



QUALIFICATION FILE

Fashion Consultant

☒ Short Term Training (STT) ☐ Long Term Training (LTT) ☐ Apprenticeship

☐ Upskilling ☐ Dual/Flexi Qualification ☐ For ToT ☐ For ToA

☒ General ☐ Multi-skill (MS) ☐ Cross Sectoral (CS) ☐ Future Skills ☐ OEM

NCrF/NSQF Level: 5

Submitted By:

Apparel, Made-ups & Home Furnishing Sector Skill Council

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Section 1: Basic Details

1.	Qualification Name	Fashion Consultant																
2.	Sector/s	Apparel																
3.	Type of Qualification: ☐ New ☒ Revised ☐ Has Electives/Options ☐ OEM	NQR Code & version of existing/previous qualification: NA	Qualification Name of existing/previous version: NA															
4.	a. OEM Name b. Qualification Name (Wherever applicable)	NA																
5.	National Qualification Register (NQR) Code &Version (Will be issued after NSQC approval)	QG-05-AP-05317-2026-V1-AMHSSC, Version 1.0	6. NCrf/NSQF Level: 5															
7.	Award (Certificate/Diploma/Advance Diploma/ Any Other (Wherever applicable specify multiple entry/exits also & provide details in annexure)	Certificate																
8.	Brief Description of the Qualification	Fashion Consultant's primary role is to help the customers and sell the products manufactured by their fashion company. They are expected to be brand advocates and utilize their product knowledge and fashion sense to assist customers pick the perfect outfit as per their requirements. They must be able to welcome the customers, assist them, maintain floor appearance, operate POS register and update relevant documentation.																
9.	Eligibility Criteria for Entry for Student/Trainee/Learner/Employee	a. Entry Qualification & Relevant Experience: b. <table border="1"> <thead> <tr> <th>S. No.</th> <th>Academic/Skill Qualification (with Specialization - if applicable)</th> <th>Required Experience (with Specialization - if applicable)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Completed 2nd year of diploma (after 12th)</td> <td>No Experience</td> </tr> <tr> <td>2</td> <td>12th Grade Pass or equivalent</td> <td>3-year relevant experience in retail sales operations/ fashion designing</td> </tr> <tr> <td>3</td> <td>3 year Diploma after 10th grade</td> <td>1.5-year relevant experience in retail sales operations/ fashion designing</td> </tr> <tr> <td>4</td> <td>Previous relevant Qualification of NSQF Level 4</td> <td>3-year relevant experience in retail sales operations/ fashion designing</td> </tr> </tbody> </table> c. Age: 20 years		S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)	1	Completed 2nd year of diploma (after 12th)	No Experience	2	12th Grade Pass or equivalent	3-year relevant experience in retail sales operations/ fashion designing	3	3 year Diploma after 10 th grade	1.5-year relevant experience in retail sales operations/ fashion designing	4	Previous relevant Qualification of NSQF Level 4	3-year relevant experience in retail sales operations/ fashion designing
S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)																
1	Completed 2nd year of diploma (after 12th)	No Experience																
2	12th Grade Pass or equivalent	3-year relevant experience in retail sales operations/ fashion designing																
3	3 year Diploma after 10 th grade	1.5-year relevant experience in retail sales operations/ fashion designing																
4	Previous relevant Qualification of NSQF Level 4	3-year relevant experience in retail sales operations/ fashion designing																

