Sr. Executive Business Development

QP Code: ELE/Q1101

Version: 3.0

NSQF Level: 5

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Contents

ELE/Q1101: Sr. Executive Business Development

Brief Job Description

The individual at work is responsible for studying the market, understanding the customer requirement and offering products and services to satisfy the customer requirement. The individual at work coordinates and interacts with customers for sale of products and services.

Personal Attributes

The job requires the individual to be customer friendly, with good communication skill and target oriented. The individual must have patience and positive attitude towards work to listen to diverse customers

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. ELE/N1101: Analyse the market

2. ELE/N1102: Offer solutions to customer

3. ELE/N9905: Work effectively at the workplace

4. ELE/N1002: Apply health and safety practices at the workplace

Qualification Pack (QP) Parameters

Sector	Electronics
Sub-Sector	Semiconductor & Components
Occupation	Marketing and Sales-S&C
Country	India
NSQF Level	5
Credits	NA
Aligned to NCO/ISCO/ISIC Code	NCO-2015/NIL

Minimum Educational Qualification & Experience	Diploma (after 10th with 3 years of relevant experience OR (Diploma after 12th with 1 year of relevant experience) OR Graduate (in any stream) with 6 Months of experience OR Post Graduate (in any stream) OR (Certificate of NSQF Level-4 in Purchase Executive with 2 years of relevant experience))
Minimum Level of Education for Training in School	Not Applicable
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	31/03/2022
Next Review Date	31/07/2025
Deactivation Date	31/07/2024
NSQC Approval Date	31/03/2022
Version	3.0
Reference code on NQR	2022/EHW/ESSC/05639
NQR Version	1.0

ELE/N1101: Analyse the market

Description

This OS unit is about studying the market opportunities, engaging with customers and understanding their requirement. It also includes finding new customers and fulfilling needs of existing clients.

Scope

The scope covers the following :

- Identifying the work requirement
- Analyse the market
- Initiate meeting with the prospective customers
- Interacting with the customer
- Recording the customer details and documentation of the visit

Elements and Performance Criteria

Identifying work requirement

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

PC1. receive instructions from the top management on work requirement, periodical (e.g., yearly, quarterly) sales target, location and area of operation etc.

PC2. attend training and obtain information about the characteristics and features of the latest products / software and services offered by the organisation

Analyse the market

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

PC3. collect information on the demographics of the location to know about the market

PC4. identify major players in different sector, their current use of semiconductor services and their product portfolio

PC5. assess the market by analysing past sales pattern and evaluate the current market trends for planning the sales strategy

PC6. identify the market opportunities and potential customers by conducting a market survey

Initiating meeting with prospective customers

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

PC7. prepare a list of potential customers in the region and make telephone calls to them for a meeting

PC8. prepare a presentation and pitch on company details, service offerings, areas of operation etc. for the customer

PC9. reach customer place on time for the meeting

PC10. interact periodically with existing customers to identify any new requirement and initiate meeting

PC11. maintain behavioural etiquette while interacting with customer on telephone / directly

Interacting with the customer

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

PC12. greet the customer first and develop a rapport with them

PC13. deliver the presentation and pitch about the service offerings and handle any queries about the company and services

PC14. identify the customer requirement and expectations such as type of design services/product required price, delivery cycle, etc.

PC15. listen to customer without interrupting them and summarise the customer requirement for mutual understanding

Recording the customer details and documentation of the visit

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

PC16. record the customer and call details as per company policy and procedures

PC17. record the customer and call details as per company policy and procedures

PC18. rectify incorrect details in existing database to extent allowed by company policy

PC19. record customer queries in company's database for future references as per company policy and procedures

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. company policies on sales, incentives, documentation policy, human resource and performance evaluation and code of conduct

KU2. companys areas of operation, line of business and service offerings, culture and typical customer profile

KU3. companys reporting structure

KU4. internal process system such as ERP followed in the organisation

KU5. terms and conditions associated with the sale of company products/services

KU6. various products and services, their distinctive characteristics and features offered by the organisation

KU7. the other product/service related details such as cost, delivery period, post sales coverage, warranty

KU8. the different types of similar semiconductor products and offerings available in the market

KU9. the different types of active components, their specification, functional aspects and manufacturing capacity of the company

KU10. the responsibility of marketing and sales w.r.t to product and service coverage

