



Qualification Pack

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LFS/Q0401: Medical Sales Representative

Brief Job Description

The Medical Sales Representative is a key link between pharmaceutical companies, retail pharmacies, and medical professionals. The job holder is required to meet medical practitioners to share information about the product in compliance with the guidelines under the Uniform Code of Pharmaceutical Marketing Practices (UCPMP) 2024. The individual is also responsible for closing the sale according to the terms and conditions, making adequate inventory available to distributors, and providing after-sales service to retail chemists/ pharmacies. The role holder is also responsible for achieving revenue goals set by the organization.

Personal Attributes

The person should have strong networking and relationship building skills. The role-holder should have excellent communication and analytical skills. The individual should have good negotiation and selling skills. The job holder should have a travel appetite.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [LFS/N0438: Discuss about life sciences industry and basics of sales and marketing](#)
2. [LFS/N0401: Perform Retail Chemist Prescription Audit \(RCPA\)](#)
3. [LFS/N0417: Perform product promotion, sale, inventory management and aftersales services with the retail pharmacies](#)
4. [LFS/N0402: Perform product promotion with registered medical practitioners](#)
5. [LFS/N0418: Perform product promotion during adverse/ constrained situation](#)
6. [LFS/N0403: Perform sales reporting, other support activities and maintain environment sustainability](#)
7. [DGT/VSQ/N0102: Employability Skills \(60 Hours\)](#)

Qualification Pack (QP) Parameters

Sector	Life Sciences
Sub-Sector	Pharmaceutical, Bio Pharmaceutical, Biotechnology



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Occupation	Sales and Marketing
Country	India
NSQF Level	4.5
Credits	15
Aligned to NCO/ISCO/ISIC Code	NCO-2015/2433.0201
Minimum Educational Qualification & Experience	Completed 1st year of UG (UG Certificate) (UG Certificate or equivalent) OR Completed 1st year of diploma (after 12th) (Diploma in Pharmacy) OR 12th Class with 1.5 years of experience OR Certificate-NSQF (level-4 , Executive - Telesales (Pharma, Biologics, Medical Device and other health services)) with 1.5 years of experience
Minimum Level of Education for Training in School	12th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	NA
Next Review Date	17/12/2027
NSQF Approval Date	17/12/2024
Version	4.0
Reference code on NQR	QG-4.5-LS-03409-2024-V2-LSSSDC
NQR Version	2

Remarks:

12th class eligibility is being considered based on special request from MSME units and companies operating in rural area, hence the employment of such candidates will be limited. Maximum Age of fresh employment is 26 Years



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LFS/N0438: Discuss about life sciences industry and basics of sales and marketing

Description

This NOS is related Discussion about life sciences industry and basics of sales and marketing

Scope

The scope covers the following :

- Discuss about Life Sciences industry
- Basics of sales & marketing

Elements and Performance Criteria

Discuss about Life Sciences industry

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

- PC1.** discuss key insights in the life sciences sector through various market research reports
- PC2.** explain about the regulatory bodies, legislations, and good practices applicable to sales and marketing occupation
- PC3.** Elaborate importance of a skilled individual in sales and marketing occupation

Basics of Sales & Marketing

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

- PC4.** discuss about pharmacology and various drug distribution system of products
- PC5.** explain about various therapeutic drug classes
- PC6.** list down various marketing techniques and strategies for a various Life Sciences product.
- PC7.** explain the role of various stakeholders involved like Clearing and Forwarding Agent (CFA), distributor, stockist, and liasioning agents

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** structure and segmentation of the life sciences sector, including pharmaceuticals, biotechnology, and medical devices.
- KU2.** role of market research reports in identifying industry benchmarks, competitive landscape, and consumer behavior.
- KU3.** key regulatory bodies in the life sciences sector, such as the FDA, EMA, CDSCO, and WHO.
- KU4.** NPPA guidelines and price control information related to drug product
- KU5.** industry best practices like ethical marketing, transparent communication, and compliance with Pharma laws.
- KU6.** basic concepts of negotiation skills
- KU7.** basic concepts of sales management



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- KU8.** sales strategies for drug products
- KU9.** steps to engage potential customer for effective sale
- KU10.** importance of using soft skills and body language while interacting with stakeholders and customers
- KU11.** skills required in life sciences sales, including technical knowledge of products and communication strategies
- KU12.** basic pharmacology principles, including drug action, absorption, and metabolism.
- KU13.** key therapeutic drug classes such as antibiotics, antivirals, analgesics, and biologics.
- KU14.** how distributors and stockists ensure product availability across various regions.
- KU15.** responsibilities of liaisoning agents in maintaining compliance and communication with regulatory authorities

Generic Skills (GS)