10.	Credits Assigned to this Qualification, Subject to Assessment <i>(as per National Credit Framework (NCrF))</i>	17	11. Common Cost Norm Category (I/II/III) <i>(wherever applicable):</i> Category II																					
12.	Any Licensing requirements for Undertaking Training on This Qualification <i>(wherever applicable)</i>	NA																						
13.	Training Duration by Modes of Training Delivery <i>(Specify Total Duration as per selected training delivery modes and as per requirement of the qualification)</i>	☒ Offline ☐ Online ☐ Blended <table border="1"> <thead> <tr> <th>Training Delivery Modes</th><th>Theory (Hours)</th><th>Practical (Hours)</th><th>OJT Mandatory (Hours)</th><th>OJT Recommended (Hours)</th><th>Total (Hours)</th></tr> </thead> <tbody> <tr> <td>Classroom (offline)</td><td>180</td><td>270</td><td>60</td><td>0</td><td>510</td></tr> <tr> <td>Online</td><td></td><td></td><td></td><td></td><td></td></tr> </tbody> </table> <i>(Refer Blended Learning Annexure for details)</i>					Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)	Classroom (offline)	180	270	60	0	510	Online					
Training Delivery Modes	Theory (Hours)	Practical (Hours)	OJT Mandatory (Hours)	OJT Recommended (Hours)	Total (Hours)																			
Classroom (offline)	180	270	60	0	510																			
Online																								
14.	Aligned to NCO/ISCO Code/s <i>(if no code is available mention the same)</i>	NCO-2015/5223.0105																						
15.	Progression path after attaining the qualification <i>(Please show Professional and Academic progression)</i>	Fashion Buyer (Vertical) Apparel Inventory Data Analyst (Horizontal)																						
16.	Other Indian languages in which the Qualification & Model Curriculum are being submitted	Hindi																						
17.	Is similar Qualification(s) available on NQR-if yes, justification for this qualification	☐ Yes ☒ No URLs of similar Qualifications:																						
18.	Is the Job Role Amenable to Persons with Disability	☐ Yes ☒ No If "Yes", specify applicable type of Disability: NA																						
19.	How Participation of Women will be Encouraged	Skilled women workforce will find jobs with organised apparel exporters, manufacturers.																						
20.	Are Greening/ Environment Sustainability Aspects Covered <i>(Specify the NOS/Module which covers it)</i>	☒ Yes ☐ No Adhere to industry, regulatory, and organizational standards and embrace environmentally sustainable practices																						
21.	Is Qualification Suitable to be Offered in Schools/Colleges	Schools ☒ Yes ☐ No Colleges ☒ Yes ☐ No																						
22.	Name and Contact Details of Submitting / Awarding Body SPOC <i>(In case of CS or MS, provide details of both Lead AB & Supporting ABs)</i>	Name: Amit Singh, Email: jdqs@sscammh.com , Contact No.: 09599929121 Website: www.sscammh.com																						
23.	Final Approval Date by NSQC: 22-07-2026	24. Validity Duration: 36 Months			25. Next Review Date: 22-07-2029																			

Section 2: Module Summary

NOS/s of Qualifications

(In exceptional cases these could be described as components)

Mandatory NOS/s:

Specify the training duration and assessment criteria at NOS/ Module level. For further details refer curriculum document.

Th.-Theory **Pr.**-Practical **OJT**-On the Job **Man.**-Mandatory **Training Rec.**-Recommended **Proj.**-Project

S. No	NOS/Module Name	NOS/Module Code & Version (if applicable)	Core/ Non-Core	NCrF/NSQ F Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT - Man.	OJT - Rec.	Total	Th.	Pr.	Pr oj.	Viva	Total	Weightage (%) (if applicable)
1	Knowledge about latest fashion trends, styles, silhouettes in vogue	AMH/N0505, V 1.0	Core	5	2	15	45	0	0	60	20	30	0	5	55	12
2	Expertise in fabrics, garment categories, trims and accessories	AMH/N0506, V 1.0	Core	5	2	30	30	0	0	60	25	30	0	5	60	13
3	Understanding marketing strategy, brand and sales operations	AMH/N0507, V 1.0	Core	5	4	30	60	30	0	120	20	40	0	5	65	14
4	Customer relationship and Sales Management	AMH/N0508, V 1.0	Core	5	3	24	36	30	0	90	25	40	0	5	70	15
5	Relevance of MIS systems and data management	AMH/N0509 V 1.0	Core	5	1	15	15	0	0	30	20	50	0	5	75	17
6	Promote and sustain safety, health, and security in workplace, while fostering Gender and Persons with Disabilities (PwD) Sensitization	AMH/N0620, V 1.0	Non-Core	5	1	15	15	0	0	30	22	12	0	6	40	9
7	Adhere to industry, regulatory, and organizational standards	AMH/N0621 V 1.0	Non-Core	5	1	15	15	0	0	30	20	10	0	10	40	9

	and embrace environmentally sustainable practices															
8	Employability Skills(90 Hours)	DGT/VSQ/N0103, V1.0	Non-Core	5	3	36	54	0	0	90	20	30	0	0	50	11
Duration (in Hours) / Total Marks					17	180	270	60	0	510	172	242	0	41	455	100

Assessment - Minimum Qualifying Percentage

Please specify **any one** of the following:

Minimum Pass Percentage – Aggregate at qualification level: 70 % (Every Trainee should score specified minimum aggregate passing percentage at qualification level to successfully clear the assessment.)

Minimum Pass Percentage – NOS/Module-wise: NA % (Every Trainee should score specified minimum passing percentage in each mandatory and selected elective NOS/Module to successfully clear the assessment.)