KU11. semiconductor industry, trends, market and competition

KU12. sector knowledge, growth, trends and electronic product usage

KU13. basic electronics of system hardware

KU14. behavioural aspects and etiquette to be followed at customers interaction

KU15. in depth product/service knowledge on the product handled

KU16. how to communicate with customers in order to put them at ease

KU17. different type of selling and promotional methods

KU18. how to handle and resolve technical queries on the specific semiconductor design service/product

KU19. internal process system and their usage

KU20. computer operation and analyse data in Microsoft Excel tool

KU21. different models of after sales support provided by the company

KU22. different types of customer and the after sales support provided to them

Generic Skills (GS)

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

GS1. read the customer information from the database

GS2. read text manuals regarding the design services, semiconductor devices and their specification

GS3. record the customer details in the query log

GS4. fill documentation in English or regional language

GS5. listen carefully and interpret the customer requirement

GS6. interact effectively with the customer for starting and closing the sale

GS7. assess and handle the customer queries

GS8. put the customer at ease and suggest solutions

GS9. communicate in English and local language

GS10. being patient and courteous with all types of customers

GS11. being polite and courteous under all circumstances

GS12. manage relationships with customers with intent on satisfying its requirements for service delivery

GS13. plan and organize work schedule to meet deadlines

GS14. work constructively and collaboratively with others

GS15. operate company internal process software such as ERP for recording and documenting the customer call

GS16. organize work processes and reduce repetition of errors for better time management

GS17. analyse the complexity of work to determine if it can be successfully carried out or needs to be referred to a superior/specialist

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Identifying work requirement	**4**	**6**	**-**	**-**
PC1. receive instructions from the top management on work requirement, periodical (e.g., yearly, quarterly) sales target, location and area of operation etc.	2	3	-	-
PC2. attend training and obtain information about the characteristics and features of the latest products / software and services offered by the organisation	2	3	-	-
Analyse the market	**9**	**12**	**-**	**-**
PC3. collect information on the demographics of the location to know about the market	2	3	-	-
PC4. identify major players in different sector, their current use of semiconductor services and their product portfolio	2	3	-	-
PC5. assess the market by analysing past sales pattern and evaluate the current market trends for planning the sales strategy	3	3	-	-
PC6. identify the market opportunities and potential customers by conducting a market survey	2	3	-	-
Initiating meeting with prospective customers	**13**	**15**	**-**	**-**
PC7. prepare a list of potential customers in the region and make telephone calls to them for a meeting	2	3	-	-
PC8. prepare a presentation and pitch on company details, service offerings, areas of operation etc. for the customer	4	4	-	-
PC9. reach customer place on time for the meeting	2	2	-	-
PC10. interact periodically with existing customers to identify any new requirement and initiate meeting	3	3	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. maintain behavioural etiquette while interacting with customer on telephone / directly	2	3	-	-
Interacting with the customer	**8**	**18**	**-**	**-**
PC12. greet the customer first and develop a rapport with them	2	3	-	-
PC13. deliver the presentation and pitch about the service offerings and handle any queries about the company and services	2	6	-	-
PC14. identify the customer requirement and expectations such as type of design services/product required price, delivery cycle, etc.	2	6	-	-
PC15. listen to customer without interrupting them and summarise the customer requirement for mutual understanding	2	3	-	-
Recording the customer details and documentation of the visit	**6**	**9**	**-**	**-**
PC16. record the customer and call details as per company policy and procedures	2	2	-	-
PC17. record the customer and call details as per company policy and procedures	2	3	-	-
PC18. rectify incorrect details in existing database to extent allowed by company policy	1	2	-	-
PC19. record customer queries in company's database for future references as per company policy and procedures	1	2	-	-
NOS Total	**40**	**60**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	ELE/N1101
NOS Name	Analyse the market
Sector	Electronics
Sub-Sector	Semiconductor & Components
Occupation	Marketing & Sales
NSQF Level	5
Credits	TBD
Version	2.0
Last Reviewed Date	31/03/2022
Next Review Date	31/03/2025
NSQC Clearance Date	31/03/2022

ELE/N1102: Offer solutions to customer

Description

This OS unit is about offering product solutions to customer, closing the sales transaction, maintaining good relations and achieving customer satisfaction.