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

- GS1.** Use reading and comprehension skills to interpret relevant information from market research reports, regulatory documents, and industry insights that can inform key discussions in the life sciences sector.
- GS2.** Use written communication skills to document observations and insights related to regulatory bodies, legislations, and good practices applicable to sales and marketing in detailed reports or online tools.
- GS3.** Use verbal communication skills to engage in discussions that highlight the importance of skilled individuals in sales and marketing occupations, fostering effective relationships with industry stakeholders
- GS4.** Use negotiation and interpersonal relationship skills to effectively communicate the relevance of pharmacology, drug distribution systems, and therapeutic drug classes to clients and healthcare professionals, ensuring alignment with their needs.
- GS5.** Apply decision-making skills to determine appropriate strategies for listing and implementing marketing techniques and sales strategies for life sciences products based on market analysis and stakeholder input.
- GS6.** apply decision making skills while deciding on a potential customer
- GS7.** apply the organizing and planning skills to plan the visits for sales meetings
- GS8.** apply customer centricity skills while engaging with the personnel for developing business relationships for promotion and sale
- GS9.** apply analytical skills to analyze and gauge the customer's indication for agreement, during sales pitch
- GS10.** apply problem solving skills to resolve the queries and concerns around product sale forecast



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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Discuss about Life Sciences industry</i>	15	25	5	5
PC1. discuss key insights in the life sciences sector through various market research reports	-	-	-	-
PC2. explain about the regulatory bodies, legislations, and good practices applicable to sales and marketing occupation	-	-	-	-
PC3. Elaborate importance of a skilled individual in sales and marketing occupation	-	-	-	-
<i>Basics of Sales & Marketing</i>	15	25	5	5
PC4. discuss about pharmacology and various drug distribution system of products	-	-	-	-
PC5. explain about various therapeutic drug classes	-	-	-	-
PC6. list down various marketing techniques and strategies for a various Life Sciences product.	-	-	-	-
PC7. explain the role of various stakeholders involved like Clearing and Forwarding Agent (CFA), distributor, stockist, and liasioning agents	-	-	-	-
NOS Total	30	50	10	10



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National Occupational Standards (NOS) Parameters

NOS Code	LFS/N0438
NOS Name	Discuss about life sciences industry and basics of sales and marketing
Sector	Life Sciences
Sub-Sector	Pharmaceutical, Bio Pharmaceutical
Occupation	Sales and Marketing
NSQF Level	4.5
Credits	1.00
Version	1.0
Last Reviewed Date	08/04/2025
Next Review Date	08/04/2028
NSQC Clearance Date	08/04/2025



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LFS/N0401: Perform Retail Chemist Prescription Audit (RCPA)

Description

This job function is about a Medical Sales Representative performing RCPA at retail and hospital pharmacies to collect information about the product's sale, competitors, and prescribers.

Scope

The scope covers the following :

- Prepare for RCPA
- Conduct RCPA

Elements and Performance Criteria

Prepare for RCPA

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

- PC1.** identify the key players of distribution channel, for the drug product, in the allocated sales territory
- PC2.** collect and maintain information of key persons at hospitals, pharmacies, and dealers by establishing networks
- PC3.** manage the business relationship with pharmacy stores in the allocated sales territory

Conduct RCPA

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

- PC4.** update oneself on own product and competitor's products
- PC5.** conduct RCPA at each retail pharmacy in the allocated sales territory
- PC6.** generate information related to competitor's and own product sales, through optimal utilization of available resources
- PC7.** produce information related to the prescribers in the allocated sales territory, through optimal utilization of available resources

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** 6Ps of Healthcare System
- KU2.** methods of collecting market information and conducting Retail Chemist Prescription Audit (RCPA)
- KU3.** methods to analyze and interpret the data/information captured during Retail Chemist Prescription Audit (RCPA)
- KU4.** ways to submit updated market information and sales data points from time to time by hand written reports or via IT applications
- KU5.** importance of using soft skills while dealing with stakeholders
- KU6.** importance of stakeholder's engagement



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- KU7.** key stakeholders in distribution channel for the drug product
- KU8.** methods to manage business relationships
- KU9.** IT application tools to record and analyze the RCPA data
- KU10.** emerging trends of competition and its impact on the sale of products and brands

Generic Skills (GS)

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

- GS1.** use reading and comprehension skills to gauge the relevant information from prescription sale records at pharmacies
- GS2.** use written communication skills to record and communicate clear and precise information of RCPA via handwritten report or via IT applications
- GS3.** use verbal communication skills to perform audits through an engaging dialogue with the personnel at retail pharmacy
- GS4.** apply decision making skills to decide a suitable course of action or response while interacting with chemists and pharmacists
- GS5.** apply decision making skills while deciding on a sample pool of respondents for data gathering
- GS6.** apply the organizing and planning skills to plan the visits for RCPA to appropriate retail pharmacy
- GS7.** apply the organizing and planning skills to optimally use the resources to perform RCPA
- GS8.** apply customer centricity skills while engaging with the retail pharmacy personnel
- GS9.** apply analytical skills to analyze the relevant data collected during RCPA



