Qualification & Experience	Completed 3 year UG degree with 1.5 years of experience in relevant field OR Certificate-NSQF (5.5) with 1.5 years of experience in relevant field
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	NA
Minimum Job Entry Age	23 Years
Last Reviewed On	NA
Next Review Date	22/10/2027
NSQC Approval Date	22/10/2024
Version	4.0
Reference code on NQR	QG-06-AP-03280-2024-V2-AMHSSC
NQR Version	4.0

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AMH/N1910: Create design as per latest trends and establish customer needs

Description

This unit describes inputs that make one understand boutique business plan for developing product designed to fulfill customized needs of design products for select customer.

Scope

The scope covers the following :

- Market trend assessment and analysis and determining key elements of design features. Develop idea and produce design as per customer's preferences.

Elements and Performance Criteria

Market trend assessment and analysis and determining key elements of design features; Develop idea and produce design as per customer's preferences

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

- PC1..** Carry out research on latest trends and contemporary fashion and identify new and promising materials, as well as sources/suppliers for procurement of such items
- PC2.** Identify quality standards, budget, cost points and time constraints as applicable to the product
- PC3.** Ensure/develop techpack for designs
- PC4.** Develop photo sample of similar or identical designs to persuade customers for order booking
- PC5.** Book order for the product and record details of order booking in suitable form/format
- PC6..** Confirm any special requirements with the client

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Managing sensitive information related to design copyright (IPR)
- KU2.** Boutiques capacity and ability related to the design creation
- KU3.** Fabrics, trims and accessories and their trade names
- KU4.** Garment construction , embroidery, printing and dyeing
- KU5.** Garment costing
- KU6.** Sewing techniques and technologies like hand sewing, embroidery, industrial sewing machines, etc.
- KU7.** Computer software and tools like Ms-office, data management, basic internet, etc.

Generic Skills (GS)

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

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- GS1.** Document records related to customer complaints, customer requirements, and schedules with clients
- GS2.** Read and comprehend written instructions describing new design details from clients and also from external forums such as fashion forecasting websites and blogs
- GS3.** Keep abreast with latest trend by reading brochures, pamphlets, magazines and product information sheets
- GS4.** Question customers appropriately in order to understand their requirements
- GS5.** Able to communicate in English and local language
- GS6.** Make appropriate decisions in relation to design creation as per customer requirements.
- GS7.** Plan and organize tasks to achieve targets and meet deadlines
- GS8.** Plan processes and encourage exchange of ideas/inputs from subordinates
- GS9.** Data collection and organizing information mentioned accordingly and logically
- GS10.** Manage relationships with customers who can provide feedbacks regarding the trends, etc.
- GS11.** Assimilate, understand and guide customer expectations to match contemporary trends and vice-versa
- GS12.** Clarification on the design to be developed with the team members
- GS13.** Assess /evaluate design processes to convert difficult design to workable inputs
- GS14.** Analyse the market trends and forecast to develop customized design keeping customer demands in mind
- GS15.** Critically evaluate the processes of establishing needs to identify areas of innovation in design

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Market trend assessment and analysis and determining key elements of design features; Develop idea and produce design as per customer's preferences</i>	25	85	-	15
PC1.. Carry out research on latest trends and contemporary fashion and identify new and promising materials, as well as sources/suppliers for procurement of such items	3	10	-	3
PC2. Identify quality standards, budget, cost points and time constraints as applicable to the product	6	17	-	3
PC3. Ensure/develop techpack for designs	5	16	-	2
PC4. Develop photo sample of similar or identical designs to persuade customers for order booking	5	30	-	3
PC5. Book order for the product and record details of order booking in suitable form/format	3	3	-	2
PC6.. Confirm any special requirements with the client	3	9	-	2
NOS Total	25	85	-	15

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National Occupational Standards (NOS) Parameters

NOS Code	AMH/N1910
NOS Name	Create design as per latest trends and establish customer needs
Sector	Apparel
Sub-Sector	Apparel
Occupation	Boutique Operations
NSQF Level	6
Credits	9
Version	22.0
Last Reviewed Date	22/10/2024
Next Review Date	22/10/2027
NSQC Clearance Date	22/10/2024

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AMH/N1911: Allocate and check work assigned to subordinates and manage and monitor boutique performance

Description

This OS describes standards for allocating works/assignments to subordinates and managing boutique performance for profitability and growth.