Scope

The scope covers the following :

- Offer possible solutions to customer
- Coordinating with production and design teams
- Closing the sales
- Documentation of purchase
- Assist customer with post sales service
- Maintain relationship with client
- Achieve productivity targets set by the company

Elements and Performance Criteria

Offering possible solution to customer

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

PC1. identify the customer requirement and suggest possible multiple product and service offered by the company

PC2. assist the customer in finalising the product/service which could best suit the requirement and also suggest some product/service options in the market which could fit the customer requirement if the product is not offered by the own company

PC3. inform the customers about unique characteristics of the product/service which could help in taking decision

Coordinating with production and design teams

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

PC4. inform the production/design team about the all aspects of customer requirement

PC5. coordinate or arrange a meeting between customer and production/design team for further finalising the project and customer requirement

PC6. inform production/design team about the cost, delivery time of the product/service discussed with the customer

Closing the sales

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

PC7. assist the customer in taking a buying decision and make them feel happy about the purchase

PC8. take the details of the purchase such as number of product and other requirements from the customer once the buying decision is made

PC9. negotiate the pricing of product/service with customer appropriately by ensuring that the sale transaction results in profit for the organisation

PC10. inform the customer about final price after deducting discounts, payment terms, mode of payment etc.

Documentation of purchase

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

PC11. prepare and provide documents such as invoice, agreement, warranty certificate and other relevant documents related to purchase to the customer as per company standards

PC12. inform customers about terms and conditions, warranty coverage as per component in the equipment and other related detail related to the purchase

Assisting client with after sales service

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

PC13. identify the service support requirement from client after the completion of sale

PC14. provide information to the customer about after sales service offered by organisation such as any service maintenance technician requirement, repairing work etc.

Maintaining relationship with clients

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

PC15. interact periodically with existing customers to identify any new requirement

PC16. seek new business opportunity with existing customers and obtain new reference for sales from them

PC17. gauge customer on satisfaction

Achieving Productivity

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

PC18. achieve the target set for number of calls / visits to attend and number of calls to be closed successfully in a period of time such as the monthly, quarterly and yearly sales target

PC19. satisfy the customer with the service and maintain continuous relationship

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. companys policies on sales, incentives, documentation policy, human resource and performance evaluation and code of conduct

KU2. companys areas of operation, line of business and service offerings, culture and typical customer profile

KU3. companys reporting structure

KU4. internal process system such as ERP followed in the organisation

KU5. terms and conditions associated with the sale of company products/services

KU6. various products and services, their distinctive characteristics and features offered by the organisation

KU7. the other product/service related details such as cost, delivery period, post sales coverage, warranty

KU8. the different types of similar semiconductor products and offerings available in the market

KU9. the different types of active components, their specification, functional aspects and manufacturing capacity of the company

KU10. the responsibility of marketing and sales w.r.t to product and service coverage

KU11. semiconductor industry, trends, market and competition

KU12. sector knowledge, growth, trends and electronic product usage

KU13. basic electronics of system hardware

KU14. behavioural aspects and etiquette to be followed at customers interaction

KU15. in depth product/service knowledge on the product handled

KU16. how to communicate with customers in order to put them at ease

KU17. different type of selling and promotional methods

KU18. how to handle and resolve technical queries on the specific semiconductor design service/product

KU19. internal process system and their usage

KU20. computer operation and analyse data in Microsoft Excel tool

KU21. different models of after sales support provided by the company

KU22. different types of customer and the after sales support provided to them

Generic Skills (GS)

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

GS1. read the customer information from the database

GS2. read text manuals regarding the design services, semiconductor devices and their specification

GS3. record the customer details in the query log

GS4. fill documentation in English or regional language

GS5. listen carefully and interpret the customer requirement

GS6. interact effectively with the customer for starting and closing the sale

GS7. assess and handle the customer queries

GS8. put the customer at ease and suggest solutions

GS9. communicate in English and local language

GS10. patient and courteous with all types of customers

GS11. being polite and courteous under all circumstances

GS12. manage relationships with customers with intent on satisfying its requirements for service delivery

GS13. plan and organize work schedule to meet deadlines

GS14. work constructively and collaboratively with others

GS15. operate companys internal process software such as ERP for recording and documenting the customer call

GS16. organize work processes and reduce repetition of errors for better time management

GS17. analyse the complexity of work to determine if it can be successfully carried out or needs to be referred to a superior/specialist