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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Prepare for RCPA</i>	15	25	5	5
PC1. identify the key players of distribution channel, for the drug product, in the allocated sales territory	-	-	-	-
PC2. collect and maintain information of key persons at hospitals, pharmacies, and dealers by establishing networks	-	-	-	-
PC3. manage the business relationship with pharmacy stores in the allocated sales territory	-	-	-	-
<i>Conduct RCPA</i>	15	25	5	5
PC4. update oneself on own product and competitor's products	-	-	-	-
PC5. conduct RCPA at each retail pharmacy in the allocated sales territory	-	-	-	-
PC6. generate information related to competitor's and own product sales, through optimal utilization of available resources	-	-	-	-
PC7. produce information related to the prescribers in the allocated sales territory, through optimal utilization of available resources	-	-	-	-
NOS Total	30	50	10	10



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National Occupational Standards (NOS) Parameters

NOS Code	LFS/N0401
NOS Name	Perform Retail Chemist Prescription Audit (RCPA)
Sector	Life Sciences
Sub-Sector	Pharmaceutical, Bio Pharmaceutical
Occupation	Sales and Marketing
NSQF Level	4.5
Credits	2.00
Version	4.0
Last Reviewed Date	17/12/2024
Next Review Date	17/12/2027
NSQC Clearance Date	17/12/2024



Qualification Pack

LFS/N0417: Perform product promotion, sale, inventory management and aftersales services with the retail pharmacies

Description

This NOS is about a Medical Sales Representative performing product promotion, sale and after-sale services with the retail pharmacies

Scope

The scope covers the following :

- Product Promotion at Retail Pharmacy
- Product sale to Retail Pharmacy
- After-sale services

Elements and Performance Criteria

Product Promotion at Retail Pharmacy

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

- PC1.** ensure promotional visibility of the drug product at each retail pharmacy in the allocated territory
- PC2.** support the promotion at pharmacy stores with the prescription-trends from healthcare practitioners in the territory
- PC3.** share the offers and financial benefits to decision maker at the retail pharmacy

Product sale to Retail Pharmacy

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

- PC4.** check for drug inventory and demands of drugs/products with retail chemists
- PC5.** explain health services, clinical prescription trend, and other relevant information to retailers to support the sale
- PC6.** close the sale through effective negotiation with the store/hospital without compromising on the company standards
- PC7.** ensure optimum stock availability at the dealers/stockiest/wholesalers so that it can be supplied to the pharmacies, and hospitals to meet demand
- PC8.** follow up on sale order to the completion i.e. delivery of product and revenue collection by meeting and coordinating with CFA, stockiest, and retailers
- PC9.** ensure the target orientation to reach (and if possible exceed) forecasted sales and collection targets (annual and monthly) of the allotted sales territory

After-sale services

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

- PC10.** coordinate with distributor/CFA and other stakeholders in distribution network to resolve queries related to expiry and breakage of drug product
- PC11.** channel the retail pharmacy's queries through the company defined process
- PC12.** escalate any unresolved matters to sales manager in a timely manner



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Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** promotional strategies for drug product for retail pharmacies
- KU2.** basic concepts of product pricing and discounts
- KU3.** applicable laws for sales and promotion of drugs in the assigned territory
- KU4.** NPPA guidelines and price control information related to drug product
- KU5.** different questioning techniques for capturing information related to inventory
- KU6.** basic concepts of negotiation skills
- KU7.** basic concepts of sales management
- KU8.** sales strategies for drug products
- KU9.** steps to engage potential customer for effective sale
- KU10.** importance of using soft skills and body language while interacting with stakeholders and customers
- KU11.** impact of seasons and disease management programs on the prescription trends

Generic Skills (GS)

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

- GS1.** use reading and comprehension skills to gauge the relevant information from product catalogue and promotion material which can be used for promotion and sales
- GS2.** use written communication skills to record relevant information related to stock availability and order from pharmacy via handwritten reports and online reporting tools
- GS3.** use verbal communication skills to develop effective business relationships through an engaging dialogue with the personnel at pharmacy store
- GS4.** use negotiation and interpersonal relationship skills for effectively closing the sale with the personnel at pharmacy store
- GS5.** apply decision making skills to decide a suitable course of action or response while interacting with personnel at pharmacy store
- GS6.** apply decision making skills while deciding on a potential customer among available retail pharmacies
- GS7.** apply the organizing and planning skills to plan the visits for retail pharmacy sales meetings
- GS8.** apply customer centricity skills while engaging with the retail pharmacy personnel for developing business relationships for promotion and sale
- GS9.** apply analytical skills to analyze and gauge the customer's indication for agreement, during sales pitch
- GS10.** apply problem solving skills to resolve the queries and concerns of retail pharmacies around product sale forecast

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Product Promotion at Retail Pharmacy</i>	10	15	5	5
PC1. ensure promotional visibility of the drug product at each retail pharmacy in the allocated territory	-	-	-	-
PC2. support the promotion at pharmacy stores with the prescription-trends from healthcare practitioners in the territory	-	-	-	-
PC3. share the offers and financial benefits to decision maker at the retail pharmacy	-	-	-	-
<i>Product sale to Retail Pharmacy</i>	10	15	5	5
PC4. check for drug inventory and demands of drugs/products with retail chemists	-	-	-	-
PC5. explain health services, clinical prescription trend, and other relevant information to retailers to support the sale	-	-	-	-
PC6. close the sale through effective negotiation with the store/hospital without compromising on the company standards	-	-	-	-
PC7. ensure optimum stock availability at the dealers/stockiest/wholesalers so that it can be supplied to the pharmacies, and hospitals to meet demand	-	-	-	-
PC8. follow up on sale order to the completion i.e. delivery of product and revenue collection by meeting and coordinating with CFA, stockiest, and retailers	-	-	-	-
PC9. ensure the target orientation to reach (and if possible exceed) forecasted sales and collection targets (annual and monthly) of the allotted sales territory	-	-	-	-
<i>After-sale services</i>	10	10	5	5