Section 3: Training Related

1.	Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	Diploma with 4 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing OR Graduation with 3 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing OR Post graduate diploma with 2 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing OR Post Graduate with 1 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing
2.	Master Trainer's Qualification and experience in the relevant sector (in years) (as per NCVET guidelines)	Diploma with 4 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing OR Graduation with 3 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing OR Post graduate diploma with 2 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing OR Post Graduate with 1 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing
3.	Tools and Equipment Required for Training	☒ Yes ☐ No (If "Yes", details to be provided in Annexure) Refer Annexure

4.	In Case of Revised Qualification, Details of Any Upskilling Required for Trainer	NA
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Section 4: Assessment Related

1.	Assessor's Qualification and experience in relevant sector (in years) <i>(as per NCVET guidelines)</i>	ITI with 4 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing OR Diploma with 4 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing OR Graduation with 3 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing OR Post graduate diploma with 2 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing OR Post Graduate with 1 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing
2.	Proctor's Qualification and experience in relevant sector (in years) <i>(as per NCVET guidelines)</i>	ITI with 4 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing OR Diploma with 4 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing OR Graduation with 3 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing OR Post graduate diploma with 2 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing OR Post Graduate with 1 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing
3.	Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years) <i>(as per NCVET guidelines)</i>	ITI with 4 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing OR Diploma with 4 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing OR Graduation with 3 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing OR Post graduate diploma with 2 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing OR Post Graduate with 1 Year of relevant industry experience in Fashion Retail Operations/Fashion Designing
4.	Assessment Mode <i>(Specify the assessment mode)</i>	Offline
5.	Tools and Equipment Required for Assessment	☒ Same as for training ☐ Yes ☐ No <i>(details to be provided in Annexure-if it is different for Assessment)</i>

Section 5: Evidence of the need for the Qualification

Provide Annexure/Supporting documents name.

1.	Latest Skill Gap Study (not older than 2 years) (Yes/No): No
2.	Latest Market Research Reports or any other source (not older than 2 years) (Yes/No): No
3.	Government /Industry initiatives/ requirement (Yes/No): No
4.	Number of Industry validation provided: 30
5.	Estimated nos. of persons to be trained and employed: 22000
6.	Evidence of Concurrence/Consultation with Line Ministry/State Departments: <i>Ministry Of Textiles is Line Ministry of AMHSSC.</i> If "No", why: NA

Section 6: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name

1.	Annexure: NCrf/NSQF level justification based on NCrf level/NSQF descriptors <i>(Mandatory)</i>	NCrf/NSQF level justification based on NCrf level/NSQF descriptors
2.	Annexure: List of tools and equipment relevant for qualification <i>(Mandatory, except in case of online course)</i>	List of tools and equipment relevant for qualification
3.	Annexure: Detailed Assessment Criteria <i>(Mandatory)</i>	Detailed Assessment Criteria
4.	Annexure: Assessment Strategy <i>(Mandatory)</i>	Assessment Strategy
5.	Annexure: Blended Learning <i>(Mandatory, in case selected Mode of delivery is "Blended Learning")</i>	Offline Learning Mode
6.	Annexure: Multiple Entry-Exit Details <i>(Mandatory, in case qualification has multiple Entry-Exit)</i>	NA
7.	Annexure: Acronym and Glossary <i>(Optional)</i>	Acronym and Glossary
8.	Supporting Document: Model Curriculum <i>(Mandatory – Public view)</i>	Model Curriculum
9.	Supporting Document: Career Progression <i>(Mandatory - Public view)</i>	Career Progression
10.	Supporting Document: Occupational Map <i>(Mandatory)</i>	Occupational Map
11.	Supporting Document: Assessment SOP <i>(Mandatory)</i>	Assessment SOP
12.	Any other document you wish to submit:	NA