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Offering possible solution to customer	**9**	**11**	**-**	**-**
PC1. identify the customer requirement and suggest possible multiple product and service offered by the company	3	4	-	-
PC2. assist the customer in finalising the product/service which could best suit the requirement and also suggest some product/service options in the market which could fit the customer requirement if the product is not offered by the own company	3	4	-	-
PC3. inform the customers about unique characteristics of the product/service which could help in taking decision	3	3	-	-
Coordinating with production and design teams	**9**	**9**	**-**	**-**
PC4. inform the production/design team about the all aspects of customer requirement	3	3	-	-
PC5. coordinate or arrange a meeting between customer and production/design team for further finalising the project and customer requirement	3	3	-	-
PC6. inform production/design team about the cost, delivery time of the product/service discussed with the customer	3	3	-	-
Closing the sales	**8**	**14**	**-**	**-**
PC7. assist the customer in taking a buying decision and make them feel happy about the purchase	2	3	-	-
PC8. take the details of the purchase such as number of product and other requirements from the customer once the buying decision is made	2	4	-	-
PC9. negotiate the pricing of product/service with customer appropriately by ensuring that the sale transaction results in profit for the organisation	2	4	-	-
PC10. inform the customer about final price after deducting discounts, payment terms, mode of payment etc.	2	3	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Documentation of purchase	**4**	**6**	**-**	**-**
PC11. prepare and provide documents such as invoice, agreement, warranty certificate and other relevant documents related to purchase to the customer as per company standards	2	3	-	-
PC12. inform customers about terms and conditions, warranty coverage as per component in the equipment and other related detail related to the purchase	2	3	-	-
Assisting client with after sales service	**3**	**6**	**-**	**-**
PC13. identify the service support requirement from client after the completion of sale	2	3	-	-
PC14. provide information to the customer about after sales service offered by organisation such as any service maintenance technician requirement, repairing work etc.	1	3	-	-
Maintaining relationship with clients	**3**	**8**	**-**	**-**
PC15. interact periodically with existing customers to identify any new requirement	1	3	-	-
PC16. seek new business opportunity with existing customers and obtain new reference for sales from them	1	3	-	-
PC17. gauge customer on satisfaction	1	2	-	-
Achieving Productivity	**4**	**6**	**-**	**-**
PC18. achieve the target set for number of calls / visits to attend and number of calls to be closed successfully in a period of time such as the monthly, quarterly and yearly sales target	2	3	-	-
PC19. satisfy the customer with the service and maintain continuous relationship	2	3	-	-
NOS Total	**40**	**60**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	ELE/N1102
NOS Name	Offer solutions to customer
Sector	Electronics
Sub-Sector	Semiconductor & Components
Occupation	Marketing & Sales
NSQF Level	5
Credits	TBD
Version	2.0
Last Reviewed Date	31/03/2022
Next Review Date	31/03/2025
NSQC Clearance Date	31/03/2022

ELE/N9905: Work effectively at the workplace

Description

This unit is about the communicating and managing work effectively at the workplace as well as taking measures to enhance own competence and working in a disciplined and ethical manner.

Scope

The scope covers the following :

- Communicate effectively at the workplace
- Work effectively
- Maintain and enhance professional competence
- Work in a disciplined and ethical manner
- Uphold social diversity at the workplace

Elements and Performance Criteria

Communicate effectively at the workplace

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

PC1. exchange information and instruction with colleagues, and seek clarifications and feedback as necessary

PC2. assist colleagues where required

PC3. follow business communication etiquette in all interactions and communicative formats (online, digital, and in-person)

PC4. document and share all relevant information with stakeholders in agreed formats and as per agreed timelines

Work effectively

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

PC5. identify and obtain clarity regarding organisational, team and own goals and targets

PC6. prioritise and plan work in order to achieve goals and targets

PC7. monitor own and team performance as per agreed plan

PC8. complete duties accurately, systematically and within required timeframes

PC9. express emotions appropriately at the workplace and manage own response to heightened emotions

PC10. maintain orderliness and cleanliness in the work area

Maintain and enhance professional competence

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

PC11. identify own strengths and weaknesses in relation to goals and targets

PC12. adapt self, service, or product to meet success criteria

PC13. seek and select opportunities for continuous professional development

PC14. formulate a professional development plan to enhance capabilities

PC15. build or contribute to the organizational knowledge base of cases, clients, issues, solutions, and innovations

PC16. examine developments and trends in field of work and their potential impact on work

PC17. take feedback from peers, supervisors and clients to improve own performance and practices

Work in a disciplined and ethical manner

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

PC18. perform tasks as per workplace standards, organisational policies and legislative requirements

PC19. display appropriate professional appearance at the workplace and adhere to the organisational dress code

PC20. demonstrate responsible and disciplined behaviour at the workplace such as punctuality; completing tasks as per given time and standards; demonstrating professional behaviour at all times, adopting environment- friendly practices, etc.