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. coordinate with distributor/CFA and other stakeholders in distribution network to resolve queries related to expiry and breakage of drug product	-	-	-	-
PC11. channel the retail pharmacy's queries through the company defined process	-	-	-	-
PC12. escalate any unresolved matters to sales manager in a timely manner	-	-	-	-
NOS Total	30	40	15	15



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National Occupational Standards (NOS) Parameters

NOS Code	LFS/N0417
NOS Name	Perform product promotion, sale, inventory management and aftersales services with the retail pharmacies
Sector	Life Sciences
Sub-Sector	Pharmaceutical, Bio Pharmaceutical
Occupation	Sales and Marketing
NSQF Level	4.5
Credits	2.00
Version	3.0
Last Reviewed Date	17/12/2024
Next Review Date	17/12/2027
NSQC Clearance Date	17/12/2024



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LFS/N0402: Perform product promotion with registered medical practitioners

Description

This job function is about a Medical Sales Representative promoting the drug products to registered medical practitioners

Scope

The scope covers the following :

- Preparation for the in-clinic meeting
- Product promotion through In-clinic product detailing
- Objection handling

Elements and Performance Criteria

Preparation for the in-clinic meeting

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

- PC1.** update oneself with product and promotion-specific knowledge through product training
- PC2.** manage business relationships with registered medical practitioners as well as the hospital and clinic staff
- PC3.** place the appropriate brand recall visuals in and outside the clinic/ hospital with the consent of the hospital and clinic staff
- PC4.** select a suitable promotion strategy, with consent from sales manager, based on behaviour of registered medical practitioners

Product promotion through In-clinic product detailing

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

- PC5.** ensure to convene a meeting at a pre-scheduled time as per convenience of registered medical practitioners
- PC6.** introduce the product to the registered medical practitioners
- PC7.** explain registered medical practitioners about drug product specification and its benefits to patients, through optimal use of available visual aids
- PC8.** demonstrate the usage of the drug product in case of a medical device
- PC9.** maintain compliance with legal and ethical guidelines given under Medical Council of India (MCI) Code of Conduct and Uniform Code of Pharmaceuticals Marketing Practices (UCPMP) 2024
- PC10.** engage the medical practitioner using various methods, and approaches to convince him/her to prescribe the drug product
- PC11.** promote the drug product as per the promotional strategies of the organization

Objection handling

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

- PC12.** ask registered medical practitioners for more clarity to understand his/her query and objection



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- PC13.** furnish latest scientific/medical information to the healthcare practitioner and answer their product related queries
- PC14.** deal with the objection of registered medical practitioners by applying the appropriate method and emotional intelligence
- PC15.** mould the concern or objection from registered medical practitioners constructively into a positive impression about the drug product and company
- PC16.** escalate the objection of a registered medical practitioners to the manager, in case of lack of an appropriate response

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** basic concepts of human anatomy, physiology, pharmacology and common scientific terms used in product detailing
- KU2.** therapeutic drug classes
- KU3.** key elements of product detailing
- KU4.** ways to present the comparative study of the product
- KU5.** techniques of communicating clear and accurate information during demonstrations
- KU6.** key features and influencing parameters in relationship between patient- physician, medical professional-MSR, pharmacist-MSR
- KU7.** essential information about MCI Code of Conduct and detailed rules of UCP-MP Guidelines
- KU8.** essential information about regulatory and statutory rules applicable for sale and promotion of a drug product
- KU9.** promotional strategies, objection handling and negotiation techniques relevant to drug products
- KU10.** role of marketing across product life cycle and current trends in pharmaceutical and biopharmaceutical marketing and sales
- KU11.** business etiquette and strategies to handle registered medical practitioners
- KU12.** emotional intelligence and its use in in-clinic presentations
- KU13.** use of IT applications to deliver effective product presentation using visual aids

Generic Skills (GS)

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

- GS1.** use reading and comprehension skills to understand the relevant information from product catalogue and promotion material which can be used for product detailing
- GS2.** use verbal communication skills in English language to develop effective business relationships through an engaging dialogue with the registered medical practitioners
- GS3.** apply the right phonetic techniques to pronounce the drug product / brand/ ingredient name and related scientific terms
- GS4.** use effective listening skills to comprehend the query/ objection from the registered medical practitioners