Annexure: Evidence of Level

NCrF/NSQF Level Descriptors	Key requirements of the job role/ outcome of the qualification	How the job role/ outcomes relate to the NCrF/NSQF level descriptor	NCrF/NSQF Level
Professional Theoretical Knowledge/Process	- Fashion Consultant's primary role is to help the customers and sell the products manufactured by their fashion company. - They are expected to be brand advocates and utilize their product knowledge and fashion sense to assist customers pick the perfect outfit as per their requirements.	They must be able to welcome the customers, assist them, maintain floor appearance, operate POS register and update relevant documentation. Also, they should be able to maintain and develop relationships with customers both new and existing.	5
Professional and Technical Skills/ Expertise/ Professional Knowledge	A Fashion consultant should have knowledge of latest fashion trends, styles and silhouettes to assist the customer in choosing what's best for them.	A Fashion consultant must have sound technical knowledge to operate POS (Point of Sale) software and internal MIS (Management Information System).	5
Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	He/she must be empathetic towards customer to understand their requirements and provide best possible solution, along with great convincing skills of negotiation and persuasion to sell concepts.	Fashion Consultant needs to be proficient about different types of fabrics, garments, trims and accessories used in the apparel industry.	5
Broad Learning Outcomes/Core Skill	A fashion consultant should have good communication skills, good sense of aesthetics, attention to detail and a positive attitude.	Understanding of types of fabrics, garments, trims and accessories commonly used in the apparel industry, their functions and applications and using this knowledge for assisting the customer in case of any query or clarification.	5
Responsibility	Fashion Consultant's primary role is to help the customers and sell the products manufactured by their fashion company.	The job involves thorough understanding of fabrics, garments, accessories, styles and trends in vogue along with excellent communication skills to convince their customers about the features and benefits of each product item they sell.	5

Annexure: Tools and Equipment (Lab Set-Up)

List of Tools and Equipment

Batch Size: 30

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size
1	Gondola		1
2	Garment-Suit Jacket with barcode, specifications, price tags	1 each size, 1 each color (S/M/L/XL/XXL)	10
3	Garment-Trouser Pants with barcode, specifications, price tags	1 each size, 1 each color (S/M/L/XL/XXL)	10
4	Garment-Tshirts, Casual Pants with barcode, specifications, price tags	1 each size, 1 each color (S/M/L/XL/XXL)	10
5	Garment-Women's Dresses with barcode, specifications, price tags	1 each size, 1 each color (S/M/L/XL/XXL)	10
6	Garment-Women's Ethnic dresses. with barcode, specifications, price tags	1 each size, 1 each color (S/M/L/XL/XXL)	10
7	Garment Kids with barcode, specifications, price tags	1 each size, 1 each color (0,3,6,9,12 M)	20
8	Display/Boards/ Standees for product categories and offers (Different Types)		1
9	Calculator		1
10	Stock Almirah		1
11	Mannequins (Full & Half Bust), Men's, Women's and Kids	1 each M Size	1
12	Danglers, Wobblers, Hangers,		1
13	POS Display (LED Lightbox)		6
14	Signage Board		2
15	Banners /Posters		1
16	Offers /Policy Signage		1
17	Shopping Basket/Shopping Cart		1
18	Dummy Fire Extinguishers		30
19	Carry bags of different dimensions		30
20	Customer Inquiry /Lead Register		2
21	Sample Stock delivery note / challan		1
22	Dummy Stock Transfer Notes / Invoice		1
23	Register to record customer delivery		2
24	Stock Inward/Stock Outward register		2
25	Sample forms showing Loyalty scheme/EMI Offers		2
26	Gift wrapping paper (to gift wrap dummy products)		5
27	Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine)		15
28	Sales Call process / Customer Engagement Process handouts		2

Classroom Aids

The aids required to conduct sessions in the classroom are:

1. Computer (PC) with latest configurations – and Internet connection with standard operating system and standard word processor and worksheet software (Licensed)
2. All software should either be latest version or one/two version below, As required
3. UPS As required
4. Scanner cum Printer As required
5. Computer Tables As required
6. Computer Chairs As required
7. LCD Projector As required
8. White Board 1200mm x 900mm as required

Annexure: Industry Validations Summary

Provide the summary information of all the industry validations in table. This is not required for OEM qualifications.

S.No	Organization	Name of Representative	Designation	State	Email Id	Contact number
1	5 Star Garments	Dinesh Dongare	Manager	Maharashtra	ddongare100@gmail.com	8806405410
2	Aon Private Ltd.	Narendra Sunwani	Manager	Madhya Pradesh	skill.aontextiles@gmail.com	7898526884
3	Stable Textile Pvt Ltd	Roushan Jha	Manager	Madhya Pradesh	skill.stabletextiles@gmail.com	8770388924
4	Sriram Fashions	SC Swaminathan	HR Manager	Tamil Nadu	tcsaminathan@sriramfashions.com	9894018689
5	Prateksha Sourcing Quality	G Selvakumar	Merchandiser	Tamil Nadu	sk@prateksha.com	9877743416