PC21. identify the cause of conflict and options for resolution with peers or escalate grievances and problems to appropriate authority as per procedure for conflict resolution

PC22. protect the rights of the client and organisation when delivering services

PC23. ensure services are delivered equally to all clients regardless of personal and cultural beliefs

PC24. operate within an agreed ethical code of practice and report unethical conduct to the appropriate authorities

PC25. follow organisational guidelines and legal requirements on disclosure and confidentiality

Uphold social diversity at the workplace

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

PC26. recognize and evaluate biased practices against underrepresented groups like women and persons with disabilities, in workplace systems and processes

PC27. identify and report discrimination and harassment based on gender, disability, or cultural difference at the workplace

PC28. use inclusive or neutral language and gestures in all interactions

PC29. respect the personal and professional space of others

PC30. access grievance redressal mechanisms as per legislations

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. organisation's policies on dress code, workplace timings, workplace behaviour, performance management, incentives, delivery standards, information security, etc.

KU2. organizational hierarchy and escalation matrix

KU3. importance of the individual's role in the workflow

KU4. organisational norms on health, safety and sustainability

KU5. work area inspection procedures and practices

KU6. professional etiquette and grooming

KU7. communication etiquette across communicative mediums (online, digital, and in-person) including strategies/methods for sharing information, documentation, and providing and receiving feedback

KU8. importance of self-evaluations and developing a continuous learning and professional development plan

KU9. developments and trends impacting professional practice

KU10. importance of taking and using feedback from colleagues and clients to identify and introduce improvements in work performance

KU11. professional ethics and workplace norms on reporting and/or penalizing unethical behaviour and practices.

KU12. guidelines and legal requirements on disclosure, confidentiality, and conflicts of interest

KU13. strategies for collaboration with colleagues and clients.

KU14. professional responses and strategies against inappropriate language or behaviour toward self and others

KU15. Implicit bias (based on gender, disability, class, caste, colour, race, culture, religion, etc.) and its consequences in the workplace

KU16. organizational guidelines, prevalent legislations and accessibility norms and processes to support PwDs at the workplace

KU17. strategies for time, effort and resource allocation towards the goals.

KU18. basic concepts of work productivity including waste reduction, efficient material usage and optimization of time

Generic Skills (GS)

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

GS1. complete documentation and forms such as work orders, invoices maintenance records activity logs, attendance sheets as per organizational format in English and/or local language

GS2. write basic accident or incident report accurately in an appropriate format

GS3. read warnings, instructions and other text material on product labels, components, etc. and relevant signages, warnings, labels or descriptions on equipment, etc. while carrying out work activities

GS4. convey and share technical information clearly using appropriate language

GS5. clarify task-related information

GS6. liaise with authorities and supervisors as per organizational protocol

GS7. listen, speak, and write in an inclusive, respectful manner in line with organizational protocol

GS8. seek clarification from immediate supervisor or responsible authority or exercise most appropriate solutions to safety breaches at work

GS9. report to the supervisor and when to deal with a colleague depending on the type of concern

GS10. deliver product to next work process on time

GS11. improve work process and report potential areas of delays and disruptions

GS12. communicate problems appropriately to others

GS13. identify symptoms of the fault to the cause of the problem and resolve, otherwise seek assistance and support from other sources to solve the problem

GS14. anticipate and avoid hazards that may occur during repairs because of tools, materials used or repair processes

GS15. complete tasks efficiently and accurately within stipulated time

GS16. appreciate and respect social diversity in all professional settings

GS17. develop awareness and accountability for perspectives on gender, disabilities, and socio-cultural issues leading to discrimination, bias, or harassment at the workplace

GS18. maintain positive and effective relationships with colleagues and customers