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- GS5.** use negotiation and interpersonal relationship skills to develop harmonious relationships with the registered medical practitioners
- GS6.** apply decision making skills while deciding on suitable promotion and objection handling strategy based on behaviour of registered medical practitioners
- GS7.** apply the organizing and planning skills to plan the visits for meeting with the registered medical practitioners
- GS8.** apply the organizing and planning skills to optimally use the resources to deliver product presentation and demonstration
- GS9.** apply customer centricity skills, considering the patient as end customer, while engaging with the registered medical practitioners
- GS10.** apply analytical skills to analyse and gauge the registered medical practitioner's indication for agreement, during in-clinic presentations
- GS11.** apply problem solving skills to resolve the queries and concerns of the registered medical practitioners
- GS12.** apply emotional intelligence to cope with criticism from the registered medical practitioners

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Preparation for the in-clinic meeting</i>	10	10	5	5
PC1. update oneself with product and promotion-specific knowledge through product training	-	-	-	-
PC2. manage business relationships with registered medical practitioners as well as the hospital and clinic staff	-	-	-	-
PC3. place the appropriate brand recall visuals in and outside the clinic/ hospital with the consent of the hospital and clinic staff	-	-	-	-
PC4. select a suitable promotion strategy, with consent from sales manager, based on behaviour of registered medical practitioners	-	-	-	-
<i>Product promotion through In-clinic product detailing</i>	10	15	5	5
PC5. ensure to convene a meeting at a pre-scheduled time as per convenience of registered medical practitioners	-	-	-	-
PC6. introduce the product to the registered medical practitioners	-	-	-	-
PC7. explain registered medical practitioners about drug product specification and its benefits to patients, through optimal use of available visual aids	-	-	-	-
PC8. demonstrate the usage of the drug product in case of a medical device	-	-	-	-
PC9. maintain compliance with legal and ethical guidelines given under Medical Council of India (MCI) Code of Conduct and Uniform Code of Pharmaceuticals Marketing Practices (UCPMP) 2024	-	-	-	-
PC10. engage the medical practitioner using various methods, and approaches to convince him/her to prescribe the drug product	-	-	-	-



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. promote the drug product as per the promotional strategies of the organization	-	-	-	-
<i>Objection handling</i>	10	15	5	5
PC12. ask registered medical practitioners for more clarity to understand his/her query and objection	-	-	-	-
PC13. furnish latest scientific/medical information to the healthcare practitioner and answer their product related queries	-	-	-	-
PC14. deal with the objection of registered medical practitioners by applying the appropriate method and emotional intelligence	-	-	-	-
PC15. mould the concern or objection from registered medical practitioners constructively into a positive impression about the drug product and company	-	-	-	-
PC16. escalate the objection of a registered medical practitioners to the manager, in case of lack of an appropriate response	-	-	-	-
NOS Total	30	40	15	15



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National Occupational Standards (NOS) Parameters

NOS Code	LFS/N0402
NOS Name	Perform product promotion with registered medical practitioners
Sector	Life Sciences
Sub-Sector	Pharmaceutical, Bio Pharmaceutical
Occupation	Sales and Marketing
NSQF Level	4.5
Credits	2.00
Version	4.0
Last Reviewed Date	17/12/2024
Next Review Date	17/12/2027
NSQC Clearance Date	17/12/2024



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LFS/N0418: Perform product promotion during adverse/ constrained situation

Description

This NOS unit is about a Medical Sales Representative promoting the drug products to registered medical practitioners during adverse/ constrained situation

Scope

The scope covers the following :

- Use of personal protective measures
- In-clinic product detailing using digital tools
- E- promotion and tele-promotion

Elements and Performance Criteria

Use of personal protective measures

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

- PC1.** use government authorized mobile application to carryout self health assessment
- PC2.** ensure availability of spare mask, gloves, small hand sanitizer and electronic device sanitizer, handkerchief and paper soap in the touring bag
- PC3.** ensure disinfecting the electronic device to be used for e-presentation and cover it with protector
- PC4.** wear mask and gloves before moving out of home
- PC5.** use private or own transport vehicle ONLY after effective sanitization as per laid down procedure
- PC6.** ensure not to touch the surfaces and/or door handles unnecessarily
- PC7.** maintain a safe distance during travel and meeting, and greet ensuring social distancing and respect of personal space
- PC8.** apply hand sanitizer before and after meeting

In-clinic Product detailing using digital tools

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

- PC9.** explain drug product specifications, benefits to patients and usage of drug product through digital visual aids ONLY
- PC10.** maintain compliance with legal and health ministry guidelines during the meeting

E- promotion and tele-promotion

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

- PC11.** use tele and digital modes to inform about the product recall procedure to registered medical practitioner and other stakeholders
- PC12.** furnish latest scientific/medical information through digital mode to the registered medical practitioner in response to their product related queries



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- PC13.** escalate the objection to manager and medical information team/ tele product team for a response to the registered medical practitioner regarding their product related queries

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** basic concepts of safety, PPE and methodology to use them
- KU2.** governmental and organizational guidelines for sales and promotion teams
- KU3.** methods of sanitization of hands, vehicle and electronic equipment
- KU4.** method of digital promotion through various channels
- KU5.** method of effective phone calls for product promotion
- KU6.** digital/ tele promotional strategies, objection handling and negotiation techniques relevant to drug products
- KU7.** tele conversation etiquette and strategies to build rapport with registered medical practitioner
- KU8.** role and responsibility of medical information team/ product team