6	Sakthi Knitting Pvt Ltd.	Sivanandan T.	Manager Personal & Admin	Tamil Nadu	sfl-hr@shakthiknitting.com	9655632060
7	RKC Garments	Chibinandan R	Managing Director	Tamil Nadu	chibi@rkcgarments.com	7259363754
8	Reverse Lifestyle Pvt Ltd	Jitendra Kalbande	Manager	Maharashtra	jitendrakalbande500@gmail.com	7776030092
9	KBS Garments	B Sateesh Kumar	Manager	Tamil Nadu	kbs.garment888@gmail.com	9943457766
10	OTTO-AGN	Arun Kumar	3D Technical Product Developer	Tamil Nadu	arun.kumar@ottoint.com	9597040404
11	National Textile Corporation	Vilas Mandhalkar	Manager	Maharashtra	vilasmandhalkar@gmail.com	9595883836
12	Kanishka Colors	R Senthilkumar	Managing Director	Tamil Nadu	kanishkacolors2901@gmail.com	9566467799
13	JPPL	Anant Singh	Project In Charge	Madhya Pradesh	anant.jppl@gmail.com	7024152612
14	Herin Fashion	Ravibharatbhai Dobariya	General Manager	Gujarat	Herinfashion.naps@gmail.com	9689408334
15	Atulyaa Industries	Mahesh Lalaso Jadhav	Training and Placement Manager	Maharashtra	maheshjadhav258@gmail.com	9624663078
16	Indian Textile Company	Yogesh Nimje	Manager	Maharashtra	yogeshnimje1312@gmail.com	9168453836
17	HPPL	Gautam Jha	Manager	Maharashtra	skill.hppl@gmail.com	9752599602
18	Gainup Industries	Sasi Kumar	Sr Executive HR	Tamil Nadu	skill@gainup.in	8925900346
19	First Garment Pvt Ltd	Smt Bala A	Manager Personal & Admin	Tamil Nadu	hrsd@fmgc.in	8072163150
20	Shree Tirupati Balajee FIBC Ltd.	Nilesh Yadav	Manager	Madhya Pradesh	skillindia@tripatibalajee.com	9516616209
21	Ever bags packaging pvt. ltd.	Mohsin Ansari	Manager	Madhya Pradesh	skill.everbags@gmail.com	9165555562
22	DCM Textiles	Narendra Rakshit	Manager	Rajasthan	narendrarakshit05@gmail.com	8605330718
23	Connect Accessories	Dr. Lavanya Jayakar	India Manager	Tamil Nadu	lavanya@connect-acc.com	8344 555888
24	Color Dreams	S Senthilkumar	HR Manager	Tamil Nadu	cdhrm@ssm-india.com	9750928805

25	Barshi Textile	Jayant Gharpure	Manager	Maharashtra	jyntgharpureg@gmail.com	8010981468
26	Atul Global Ltd.	Sumit Gupta	Director	Punjab	Sumit.gupta@atulglobal.com	9888858680
27	Amayapper Pvt Ltd	Smt Bala A	Manager Personal & Admin	Tamil Nadu	hrsd@fmgc.in	8072163150
28	Raymond Apparel Ltd	Chinappa Reddy	Lead - Product Development	Maharashtra	chinnapa.vemula@raymond.in	9833024241
29	Shahi Exports	Daulat Ram/Anjani	Training Lead	Haryana	anjani.mishra@shahi.co.in	7739404959
30	Purecotz Ecolifestyle	Umesh Shelar	Compliance Manager	Gujarat	umesh.shelar@purecotz.com	<u>9712442729</u>

Annexure: Training & Employment Details

Training and Employment Projections:

Year	Total Candidates		Women		People with Disability	
	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities
2026	5000	4000	3500	3000	NA	NA
2027	7000	6500	5000	4500	NA	NA
2028	10000	8000	7000	6500	NA	NA

Data to be provided year-wise for next 3 years

Training, Assessment, Certification, and Placement Data for previous versions of qualifications:

Qualification Version	Year	Total Candidates				Women				People with Disability			
		Trained	Assessed	Certified	Placed	Trained	Assessed	Certified	Placed	Trained	Assessed	Certified	Placed
Version 1.0	2025	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Version 1.0	2024	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Version 1.0	2023	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

Applicable for revised qualifications only, data to be provided year-wise for past 3 years.