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Communicate effectively at the workplace	**5**	**13**	**-**	**-**
PC1. exchange information and instruction with colleagues, and seek clarifications and feedback as necessary	1	3	-	-
PC2. assist colleagues where required	1	3	-	-
PC3. follow business communication etiquette in all interactions and communicative formats (online, digital, and in-person)	1	4	-	-
PC4. document and share all relevant information with stakeholders in agreed formats and as per agreed timelines	2	3	-	-
Work effectively	**6**	**13**	**-**	**-**
PC5. identify and obtain clarity regarding organisational, team and own goals and targets	1	2	-	-
PC6. prioritise and plan work in order to achieve goals and targets	1	2	-	-
PC7. monitor own and team performance as per agreed plan	1	2	-	-
PC8. complete duties accurately, systematically and within required timeframes	1	2	-	-
PC9. express emotions appropriately at the workplace and manage own response to heightened emotions	1	2	-	-
PC10. maintain orderliness and cleanliness in the work area	1	3	-	-
Maintain and enhance professional competence	**8**	**7**	**-**	**-**
PC11. identify own strengths and weaknesses in relation to goals and targets	1	1	-	-
PC12. adapt self, service, or product to meet success criteria	1	1	-	-
PC13. seek and select opportunities for continuous professional development	1	1	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC14. formulate a professional development plan to enhance capabilities	2	1	-	-
PC15. build or contribute to the organizational knowledge base of cases, clients, issues, solutions, and innovations	1	1	-	-
PC16. examine developments and trends in field of work and their potential impact on work	1	1	-	-
PC17. take feedback from peers, supervisors and clients to improve own performance and practices	1	1	-	-
Work in a disciplined and ethical manner	**11**	**16**	**-**	**-**
PC18. perform tasks as per workplace standards, organisational policies and legislative requirements	2	2	-	-
PC19. display appropriate professional appearance at the workplace and adhere to the organisational dress code	1	2	-	-
PC20. demonstrate responsible and disciplined behaviour at the workplace such as punctuality; completing tasks as per given time and standards; demonstrating professional behaviour at all times, adopting environment- friendly practices, etc.	1	2	-	-
PC21. identify the cause of conflict and options for resolution with peers or escalate grievances and problems to appropriate authority as per procedure for conflict resolution	2	2	-	-
PC22. protect the rights of the client and organisation when delivering services	1	2	-	-
PC23. ensure services are delivered equally to all clients regardless of personal and cultural beliefs	1	2	-	-
PC24. operate within an agreed ethical code of practice and report unethical conduct to the appropriate authorities	2	2	-	-
PC25. follow organisational guidelines and legal requirements on disclosure and confidentiality	1	2	-	-
Uphold social diversity at the workplace	**10**	**11**	**-**	**-**

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC26. recognize and evaluate biased practices against underrepresented groups like women and persons with disabilities, in workplace systems and processes	2	2	-	-
PC27. identify and report discrimination and harassment based on gender, disability, or cultural difference at the workplace	2	2	-	-
PC28. use inclusive or neutral language and gestures in all interactions	2	2	-	-
PC29. respect the personal and professional space of others	2	2	-	-
PC30. access grievance redressal mechanisms as per legislations	2	3	-	-
NOS Total	**40**	**60**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	ELE/N9905
NOS Name	Work effectively at the workplace
Sector	Electronics
Sub-Sector	Generic
Occupation	Generic - Organizational Behaviour
NSQF Level	4
Credits	TBD
Version	2.0
Last Reviewed Date	24/02/2022
Next Review Date	30/12/2026
NSQC Clearance Date	30/12/2021

ELE/N1002: Apply health and safety practices at the workplace

Description

This OS unit is about knowledge and practices relating to health, safety and security that candidates need to use in the workplace.

Scope

The scope covers the following :

- Deal with workplace hazards
- Apply fire safety practices
- Follow emergencies, rescue and first-aid procedures
- Effective waste management/recycling practices

Elements and Performance Criteria

Deal with workplace hazards

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

PC1. identify job-site hazards and possible causes of accident in the workplace

PC2. perform work complying to organizational safe working practices and observing hazard signs displayed on containers, equipment and in various work areas such as inside buildings, in open areas and public spaces, etc.

PC3. use appropriate personal protective equipment (PPE) for specific tasks and work conditions, contaminant (concentration w.r.t air) requirements and severity of hazard while conforming to the Indian/International standards

PC4. follow standard safety procedures while handling tool/ ,equipment, hazardous substances and while working in hazardous environments

PC5. dispose electronic waste (such as toxins; metals such as lead, cadmium, barium; flame retardant plastics, welding slag etc.) as per industry approved techniques

PC6. avoid damage of components due to negligence in electrostatic discharge (ESD) procedures

PC7. locate general health and safety equipment in the workplace such as fire extinguishers; first aid equipment; safety instruments, clothing and installations (fire exits, exhaust fans)

PC8. maintain appropriate posture while handling heavy objects

PC9. apply good housekeeping practices at all times

Apply fire safety practices

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

PC10. take preventive measures to prevent fire hazards

PC11. • use appropriate fire extinguishers for different types of fires
• Types of fires: Class A: e.g. ordinary solid combustibles, such as wood, paper, cloth, plastic, charcoal, etc.; Class B: flammable liquids and gases, such as gasoline, propane, diesel fuel, tar, cooking oil, and similar substances; Class C: e.g. electrical equipment such as appliances, wiring, breaker panels, etc. (These categories of fires become Class A, B, and D fires when the electrical equipment that initiated the fire is no l

PC12. exhibit rescue and first-aid techniques in case of fire or electrocution

Follow emergencies, rescue and first-aid procedures

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

PC13. administer appropriate first aid to victims in case of bleeding, burns, choking, electric shock, poisoning etc.