Generic Skills (GS)

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

- GS1.** use reading and comprehension skills to understand the relevant information from product catalogue and promotion material which can be used for product detailing
- GS2.** use written and verbal communication skills to deliver effective digital/ tele product presentation and perform tele/digital promotion
- GS3.** use verbal communication skills in English language for an engaging dialogue with the registered medical practitioner over phone
- GS4.** apply the right phonetic techniques to pronounce the drug product / brand/ ingredient name and related scientific terms
- GS5.** use effective listening skills to comprehend the query/ objection from the registered medical practitioner during tele product detailing
- GS6.** apply decision making skills to ensure suitable protection/ safety measure during any constrained / adverse situation
- GS7.** apply decision-making skills while deciding on suitable digital and tele promotion strategy based on behavior of registered medical practitioner
- GS8.** apply the organizing and planning skills to use right resources at right time for digital and tele promotion
- GS9.** apply problem solving skills to resolve the queries and concerns of the registered medical practitioner in any constrained / adverse situation
- GS10.** apply emotional intelligence to cope with any stress in a constrained/ adverse situation and constructively mould the same into a positive environment

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Use of personal protective measures</i>	10	10	5	5
PC1. use government authorized mobile application to carryout self health assessment	-	-	-	-
PC2. ensure availability of spare mask, gloves, small hand sanitizer and electronic device sanitizer, handkerchief and paper soap in the touring bag	-	-	-	-
PC3. ensure disinfecting the electronic device to be used for e-presentation and cover it with protector	-	-	-	-
PC4. wear mask and gloves before moving out of home	-	-	-	-
PC5. use private or own transport vehicle ONLY after effective sanitization as per laid down procedure	-	-	-	-
PC6. ensure not to touch the surfaces and/or door handles unnecessarily	-	-	-	-
PC7. maintain a safe distance during travel and meeting, and greet ensuring social distancing and respect of personal space	-	-	-	-
PC8. apply hand sanitizer before and after meeting	-	-	-	-
<i>In-clinic Product detailing using digital tools</i>	10	10	2	3
PC9. explain drug product specifications, benefits to patients and usage of drug product through digital visual aids ONLY	-	-	-	-
PC10. maintain compliance with legal and health ministry guidelines during the meeting	-	-	-	-
<i>E- promotion and tele-promotion</i>	15	20	5	5
PC11. use tele and digital modes to inform about the product recall procedure to registered medical practitioner and other stakeholders	-	-	-	-



Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. furnish latest scientific/medical information through digital mode to the registered medical practitioner in response to their product related queries	-	-	-	-
PC13. escalate the objection to manager and medical information team/ tele product team for a response to the registered medical practitioner regarding their product related queries	-	-	-	-
NOS Total	35	40	12	13



Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	LFS/N0418
NOS Name	Perform product promotion during adverse/ constrained situation
Sector	Life Sciences
Sub-Sector	Pharmaceutical, Bio Pharmaceutical
Occupation	Sales and Marketing
NSQF Level	4.5
Credits	3.00
Version	3.0
Last Reviewed Date	17/12/2024
Next Review Date	17/12/2027
NSQC Clearance Date	17/12/2024



Qualification Pack

LFS/N0403: Perform sales reporting, other support activities and maintain environment sustainability

Description

This NOS is about job role holder performing sales reporting, other support activities and following environment sustainability guidelines

Scope

The scope covers the following :

- Support in Sales reporting and claim submission
- Support in Pharmacovigilance
- Support in promotional events
- Sensitivity towards all genders and people with disability
- Environment Sustainability Guidelines

Elements and Performance Criteria

Support in Sales reporting and claim submission

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

- PC1.** provide sales and prescriber-trend related inputs in the meetings, for his/her assigned territory
- PC2.** provide inputs and seek approval from manager on right sales and promotion strategies to achieve periodic sales target
- PC3.** ensure to submit the mutually agreed visit plan and receive approval from sales manager
- PC4.** record and report visit details in time through the reporting system of the organization
- PC5.** report the collected information from RCPA to the reporting manager
- PC6.** record and submit the sales report as per defined periodicity
- PC7.** ensure timely submission of the reimbursement claim with valid original bills in compliance to the protocols

Support in Pharmacovigilance

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

- PC8.** collect any information about the adverse incidents related to the drug product from clinics/ hospitals/ retail pharmacies
- PC9.** follow the pharmacovigilance process guidelines while channeling information related to adverse incidents with patients to sales manager and concerned team

Support in promotional events

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

- PC10.** perform the support activities assigned by manager for medical conferences, product launch events and medical camps in compliance with approved budget
- PC11.** provide conference/ promotional event related inputs and information to the manager
- PC12.** collect information from the events and share it with the appropriate stakeholders