List Schemes in which the previous version of Qualification was implemented:

1. PMKVY
2. DDUGKY
3. NULM

Content availability for previous versions of qualifications:

☐ Participant Handbook ☐ Facilitator Guide ☐ Digital Content ☐ Qualification Handbook ☐ Any Other: NA

Languages in which Content are available:

Hindi

Annexure: Detailed Assessment Criteria

Detailed assessment criteria for each NOS/Module are as follows:

AMH/N0505: Knowledge about latest fashion trends, styles, silhouettes in vogue					
PC	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Viva Marks	Total Marks
PC1	Identify and interpret the latest fashion trends and styles worn by celebrities, influencers, customers and competitors.	4	3	1	8
PC2	Research and update oneself on current styles and popular designers using newsletters, magazines, social media, and other credible sources.	4	3	1	8
PC3	Analyse contemporary fashion trends and guide customers on integrating them into their personal style using the company's products.	4	10	1	15
PC4	Explain different body shapes, silhouettes and sizing systems across product categories.	4	10	1	15
PC5	Assess the customer's body shape and size and recommend appropriate products to ensure the best fit.	4	4	1	9
	Nos Total	20	30	5	55
AMH/N0506: Expertise in fabrics, garment categories, trims and accessories					
PC	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Viva Marks	Total Marks
PC1	Understand different types of fibres, yarns, fabrics, garments, trims and accessories used in the garment manufacturing process.	5	3	1	9
PC2	Distinguish different types of fabric and garment manufacturing processes.	5	-	0.5	5.5
PC3	Understand types of dyeing, printing and embellishment techniques.	5	-	0.5	5.5
PC4	Identify different garment components such as – necklines, collars, sleeves, cuffs, pockets, darts, pleats and tucks etc.	3	3	1	7
PC5	Identify types of seams and stitches.	3	4	1	8
PC6	Carry out basic measurements – direct and indirect.	4	5	1	10

PC7	Analyze & interpret the design and the type of fabric or garment available on the shop floor for sale.	-	5	-	5
PC8	Demonstrate to the customer the qualities or features of the product to help drive sales.	-	5	-	5
PC9	Assist the customer in the decision-making process for buying different products while highlighting the details of the same.	-	5	-	5
	NOS Total	25	30	5	60
AMH/N0507: Understanding marketing strategy, brand and sales operations					
PC	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Viva Marks	Total Marks
PC1	Understand the company's marketing management philosophy, business portfolio, branding, SWOT analysis, USP and business ideology.	3	3	1	7
PC2	Understand the company's environment, vendors, competitors, market size, target customers and other intermediaries.	3	3	1	7
PC3	Apply the principles of merchandising management, merchandise planning, merchandise procurement/sourcing.	3	4	-	7
PC4	Check the basics of store design, image and layout in accordance with company guidelines	4	10	1	15
PC5	Comprehend the basics of visual merchandising, visual marketing, display and signages.	4	12	1	17
PC6	Understand the importance of sales promotion, advertising, public relations, personal selling, endorsements and sponsorships.	3	8	1	12
	NOS Total	20	40	5	65
AMH/N0508: Customer relationship and Sales Management					
PC	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Viva Marks	Total Marks
PC1	Decipher consumer buying behaviour, factors affecting buying decisions, buyer's decision-making process.	3	3	1	7
PC2	Understand the relationship between customer's needs, values and satisfaction.	3	3	0.5	6.5
PC3	Implement company's CRM strategy and manage organizational issues and customer relationship management effectively.	2	3	-	5
PC4	Understand the importance of customer service, customer retention and relationship marketing.	3	3	1	7
PC5	Develop, manage and use customer related database for portfolio management.	3	7	0.5	10.5

PC6	Follow the principles of personal selling and understand the process, importance and steps involved.	3	7	-	10
PC7	Understand the relationship between CRM and customer experience.	3	5	1	9
PC8	Actively participate in improving the CRM strategies w.r.t global and social media trends.	2	7	-	9
PC9	Understand the company's sales strategy, promotional offers, discounts and loyalty programs; and guide the customer accordingly.	3	2	1	6
	NOS Total	25	40	5	70
AMH/N0509: Relevance of MIS systems and data management					
PC	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Viva Marks	Total Marks
PC1	Understand and use the management information system as per the company's strategy.	2	3	1	6
PC2	Oversee the use of bar-coding systems and RFID tagging for all products.	2	10	1	13
PC3	Use enterprise resource planning (ERP) software effectively to store information for data management, integrated systems and networking.	5	15	1	21
PC4	Process customer transactions through the use of POS (point of sale) software.	5	15	1	21
PC5	Supervise and maintain documentation for relevant processes, functions and reports as per specified formats in an organized manner.	3	4	-	7
PC6	Ensure safety and security of data; and maintain confidentiality of the reports/data/analysis, wherever applicable.	3	3	1	7
	NOS Total	20	50	5	75
AMH/N0620: Promote and sustain safety, health, and security in workplace, while fostering Gender and Persons with Disabilities (PwD) Sensitization					
PC	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Viva Marks	Total Marks
PC1	Demonstrate strict adherence to health, safety, gender, and PwD (People with Disability) guidelines governing the workplace environment.	4	2	1	7
PC2	Engage actively in mock drills, evacuation exercises, and group discussions pertaining to workplace safety and security protocols.	4	2	1	7