Scope

The scope covers the following :

- Communication and allocation of goals and works, monitoring performance and ensure compliance to achieve business objectives.

Elements and Performance Criteria

Communication and allocation of goals and works, monitoring performance and ensure compliance to achieve business objectives

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

- PC1.** Allocate work to team members based on skills, knowledge, experience, and work loads equitably
- PC2.** Brief team members on work allocated and level of expected performance
- PC3.** Encourage team members to make suggestions and seek clarification in relation to the work allocated
- PC4.** Set business objectives for the boutique which are smart (specific, measurable, achievable, realistic and time-bound)
- PC5.** Plan achievement of team goals and objectives defined in line with business objectives and efficient time schedule
- PC6.** Monitor progress periodically with suitable management tools and techniques
- PC7.** Plan the inventory management and ensure optimal utilization for all tools and resources
- PC8.** Plan the display of the boutique according to marketing standards and ensure appropriate cleanliness of store
- PC9.** Plan and maintain the customer feedback and stock register

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Boutiques strengths and weaknesses
- KU2.** Boutiques culture, change management, processes, tools and techniques
- KU3.** HR policies of the boutique, payroll processing
- KU4.** Statistical tools, work study, tools and techniques for monitoring performance
- KU5.** Operations research, tools and techniques

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- KU6.** Visual merchandising and compliance norms
- KU7.** Managing inventory, pricing and budgeting
- KU8.** Various accessories to go with the garment packaging techniques, entrepreneur skills.

Generic Skills (GS)

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

- GS1.** Document records related to customer enquiries
- GS2.** Document records related to the employees of the boutique according to the work allocation
- GS3.** Write letters, mails, memos etc. In clear, comprehensible and unequivocal English
- GS4.** Calculate basic mathematical calculations regarding the sale, purchase and record keeping of products
- GS5.** Read and comprehend written instructions describing styles details from clients
- GS6.** Communicate with all relevant information in logical sequence while allocating work to subordinates
- GS7.** Able to speak in English and local languages
- GS8.** Make appropriate decisions as per the allocation of work and financial viability
- GS9.** Ability to align operational efficiencies to financial viability
- GS10.** The strategy adopted while allocating work to subordinates for satisfactory boutique performance
- GS11.** Effective delegation, monitoring and reviewing leading to high performance
- GS12.** Manage relationships with customers by guiding them directly/indirectly to their valued product
- GS13.** Build customer relationships of trust and concern for a better boutique performance
- GS14.** Identify and understand customer problems completely
- GS15.** Demonstrate sensitivity to customer needs and concerns
- GS16.** Propose customized solution in win-win mode of acceptability
- GS17.** Analyse and accordingly distribute work among subordinates according to their capabilities and what they are best at for smooth functioning of boutique and satisfy customer explicit and implicit needs
- GS18.** Critically evaluate the requirements of the boutique that result in a better workflow and performance

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Communication and allocation of goals and works, monitoring performance and ensure compliance to achieve business objectives</i>	20	70	-	10
PC1. Allocate work to team members based on skills, knowledge, experience, and work loads equitably	1	2	-	1
PC2. Brief team members on work allocated and level of expected performance	1	2	-	1
PC3. Encourage team members to make suggestions and seek clarification in relation to the work allocated	1	1	-	1
PC4. Set business objectives for the boutique which are smart (specific, measurable, achievable, realistic and time-bound)	4	18	-	1
PC5. Plan achievement of team goals and objectives defined in line with business objectives and efficient time schedule	2	8	-	1
PC6. Monitor progress periodically with suitable management tools and techniques	2	4	-	1
PC7. Plan the inventory management and ensure optimal utilization for all tools and resources	2	10	-	1
PC8. Plan the display of the boutique according to marketing standards and ensure appropriate cleanliness of store	2	10	-	1
PC9. Plan and maintain the customer feedback and stock register	5	15	-	2
NOS Total	20	70	-	10