Qualification Pack

Sensitivity towards all genders and people with disability

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

- PC13.** respect all genders, religions, caste and cultures
- PC14.** empathize with people with disability
- PC15.** offer support or help to a person with disability only when asked
- PC16.** ensure to adhere with the guidelines laid in Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act
- PC17.** report any violation of prevention of sexual harassment (POSH) rules immediately to the POSH committee

Environment Sustainability Guidelines

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

- PC18.** ensure energy conservation by switching off the computer/ tablet post usage
- PC19.** ensure to check for any loose electric sockets before use for charging the equipments
- PC20.** ensure securing a pollution under control certificate for the vehicle being used for field travel
- PC21.** choose and apply environment-friendly methods for waste disposal like packaging waste of samples, PPE kits etc

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** recording and reporting methods for sales and visit reports via handwritten reports and online reporting systems
- KU2.** process and guidelines for expense claims submission and approval
- KU3.** importance of compliance with company protocols while organizing events
- KU4.** concepts of CMEs, new Product launch and medical camps
- KU5.** impact of promotional events on drug product sale
- KU6.** essentials of pharmacovigilance and information channeling procedure for MSR
- KU7.** types of disabilities
- KU8.** challenges faced by PwD
- KU9.** importance of displaying empathy towards PwD
- KU10.** right way to use the laws, acts, and provisions defined for PwD by the statutory bodies
- KU11.** importance of gender sensitization and prevention of sexual harassment (POSH) act
- KU12.** importance of respecting all religion, caste, and culture
- KU13.** importance of interpersonal relationship in maintaining an effective and smooth relation with manager and colleagues
- KU14.** methods to conserve energy, water and methods to minimize pollution

Generic Skills (GS)

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



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- GS1.** use reading and comprehension skills to understand written instructions received from sales manager and product teams
- GS2.** use written communication skills to record and report the periodic reports and pharmacovigilance incidents via manual reports as well as IT applications
- GS3.** use verbal communication skills in English language to develop cordial business relationships through an engaging dialogue with the sales manager and team
- GS4.** use effective listening skills to comprehend the instructions received from sales manager and other teammates
- GS5.** use negotiation and interpersonal relationship skills to discuss and reach to the mutual consensus for sales target and potential customers
- GS6.** apply decision-making skills to decide a suitable course of action in daily work activities or while responding to the queries received from sales manager and teammates
- GS7.** apply the organizing and planning skills to plan the visit plan and strategy to meet sales target
- GS8.** apply the organizing and planning skills to optimally use the budget to perform support activities
- GS9.** apply analytical skills to analyse and choose the right strategy to meet sales target
- GS10.** apply problem solving skills to resolve the bottlenecks in achieving the sales target
- GS11.** apply emotional intelligence while dealing with other genders and people with disability
- GS12.** use team-building skills during the interaction with teammates while managing the difficult/stressful or emotional situations at work

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Support in Sales reporting and claim submission</i>	10	10	5	5
PC1. provide sales and prescriber-trend related inputs in the meetings, for his/her assigned territory	-	-	-	-
PC2. provide inputs and seek approval from manager on right sales and promotion strategies to achieve periodic sales target	-	-	-	-
PC3. ensure to submit the mutually agreed visit plan and receive approval from sales manager	-	-	-	-
PC4. record and report visit details in time through the reporting system of the organization	-	-	-	-
PC5. report the collected information from RCPA to the reporting manager	-	-	-	-
PC6. record and submit the sales report as per defined periodicity	-	-	-	-
PC7. ensure timely submission of the reimbursement claim with valid original bills in compliance to the protocols	-	-	-	-
<i>Support in Pharmacovigilance</i>	10	10	2	3
PC8. collect any information about the adverse incidents related to the drug product from clinics/ hospitals/ retail pharmacies	-	-	-	-
PC9. follow the pharmacovigilance process guidelines while channeling information related to adverse incidents with patients to sales manager and concerned team	-	-	-	-
<i>Support in promotional events</i>	10	10	2	3
PC10. perform the support activities assigned by manager for medical conferences, product launch events and medical camps in compliance with approved budget	-	-	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. provide conference/ promotional event related inputs and information to the manager	-	-	-	-
PC12. collect information from the events and share it with the appropriate stakeholders	-	-	-	-
<i>Sensitivity towards all genders and people with disability</i>	5	3	-	2
PC13. respect all genders, religions, caste and cultures	-	-	-	-
PC14. empathize with people with disability	-	-	-	-
PC15. offer support or help to a person with disability only when asked	-	-	-	-
PC16. ensure to adhere with the guidelines laid in Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act	-	-	-	-
PC17. report any violation of prevention of sexual harassment (POSH) rules immediately to the POSH committee	-	-	-	-
<i>Environment Sustainability Guidelines</i>	5	3	-	2
PC18. ensure energy conservation by switching off the computer/ tablet post usage	-	-	-	-
PC19. ensure to check for any loose electric sockets before use for charging the equipments	-	-	-	-
PC20. ensure securing a pollution under control certificate for the vehicle being used for field travel	-	-	-	-
PC21. choose and apply environment-friendly methods for waste disposal like packaging waste of samples, PPE kits etc	-	-	-	-
NOS Total	40	36	9	15



Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	LFS/N0403
NOS Name	Perform sales reporting, other support activities and maintain environment sustainability
Sector	Life Sciences
Sub-Sector	Pharmaceutical, Bio Pharmaceutical
Occupation	Sales and Marketing
NSQF Level	4.5
Credits	3.00
Version	4.0
Last Reviewed Date	17/12/2024
Next Review Date	17/12/2027
NSQC Clearance Date	17/12/2024



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.