PC14. administer first aid to victims in case of a heart attack or cardiac arrest due to electric shock,

PC15. participate regularly in emergency procedures such as raising alarm, safe/efficient, evacuation, correct means of taking shelter and escaping, correct assembly point, roll call, correct return to work

PC16. use correct method to move injured people and others during an emergency

Effective waste management/recycling practices

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

PC17. identify recyclable and non-recyclable, and hazardous waste generated

PC18. segregate waste into different categories

PC19. ensure disposal of non-recyclable waste appropriately

PC20. deposit non-recyclable and reusable material at identified location

PC21. follow processes specified for disposal of hazardous waste

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. importance of working in clean and safe work environment following safety practices and procedures

KU2. health and safety roles and responsibilities of relevant personnel within and outside the organisation

KU3. key internal and external sources of health and safety information

KU4. basic knowledge of electronic devices and related health risks

KU5. meaning of hazards and risks

KU6. various types of health and safety hazards commonly present in the work environment such as physical hazards, electrical hazards, chemical hazards, fire hazards, equipment related hazards, health hazards, etc.

KU7. methods of accident prevention

KU8. importance of using protective clothing/equipment while working

KU9. general principles for identifying and controlling health and safety risks

KU10. main hazards and preventive as well as control measures while working with different types of equipment

KU11. importance of carrying out electrical and non-electrical isolation to prevent hazards from loss of machine/system/process control

KU12. main hazards and preventive as well as control measures when working with electrical systems or using electrical equipment

KU13. forms and classifications of hazardous substances

KU14. safe working practices while working at various hazardous sites

KU15. prevention and control measures to reduce risks from exposure to hazardous substances

KU16. health effects associated with exposure to noise and vibration and the appropriate control measures

KU17. precautionary activities to prevent the fire accident

KU18. various causes of fire such as heating of metal, spontaneous ignition, sparking, electrical eating, loose fires (smoking, welding, etc.) chemical fires etc.

KU19. techniques of using the different fire extinguishers

KU20. different methods and material to extinguish fires

KU21. different materials used for extinguishing fire such as sand, water, foam, CO2, dry powder

KU22. rescue techniques used during a fire hazard

KU23. various types of safety signs and their meaning

KU24. basic first aid treatment relevant to the common work place injuries e.g. shock, electrical shock, bleeding, breaks to bones, minor burns, resuscitation, poisoning, eye injuries

KU25. contents of written accident report

KU26. potential injuries and ill health associated with incorrect handing of tools and equipment

KU27. safe lifting and carrying practices

KU28. potential impact to a person who is moved incorrectly

KU29. personal safety, health and dignity issues relating to the movement of a person by others

KU30. ESD measures and 5S

KU31. efficient utilization and management of material and water

KU32. ways to recognize common electrical problems and practices of conserving electricity

KU33. usage of different colours of dustbins, categorization of waste into dry, wet, recyclable, nonrecyclable and items of single-use plastics

KU34. organization's procedure for minimizing waste

KU35. waste management and methods of waste disposal

KU36. common sources of pollution and ways to minimize it

KU37. names, contact information and location of people responsible for health and safety in the workplace

KU38. location of documents and equipment for health and safety compliance/practices in the workplace

KU39. safety notices, signs and instructions at workplace

Generic Skills (GS)

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

GS1. interpret general health and safety guidelines labels, charts, signages

GS2. read operation manuals

GS3. write health and safety compliance report

GS4. write an accident/incident report in local language or English

GS5. provide an emergency or safety incident brief to seniors or relevant authorities in a calm, clear and to-the-point manner

GS6. communicate general health and safety guidelines to colleagues/co-workers

GS7. communicate appropriately with co-workers in order to clarify instructions and other issues