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National Occupational Standards (NOS) Parameters

NOS Code	AMH/N1911
NOS Name	Allocate and check work assigned to subordinates and manage and monitor boutique performance
Sector	Apparel
Sub-Sector	Apparel
Occupation	Boutique Operations
NSQF Level	6
Credits	5
Version	6.0
Last Reviewed Date	22/10/2024
Next Review Date	22/10/2027
NSQC Clearance Date	22/10/2024

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AMH/N1912: Build and monitor team performance

Description

This unit is about quantification and measurement of skills and competencies enabling one to build team and monitor team for performance.

Scope

The scope covers the following :

- Elements of competencies needed to build and monitor performance of team working in a boutique

Elements and Performance Criteria

Elements of competencies needed to build and monitor performance of team working in a boutique

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

- PC1..** Articulate clearly to the team the purpose, goals and scope of activities related to the boutique business
- PC2.** Identify diversity of expertise, knowledge, skills and attitude required to achieve team objectives (like customer satisfaction, quality consciousness, negotiation, etc.)
- PC3.** Help team members understand their unique contribution to the team, and fellow team members and how they complement and support each other
- PC4.** Encourage open communication between team members including providing feedback to enhance performance and working as a unit
- PC5.** Review team performance at appropriate intervals and evaluate for how it is progressing
- PC6..** Maintaining the employees register and the appraisal records

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Effective communication in context to boutiques performance
- KU2.** Stages of team growth (forming, storming, norming, performing)
- KU3.** Statistical tools of monitoring performance
- KU4.** Organizations laid down procedure for performance appraisal system

Generic Skills (GS)

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

- GS1.** Document records related to employees, team work allocation and their outputs
- GS2.** Read and comprehend written texts describing the team and individual subordinates' performance

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- GS3.** Seek information appropriately from team members to understand their requirements and identify supports they need for improvisation
- GS4.** Communicate with all relevant information and in a logical sequence with the team about task lists, schedules, and work details
- GS5.** Make appropriate decisions as per team building and their performance
- GS6.** Plan and organize tasks to execute them as per priority and relevance
- GS7.** Monitor customer satisfaction for its needs and concerns
- GS8.** Demonstrate sensitivity and concerns to improvisation needs
- GS9.** Identify areas of improvement in terms of team's comfort level with each other, compatibility, etc. For a better boutique performance
- GS10.** Propose solutions in win-win mode of acceptability by team
- GS11.** Develop analytical format and structured mechanism for assessing team performance
- GS12.** Critically review data collected by the team and work on to attain customer satisfaction
- GS13.** Identify critical point of immediate concerns in terms of team building and performance

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Elements of competencies needed to build and monitor performance of team working in a boutique</i>	20	70	-	10
PC1.. Articulate clearly to the team the purpose, goals and scope of activities related to the boutique business	2	6	-	2
PC2. Identify diversity of expertise, knowledge, skills and attitude required to achieve team objectives (like customer satisfaction, quality consciousness, negotiation, etc.)	3	15	-	2
PC3. Help team members understand their unique contribution to the team, and fellow team members and how they complement and support each other	2	7	-	1
PC4. Encourage open communication between team members including providing feedback to enhance performance and working as a unit	2	6	-	1
PC5. Review team performance at appropriate intervals and evaluate for how it is progressing	5	18	-	2
PC6.. Maintaining the employees register and the appraisal records	6	18	-	2
NOS Total	20	70	-	10

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National Occupational Standards (NOS) Parameters

NOS Code	AMH/N1912
NOS Name	Build and monitor team performance
Sector	Apparel
Sub-Sector	Apparel
Occupation	Boutique Operations
NSQF Level	6
Credits	2
Version	3.0
Last Reviewed Date	22/10/2024
Next Review Date	22/10/2027
NSQC Clearance Date	22/10/2024

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AMH/N1913: Maintain health, safety and security in the boutique with Gender and PwD Sensitization.

Description

This unit is about quantification and measurement of skills and competencies enabling one to ensure work area conforms to requirements of health, safety and security and follow Gender & PwD Sensitization norms.