PC3	Participate in advanced training and sensitization programs focused on gender equality and PwD awareness, facilitating a more inclusive workplace environment.	4	2	1	7
PC4	Execute proper handling and maintenance of materials and equipment in accordance with established protocols and standards.	3	2	1	6
PC5	Exhibit proficiency in performing first-aid, firefighting, and other emergency response procedures, promptly adhering to organizational shutdown and evacuation protocols when necessary.	4	2	1	7
PC6	Monitor workplace conditions, identify risks, report promptly, ensure safety, including for individuals with disabilities, and uphold gender equality principles.	3	2	1	6
	NOS Total	22	12	6	40
AMH/N0621: Adhere to industry, regulatory, and organizational standards and embrace environmentally sustainable practices					
PC	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Viva Marks	Total Marks
PC1	Execute job responsibilities according to organizational standards, with a strong emphasis on eco-friendly solutions, while strictly adhering to established procedures, policies, and legal regulations.	2	1	1	4
PC2	Implement and uphold organizational policies and procedures, integrating sustainable consumption practices into daily operations.	2	1	1	4
PC3	Actively engage in enhancing organizational performance by driving the transition towards environmentally friendly processes and practices.	2	1	1	4
PC4	Safely handle materials, equipment, computers, and software to maintain a clean and hazard-free work environment, actively supporting the adoption of eco-friendly practices throughout the workplace.	3	2	2	7
PC5	Perform routine maintenance and cleaning tasks within assigned duties and agreed-upon schedules, effectively managing any interruptions to workflow.	3	1	1	5
PC6	Immediately report any instances of unsafe equipment or hazardous incidents to the appropriate personnel to ensure swift resolution and mitigate risks.	2	1	1	4
PC7	Utilize appropriate cleaning equipment and techniques tailored to specific tasks, promoting efficiency and sustainability in workplace maintenance.	2	1	1	4
PC8	Proactively request system or software upgrades as necessary to optimize work efficiency, while also maintaining backup files to ensure data integrity and security when using various design software.	2	1	1	4

PC9	Maintain digital copies of design work in organized files for future reference, ensuring accessibility and preservation of valuable project assets.	2	1	1	4
	NOS Total	20	10	10	40
DGT/VSQ/N0103: Employability Skills (90 Hours)					
PC	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Viva Marks	Total Marks
	<i>Introduction to Employability Skills</i>	1	1	0	0
PC1	Understand the significance of employability skills in meeting the current job market requirement and future of work.				
PC2	Identify and explore learning and employability relevant portals				
PC3	Research about the different industries, job market trends, latest skills required and the available opportunities.				
	<i>Constitutional values – Citizenship</i>	1	1	0	0
PC4	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.				
PC5	Follow environmentally sustainable practices				
	<i>Becoming a Professional in the 21st Century</i>	1	3	0	0
PC6	Recognize the significance of 21st Century Skills for employment				
PC7	Practice the 21st Century Skills such as Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal and professional life				
PC8	Adopt a continuous learning mind-set for personal and professional development				

	<i>Basic English Skills</i>	3	4	0	0
PC9	Use basic English for everyday conversation in different contexts, in person and over the telephone				
PC10	Read and understand routine information, notes, instructions, mails, letters etc. written in English				
PC11	Write short messages, notes, letters, e-mails etc. in English				
	<i>Career Development & Goal Setting</i>	1	2	0	0
PC12	Identify career goals based on the skills, interests, knowledge, and personal attributes				
PC13	Prepare a career development plan with short- and long-term goals.				
	<i>Communication Skills</i>	2	2	0	0
PC14	Follow verbal and non-verbal communication etiquette while communicating in professional and public settings				
PC15	Use active listening techniques for effective communication				
PC16	Communicate in writing using appropriate style and format based on formal or informal requirements				
PC17	Work collaboratively with others in a team				
	<i>Diversity & Inclusion</i>	1	1	0	0
PC18	Communicate and behave appropriately with all genders and PwD				
PC19	Escalate any issues related to sexual harassment at workplace according to POSH Act				
	<i>Financial and Legal Literacy</i>	2	3	0	0
PC20	Identify and select reliable institutions for various financial products and services such as bank account, debit and credit cards, loans, insurance etc.				