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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



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- 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	31/01/2024
Next Review Date	31/01/2027
NSQC Clearance Date	31/01/2024

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by Life Sciences Sector Skill Development Council (LSSSDC)
2. Each Element will be assigned marks proportional to its importance in NOS. LSSSDC will also lay down the proportion of marks for Theory, Practical, Project, and Viva for each Element.
3. The assessment for the theory part will be based on the knowledge bank of questions created by the LSSSDC.
4. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
5. LSSSDC as assessment and awarding body will create unique evaluations for each assessment component i.e. theory, practical, project and viva for every student at each examination/training center based on this criterion.
6. Wherever any assessment component is not applicable/ feasible, the balance assessment components will be used to assess the candidate and accordingly the total marks will be calculated only for the applied



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assessment component.

7. To pass the Qualification Pack, every trainee should score a minimum of 50%-70% of marks in each NOS (depending on NSQF Level) to successfully clear the assessment. In the case of a Govt funded program, the program guidelines will be overarching on the pass percentage rules.

8. In case of unsuccessful completion, the trainee may seek re-assessment 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.)

Minimum Passing % at NOS Level: 70

(Please note: A Trainee must score the minimum percentage for each NOS separately as well as on the QP as a whole.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
LFS/N0438.Discuss about life sciences industry and basics of sales and marketing	30	50	10	10	100	10
LFS/N0401.Perform Retail Chemist Prescription Audit (RCPA)	30	50	10	10	100	20
LFS/N0417.Perform product promotion, sale, inventory management and aftersales services with the retail pharmacies	30	40	15	15	100	20
LFS/N0402.Perform product promotion with registered medical practitioners	30	40	15	15	100	10
LFS/N0418.Perform product promotion during adverse/ constrained situation	35	40	12	13	100	15



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National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
LFS/N0403.Perform sales reporting, other support activities and maintain environment sustainability	40	36	9	15	100	15
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	-	-	50	10
Total	215	286	71	78	650	100



Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
IT	Information Technology
ROI	Return On Investment
RCPA	Retail Chemist Prescription Audit
UCPMP	Uniform Code of Pharmaceuticals Marketing Practices
MSR	Medical Sales Representative
MCI	Medical Council of India
IT	Information Technology
RCPA	Retail Chemist Prescription Audit
POSH	Prevention of Sexual Harassment
CME	Continuing Medical Education
MSR	Medical Sales Representative
PWD	People With Disability
POSH	Prevention of Sexual Harassment
IT	Information Technology
RCPA	Retail Chemist Prescription Audit
IT	Information Technology
NOS	National Occupational Standards
CFA	Carrying and Forwarding Agent
NPPA	National Pharmaceutical Pricing Authority
RCPA	Retail Chemist Prescription Audit



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IT	Information Technology
NOS	National Occupational Standards
CFA	Carrying & Forwarding Agents
NPPA	National Pharmaceutical Pricing Authority
IT	Information technology
UCPMP	Uniform Code of Pharmaceuticals Marketing Practices
MSR	Medical Sales Representative
MCI	Medical Council of India
IT	Information Technology
PPE	Personal Protective Equipment
IT	Information technology
RCPA	Retail Chemist Prescription Audit
POSH	Prevention of Sexual Harassment
CME	Continuing Medical Education
MSR	Medical Sales Representative
PWD	People With Disability
POSH	Prevention of Sexual Harassment
IT	Information Technology
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



Qualification Pack

NSQF	National Skills Qualification Framework
OJT	On the Job Training
UCPMP	Uniform Code of Pharmaceuticals Marketing Practices
MSR	Medical Sales Representative
MCI	Medical Council of India
IT	Information Technology
PPE	Personal Protective Equipment
IT	Information technology
RCPA	Retail Chemist Prescription Audit
POSH	Prevention of Sexual Harassment
CME	Continuing Medical Education
MSR	Medical Sales Representative
PWD	People With Disability
POSH	Prevention of Sexual Harassment
IT	Information Technology
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 Qualification Framework
OJT	On the Job Training



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UCPMP	Uniform Code of Pharmaceuticals Marketing Practices
MSR	Medical Sales Representative
MCI	Medical Council of India
IT	Information Technology
PPE	Personal Protective Equipment
IT	Information technology
RCPA	Retail Chemist Prescription Audit
POSH	Prevention of Sexual Harassment
CME	Continuing Medical Education
MSR	Medical Sales Representative
PWD	People With Disability
POSH	Prevention of Sexual Harassment
IT	Information Technology

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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.

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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.
National Occupational Standard	NOS defines 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 is obtained when a the 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 about 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.
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Qualification Pack

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