Scope

The scope covers the following :

- Identifying health and safety hazards and ensuring mechanism to safeguard against hazards.

Elements and Performance Criteria

Identifying health and safety hazards and ensuring mechanism to safeguard against hazards

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

- PC1..** Keep vigilance for potential risks and threats associated with the boutique and the equipment used like proper initiation and shut down of machine(s) at the beginning and closure of the day
- PC2.** Ensure the tools and equipment like sewing machines, shears, needles, etc. Are handled safely
- PC3.** Monitor the workplace and work processes for potential risks and threats from workers and customers also ensure gender equality and PwD (people with disability) security
- PC4.** Participate in mock-drills/evacuation procedures organized at the boutique; group discussions, training sensitization programs for gender and pwd awareness
- PC5.** Undertake first-aid, fire-fighting, emergency response training; and procedures for shutdown and evacuation when required.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Hazards related to damage to boutiques assets and records
- KU2.** Health and safety signage
- KU3.** 5s and related concept
- KU4.** Different hazards at boutique like fire, theft, etc. The ways to minimize these and response to these scenarios
- KU5.** Safe handling of tools and equipment for personal safety and security in the boutique
- KU6.** The importance of gender equality being followed in the organization and policies for reporting any harassment or inappropriate behavior
- KU7.** How to accommodate employees with disabilities, etiquette to adhere to and proper language and terminology

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- KU8.** How to communicate, offer help, respecting space, parking etc. For people with disabilities or special needs
- KU9.** Promoting a safe, accessible and healthy workplace for disabled people

Generic Skills (GS)

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

- GS1.** Document records related to team and personal safety and security
- GS2.** Read and comprehend written information regarding health and safety at boutique
- GS3.** Keep abreast with the latest tools and techniques and signage used for personal as well as workplace safety and security
- GS4.** Discuss safety and security procedures with team in simple understandable language
- GS5.** Seek feedback from team members to ensure their understandings of the message
- GS6.** Able to speak in vernacular would be an advantage
- GS7.** Make appropriate decisions as per health and safety.
- GS8.** Plan and organize tasks in context of safety and security
- GS9.** Maintain customer safety and security during his/her presence in the boutique
- GS10.** Implement means of collecting feedback from customers
- GS11.** Understand the problem faced by members in following health and safety procedures
- GS12.** Learn to know deficiency in terms of resource inadequacy, skills etc.
- GS13.** Address the problem in a mutual win-win fashion to resolve the problem
- GS14.** Develop analytical format to monitor health, safety and security in the boutique
- GS15.** Analyse, evaluate and apply the information gathered from observation, experience, reasoning or communication to act efficiently
- GS16.** Keep abreast with the latest developments for innovative safety services and tools by reading brochures, pamphlets, magazines etc
- GS17.** Create a positive and inclusive workplace atmosphere without any kind of bias/discrimination towards any employee with disability or special needs
- GS18.** Actively take part in any discussion/workshop organized for disability sensitization training
- GS19.** Read and comprehend written instructions related to equality issues in the organization related to disabled persons
- GS20.** Identify and report any distinction, exclusion, harassment or inappropriate behaviour towards any employee

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Identifying health and safety hazards and ensuring mechanism to safeguard against hazards</i>	7	24	-	4
PC1.. Keep vigilance for potential risks and threats associated with the boutique and the equipment used like proper initiation and shut down of machine(s) at the beginning and closure of the day	1	2	-	0.5
PC2. Ensure the tools and equipment like sewing machines, shears, needles, etc. Are handled safely	2	6	-	1
PC3. Monitor the workplace and work processes for potential risks and threats from workers and customers also ensure gender equality and PwD (people with disability) security	1	2	-	0.5
PC4. Participate in mock-drills/evacuation procedures organized at the boutique; group discussions, training sensitization programs for gender and pwd awareness	1	6	-	1
PC5. Undertake first-aid, fire-fighting, emergency response training; and procedures for shutdown and evacuation when required.	2	8	-	1
NOS Total	7	24	-	4

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National Occupational Standards (NOS) Parameters