PC21	Carry out offline and online financial transactions, safely and securely, using various methods and check the entries in the passbook				
PC22	Identify common components of salary and compute income, expenses, taxes, investments etc.				
PC23	Identify relevant rights and laws and use legal aids to fight against legal exploitation				
	Essential Digital Skills	3	5	0	0
PC24	Operate digital devices and use their features and applications securely and safely				
PC25	Carry out basic internet operations by connecting to the internet safely and securely, using the mobile data or other available networks through Bluetooth, Wi-Fi, etc.				
PC26	Display responsible online behaviour while using various social media platforms				
PC27	Create a personal email account, send and process received messages as per requirement				
PC28	Carry out basic procedures in documents, spread sheets and presentations using respective and appropriate applications				
PC29	Utilize virtual collaboration tools to work effectively				
	Entrepreneurship	2	3	0	0
PC30	Identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research				
PC31	Develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion				
PC32	Identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity				
	Customer Service	1	2	0	0

PC33	identify different types of customers and ways to communicate with them				
PC34	Identify and respond to customer requests and needs in a professional manner				
PC35	Use appropriate tools to collect customer feedback				
PC36	Follow appropriate hygiene and grooming standards				
	Getting ready for apprenticeship & Jobs	2	3	0	0
PC37	Create a professional Curriculum vitae (Résumé)				
PC38	Search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively				
PC39	Apply to identified job opening using offline /online methods as per requirement				
PC40	Answer questions politely, with clarity and confidence, during recruitment and selection				
PC41	Identify apprenticeship opportunities and register for it as per guidelines and requirements				
	NOS Total	20	30	0	0
	Grand Total	172	242	41	455

Annexure: Assessment Strategy

This section includes the processes involved in identifying, gathering, and interpreting information to evaluate the Candidate on the required competencies of the program.

Mention the detailed assessment strategy in the provided template.

1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SIDH or email
- Assessment agencies send the assessment confirmation to VTP/TC looping SSC
- Assessment agency deploys the ToA certified Assessor for executing the assessment
- SSC monitors the assessment process & records

2. Testing Environment:

- Check the Assessment location, date and time

- If the batch size is more than 30, then there should be 2 Assessors.
- Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.

3. Assessment Quality Assurance levels/Framework:

- Question bank is created by the Subject Matter Experts (SME) are verified by the other SME
- Questions are mapped to the specified assessment criteria
- Assessor must be ToA certified & trainer must be ToT Certified

4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Centre photographs with signboards and scheme specific branding

5. Method of verification or validation:

- Surprise visit to the assessment location

6. Method for assessment documentation, archiving, and access

- Hard copies of the documents are stored

On the Job:

1. Each module will be assessed separately.
2. The candidate must score 60% in each module to successfully complete the OJT.
3. Tools of Assessment that will be used for assessing whether the candidate is having desired skills and etiquette of dealing with customers, understanding needs & requirements, assessing the customer and perform Soft Skills effectively:
 - Videos of Trainees during OJT
4. Assessment of each Module will ensure that the candidate is able to:
 - Effective engagement with the customers
 - Understand the working of various tools and equipment

Annexure: Acronym and Glossary

Acronym

Acronym	Description
AA	Assessment Agency
AB	Awarding Body
ISCO	International Standard Classification of Occupations
NCO	National Classification of Occupations
NCrF	National Credit Framework
NOS	National Occupational Standard(s)
NQR	National Qualification Register
NSQF	National Skills Qualifications Framework
OJT	On the Job Training

Glossary

Term	Description
National Occupational Standards (NOS)	NOS define the measurable performance outcomes required from an individual engaged in a particular task. They list down what an individual performing that task should know and also do.
Qualification	A formal outcome of an assessment and validation process which is obtained when a competent body determines that an individual has achieved learning outcomes to given standards
Qualification File	A Qualification File is a template designed to capture necessary information of a Qualification from the perspective of NSQF compliance. The Qualification File will be normally submitted by the awarding body for the qualification.
Sector	A grouping of professional activities on the basis of their main economic function, product, service or technology.
Long Term Training	Long-term skilling means any vocational training program undertaken for a year and above. https://ncvet.gov.in/sites/default/files/NCVET.pdf