GS8. act in case of any potential hazards observed in the work place

GS9. plan and organize their own work schedule, work area, tools, equipment in compliance with organizational policies for health, safety and security

GS10. take adequate measures to ensure the safety of clients and visitors at the workplace

GS11. identify immediate or temporary solutions to resolve delays

GS12. evaluate the work area for health and safety risks or hazards

GS13. use cause and effect relations to anticipate potential issues, problems and their solution in the work area related to safety

GS14. recognise emergency and potential emergency situations

GS15. protect self and others from a health and safety risk or hazard

GS16. communicate and collaborate to incorporate sustainable practices (greening) in workplace processes

GS17. record data on waste disposal at workplace

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Deal with workplace hazards	**20**	**31**	**-**	**-**
PC1. identify job-site hazards and possible causes of accident in the workplace	2	3	-	-
PC2. perform work complying to organizational safe working practices and observing hazard signs displayed on containers, equipment and in various work areas such as inside buildings, in open areas and public spaces, etc.	3	4	-	-
PC3. use appropriate personal protective equipment (PPE) for specific tasks and work conditions, contaminant (concentration w.r.t air) requirements and severity of hazard while conforming to the Indian/International standards	3	4	-	-
PC4. follow standard safety procedures while handling tool/ ,equipment, hazardous substances and while working in hazardous environments	3	4	-	-
PC5. dispose electronic waste (such as toxins; metals such as lead, cadmium, barium; flame retardant plastics, welding slag etc.) as per industry approved techniques	2	4	-	-
PC6. avoid damage of components due to negligence in electrostatic discharge (ESD) procedures	2	3	-	-
PC7. locate general health and safety equipment in the workplace such as fire extinguishers; first aid equipment; safety instruments, clothing and installations (fire exits, exhaust fans)	2	3	-	-
PC8. maintain appropriate posture while handling heavy objects	1	3	-	-
PC9. apply good housekeeping practices at all times	2	3	-	-
Apply fire safety practices	**4**	**9**	**-**	**-**
PC10. take preventive measures to prevent fire hazards	2	3	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. • use appropriate fire extinguishers for different types of fires • Types of fires: Class A: e.g. ordinary solid combustibles, such as wood, paper, cloth, plastic, charcoal, etc.; Class B: flammable liquids and gases, such as gasoline, propane, diesel fuel, tar, cooking oil, and similar substances; Class C: e.g. electrical equipment such as appliances, wiring, breaker panels, etc. (These categories of fires become Class A, B, and D fires when the electrical equipment that initiated the fire is no l	1	3	-	-
PC12. exhibit rescue and first-aid techniques in case of fire or electrocution	1	3	-	-
Follow emergencies, rescue and first-aid procedures	**6**	**13**	**-**	**-**
PC13. administer appropriate first aid to victims in case of bleeding, burns, choking, electric shock, poisoning etc.	1	3	-	-
PC14. administer first aid to victims in case of a heart attack or cardiac arrest due to electric shock,	1	2	-	-
PC15. participate regularly in emergency procedures such as raising alarm, safe/efficient, evacuation, correct means of taking shelter and escaping, correct assembly point, roll call, correct return to work	2	4	-	-
PC16. use correct method to move injured people and others during an emergency	2	4	-	-
Effective waste management/recycling practices	**5**	**12**	**-**	**-**
PC17. identify recyclable and non-recyclable, and hazardous waste generated	1	3	-	-
PC18. segregate waste into different categories	1	2	-	-
PC19. ensure disposal of non-recyclable waste appropriately	1	2	-	-
PC20. deposit non-recyclable and reusable material at identified location	1	3	-	-
PC21. follow processes specified for disposal of hazardous waste	1	2	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
NOS Total	**35**	**65**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	ELE/N1002
NOS Name	Apply health and safety practices at the workplace
Sector	Electronics
Sub-Sector	Generic
Occupation	Generic - Health Safety
NSQF Level	4
Credits	TBD
Version	3.0
Last Reviewed Date	24/02/2022
Next Review Date	24/02/2025
NSQC Clearance Date	24/02/2022

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each Element/ PC.

2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.

3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).

5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.

6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.

7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

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
ELE/N1101.Analyse the market	40	60	-	-	100	35
ELE/N1102.Offer solutions to customer	40	60	-	-	100	35
ELE/N9905.Work effectively at the workplace	40	60	-	-	100	15
ELE/N1002.Apply health and safety practices at the workplace	35	65	-	-	100	15
Total	**155**	**245**	**-**	**-**	**400**	**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.