NOS Code	AMH/N1913
NOS Name	Maintain health, safety and security in the boutique with Gender and PwD Sensitization.
Sector	Apparel
Sub-Sector	Apparel
Occupation	Boutique Operations
NSQF Level	6
Credits	1
Version	3.0
Last Reviewed Date	22/10/2024
Next Review Date	22/10/2027
NSQC Clearance Date	22/10/2024

Qualification Pack

AMH/N0622: Ensure adherence to industry, regulatory, and organizational standards, while incorporating the principles of environmental sustainability

Description

This unit provides Performance Criteria, Knowledge & Understanding and Skills & Abilities required for complying with legal, regulatory organizational requirements.

Scope

The scope covers the following :

- Observe organizational norms and follow green procedures at workplace.

Elements and Performance Criteria

Ensure adherence to industry, regulatory, and organizational standards, while incorporating the principles of environmental sustainability

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

- PC1.** Ensure adherence to organizational standards, emphasizing eco-friendly solutions, while strictly following procedures, policies, and regulations.
- PC2.** Integrate sustainable consumption practices into daily operations in line with organizational policies.
- PC3.** Drive the transition to environmentally friendly processes to enhance organizational performance actively.
- PC4.** Guide team to safely handle materials, equipment, and software to maintain a hazard-free, eco-conscious workplace.
- PC5.** Guide team to perform routine maintenance and cleaning tasks efficiently, managing workflow interruptions.
- PC6.** Mentor to report unsafe equipment promptly to mitigate risks and ensure a safe environment.
- PC7.** Ensure use suitable cleaning techniques for efficient and sustainable workplace upkeep.
- PC8.** Request system upgrades for optimal efficiency and maintain backup files for data security.
- PC9.** Organize digital design work for future reference, ensuring accessibility and preservation.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Conscious and sustainable decisions/information for achieving an effective and green workplace.
- KU2.** The importance of safe working practices and code of conduct (COC) and Social Accountability standards followed by the organization/ industry
- KU3.** The production procedures and the specific work activities relate to the whole process.

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- KU4.** The organization's rules, codes, quality standards, reporting procedures and guidelines (including timekeeping)
- KU5.** The work instructions and specifications and interpret them accurately
- KU6.** To make use of the information detailed in specifications and instructions
- KU7.** The importance of taking action when problems are identified
- KU8.** The importance of running maintenance and regular cleaning and Maintenance procedures
- KU9.** Effects of contamination on products i.e., Machine oil, dirt and different ways of minimizing waste.
- KU10.** The common faults with equipment and the method to rectify.

Generic Skills (GS)

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

- GS1.** Make conscious and sustainable decisions that help reduce, reuse, and recycle the company resources.
- GS2.** Identify and replace processes that create unnecessary waste
- GS3.** Communicate with others in writing (wherever applicable)
- GS4.** Use the accurate terminology
- GS5.** Follow manuals/procedures/and compliance policies
- GS6.** Update actively with modifications through written print and mail communication (digital)
- GS7.** Listen effectively and orally communicate information accurately and Make decisions on a suitable course of action or response.
- GS8.** Communicate proactively on critical issues and Follow rule-based decision-making processes
- GS9.** Identify situation that need escalation on quality issues and seek intervention
- GS10.** Plan and organize your work to achieve targets and deadlines and consult/coordinate for effective delivery.
- GS11.** Apply problem-solving approaches in different situations
- GS12.** Refer anomalies to the particular personnel
- GS13.** Analyze needs, requirements and dependencies in order to meet your work requirements
- GS14.** Seek participation of members from Quality, Production, Audit or any other team for effective solutions
- GS15.** Provide opinions on work in a detailed and constructive way to the concerned personnel

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Ensure adherence to industry, regulatory, and organizational standards, while incorporating the principles of environmental sustainability</i>	20	10	-	10
PC1. Ensure adherence to organizational standards, emphasizing eco-friendly solutions, while strictly following procedures, policies, and regulations.	2	1	-	1
PC2. Integrate sustainable consumption practices into daily operations in line with organizational policies.	2	1	-	1
PC3. Drive the transition to environmentally friendly processes to enhance organizational performance actively.	2	1	-	1
PC4. Guide team to safely handle materials, equipment, and software to maintain a hazard-free, eco-conscious workplace.	3	2	-	2
PC5. Guide team to perform routine maintenance and cleaning tasks efficiently, managing workflow interruptions.	3	1	-	1
PC6. Mentor to report unsafe equipment promptly to mitigate risks and ensure a safe environment.	2	1	-	1
PC7. Ensure use suitable cleaning techniques for efficient and sustainable workplace upkeep.	2	1	-	1
PC8. Request system upgrades for optimal efficiency and maintain backup files for data security.	2	1	-	1
PC9. Organize digital design work for future reference, ensuring accessibility and preservation.	2	1	-	1
NOS Total	20	10	-	10

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National Occupational Standards (NOS) Parameters

NOS Code	AMH/N0622
NOS Name	Ensure adherence to industry, regulatory, and organizational standards, while incorporating the principles of environmental sustainability
Sector	Apparel
Sub-Sector	Apparel, Made-Ups & Home Furnishing
Occupation	Department Supervision, Ironing, Export Operations, Designing, Boutique Operations, Quality Control, Sewing, Laying, Inventory Management, Hand Embroidery
NSQF Level	6
Credits	1
Version	1.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

Qualification Pack

DGT/VSQ/N0102: Employability Skills (60 Hours)

Description

This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and apprenticeship, getting ready for jobs and career development.

Scope

The scope covers the following :

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Career Development & Goal Setting
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs

Elements and Performance Criteria

Introduction to Employability Skills

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

- PC1.** identify employability skills required for jobs in various industries
- PC2.** identify and explore learning and employability portals

Constitutional values – Citizenship

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

- PC3.** recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.
- PC4.** follow environmentally sustainable practices

Becoming a Professional in the 21st Century

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

- PC5.** recognize the significance of 21st Century Skills for employment
- PC6.** practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life

Basic English Skills

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

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- PC7.** use basic English for everyday conversation in different contexts, in person and over the telephone
- PC8.** read and understand routine information, notes, instructions, mails, letters etc. written in English
- PC9.** write short messages, notes, letters, e-mails etc. in English

Career Development & Goal Setting

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

- PC10.** understand the difference between job and career
- PC11.** prepare a career development plan with short- and long-term goals, based on aptitude

Communication Skills

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

- PC12.** follow verbal and non-verbal communication etiquette and active listening techniques in various settings
- PC13.** work collaboratively with others in a team

Diversity & Inclusion

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

- PC14.** communicate and behave appropriately with all genders and PwD
- PC15.** escalate any issues related to sexual harassment at workplace according to POSH Act

Financial and Legal Literacy

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

- PC16.** select financial institutions, products and services as per requirement
- PC17.** carry out offline and online financial transactions, safely and securely
- PC18.** identify common components of salary and compute income, expenses, taxes, investments etc
- PC19.** identify relevant rights and laws and use legal aids to fight against legal exploitation

Essential Digital Skills

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

- PC20.** operate digital devices and carry out basic internet operations securely and safely
- PC21.** use e- mail and social media platforms and virtual collaboration tools to work effectively
- PC22.** use basic features of word processor, spreadsheets, and presentations

Entrepreneurship

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

- PC23.** identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research
- PC24.** develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion
- PC25.** identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity

Customer Service

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

- PC26.** identify different types of customers
- PC27.** identify and respond to customer requests and needs in a professional manner.

Qualification Pack

PC28. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

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

PC29. create a professional Curriculum vitae (Résumé)

PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively

PC31. apply to identified job openings using offline /online methods as per requirement

PC32. answer questions politely, with clarity and confidence, during recruitment and selection

PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. need for employability skills and different learning and employability related portals

KU2. various constitutional and personal values

KU3. different environmentally sustainable practices and their importance

KU4. Twenty first (21st) century skills and their importance

KU5. how to use English language for effective verbal (face to face and telephonic) and written communication in formal and informal set up

KU6. importance of career development and setting long- and short-term goals

KU7. about effective communication

KU8. POSH Act

KU9. Gender sensitivity and inclusivity

KU10. different types of financial institutes, products, and services

KU11. how to compute income and expenditure

KU12. importance of maintaining safety and security in offline and online financial transactions

KU13. different legal rights and laws

KU14. different types of digital devices and the procedure to operate them safely and securely

KU15. how to create and operate an e- mail account and use applications such as word processors, spreadsheets etc.

KU16. how to identify business opportunities

KU17. types and needs of customers

KU18. how to apply for a job and prepare for an interview

KU19. apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

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

GS1. read and write different types of documents/instructions/correspondence

GS2. communicate effectively using appropriate language in formal and informal settings

Qualification Pack

- GS3.** behave politely and appropriately with all
- GS4.** how to work in a virtual mode
- GS5.** perform calculations efficiently
- GS6.** solve problems effectively
- GS7.** pay attention to details
- GS8.** manage time efficiently
- GS9.** maintain hygiene and sanitization to avoid infection

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Introduction to Employability Skills</i>	1	1	-	-
PC1. identify employability skills required for jobs in various industries	-	-	-	-
PC2. identify and explore learning and employability portals	-	-	-	-
<i>Constitutional values – Citizenship</i>	1	1	-	-
PC3. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-	-	-
PC4. follow environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	2	4	-	-
PC5. recognize the significance of 21st Century Skills for employment	-	-	-	-
PC6. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-
<i>Basic English Skills</i>	2	3	-	-
PC7. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-
PC8. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
PC9. write short messages, notes, letters, e-mails etc. in English	-	-	-	-
<i>Career Development & Goal Setting</i>	1	2	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. understand the difference between job and career	-	-	-	-
PC11. prepare a career development plan with short- and long-term goals, based on aptitude	-	-	-	-
<i>Communication Skills</i>	2	2	-	-
PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-	-	-
PC13. work collaboratively with others in a team	-	-	-	-
<i>Diversity & Inclusion</i>	1	2	-	-
PC14. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC15. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
<i>Financial and Legal Literacy</i>	2	3	-	-
PC16. select financial institutions, products and services as per requirement	-	-	-	-
PC17. carry out offline and online financial transactions, safely and securely	-	-	-	-
PC18. identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
PC19. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
<i>Essential Digital Skills</i>	3	4	-	-
PC20. operate digital devices and carry out basic internet operations securely and safely	-	-	-	-
PC21. use e- mail and social media platforms and virtual collaboration tools to work effectively	-	-	-	-
PC22. use basic features of word processor, spreadsheets, and presentations	-	-	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Entrepreneurship</i>	2	3	-	-
PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
PC25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
<i>Customer Service</i>	1	2	-	-
PC26. identify different types of customers	-	-	-	-
PC27. identify and respond to customer requests and needs in a professional manner.	-	-	-	-
PC28. follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship & Jobs</i>	2	3	-	-
PC29. create a professional Curriculum vitae (Résumé)	-	-	-	-
PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
PC31. apply to identified job openings using offline /online methods as per requirement	-	-	-	-
PC32. answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
NOS Total	20	30	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0102
NOS Name	Employability Skills (60 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	4
Credits	2
Version	1.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each 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. examination/training center (as per assessment criteria below)
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each.
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria.
6. To pass the Qualification Pack, every trainee should score a minimum of 70% aggregate in 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
AMH/N1910.Create design as per latest trends and establish customer needs	25	85	-	15	125	28
AMH/N1911.Allocate and check work assigned to subordinates and manage and monitor boutique performance	20	70	-	10	100	22
AMH/N1912.Build and monitor team performance	20	70	-	10	100	22
AMH/N1913.Maintain health, safety and security in the boutique with Gender and PwD Sensitization.	7	24	-	4	35	8
AMH/N0622.Ensure adherence to industry, regulatory, and organizational standards, while incorporating the principles of environmental sustainability	20	10	-	10	40	9
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	-	-	50	11
Total	112	289	-	49	450	100

Qualification Pack

Acronyms

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

Qualification Pack

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.

Qualification Pack

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.