



## Qualification Pack

# Therapeutic Business Manager

Ophthalmology

QP Code: LFS/Q0406 Instantiated QP Code: LFS/Q0406-SI013

Version: 1.0

NSQF Level: 5

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## Qualification Pack

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### LFS/Q0406-SI013: Therapeutic Business Manager

#### Brief Job Description

The Therapeutic Business Manager is a brand ambassador of life sciences companies in retail sales. He or she is responsible for building relationships with the stakeholders in the healthcare ecosystem. The job holder is required to promote the drug or medical device or nutraceutical products of a specific therapeutic area as per the company's strategy. The job holder creates a brand value in the market for the company and its product. The job holder also facilitates strategy building and brand promotion to achieve periodic revenue goals. He or She ensures compliance with the guidelines under the Uniform Code of Pharmaceutical Marketing Practices (UCPMP) with every stakeholder engagement.

#### Personal Attributes

The individual should have good time management and analytical skills. The job holder must possess good communication and problem-solving skills. The person should be detail and result oriented.

#### Applicable National Occupational Standards (NOS)

##### Compulsory NOS:

1. [LFS/N0419: Perform business planning, monitoring and brand management for the branded therapeutic products](#)
2. [LFS/N0420: perform business generation and trade management for the branded therapeutic products](#)
3. [LFS/N0421: perform report generation and other activities under social accountability](#)
4. [DGT/VSQ/N0102: Employability Skills \(60 Hours\)](#)

##### Electives (mandatory to select at least one):

Elective : Ophthalmology

1. [LFS/N0434: Therapeutic Specialty Product promotion with registered medical practitioner for Ophthalmology drug products including medical devices](#)

#### Qualification Pack (QP) Parameters

Sector	Life Sciences
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## Qualification Pack

<b>Sub-Sector</b>	Pharmaceutical, Bio Pharmaceutical
<b>Occupation</b>	Sales and Marketing
<b>Country</b>	India
<b>NSQF Level</b>	5
<b>Credits</b>	18
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015/1221.9900
<b>Minimum Educational Qualification &amp; Experience</b>	B.Sc (Life Sciences Subjects) OR B.E./B.Tech ((Biotechnology) final year student) OR B.Pharm (final year student) OR BBA (Sales and Marketing ) OR Graduate ((Any)) with 2 Years of experience of experience in Sales OR Certificate-NSQF ((Medical Sales Representative (Level 4)) with 3 Years of experience
<b>Minimum Level of Education for Training in School</b>	Not Applicable
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	20 Years
<b>Last Reviewed On</b>	NA
<b>Next Review Date</b>	03/05/2026
<b>NSQC Approval Date</b>	03/05/2023
<b>Version</b>	1.0
<b>Reference code on NQR</b>	QG-05-LS-00373-2023-V1-LSSSDC
<b>NQR Version</b>	1.0



## Qualification Pack

### LFS/N0419: Perform business planning, monitoring and brand management for the branded therapeutic products

#### Description

This NOS is about a therapeutic business manager performing business planning and monitoring as well as trade management for the branded therapeutic products

#### Scope

The scope covers the following :

- This job function covers the following job element
- Business planning and monitoring
- Market intelligence
- Brand management

#### Elements and Performance Criteria

##### *Business Planning and Monitoring*

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

- PC1.** develop the business plan and forecast monthly and quarterly targets
- PC2.** develop an execution plan for business activation, demand generation, demand fulfillment, and sales generation
- PC3.** recommend the appointment of a potential distributor and its credit limit after evaluating its commercial standing, credit worthiness and personal assets
- PC4.** monitor sale plan versus achievement and execute mid-course correction strategies

##### *Market Intelligence*

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

- PC5.** maintain the in-depth knowledge of own brand and other competition brands
- PC6.** Identify registered medical practitioner and specialists through retail prescription audits and field visits
- PC7.** establishing contact and tapping of all potential future customers which include Medical graduates and post graduate students as per specialty
- PC8.** develop reach out strategies for brand promotion to achieve primary and secondary sales

##### *Brand Management*

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

- PC9.** carry out activations across trade (distributors and retail pharmacies) and clinics for brand visibility
- PC10.** plan and conduct merchandising and sampling activity as per promotion strategy for the brand
- PC11.** ensure the visibility of own brands on retail pharmacies as per branding strategy

#### Knowledge and Understanding (KU)



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The individual on the job needs to know and understand:

- KU1.** six ps of healthcare system
- KU2.** concepts of business planning and forecasting
- KU3.** methods to analyze and interpret the data/information captured during retail chemist prescription audit (RCPA) using IT tools
- KU4.** different questioning techniques for capturing competitor and market information
- KU5.** basics of business activation, demand fulfilling and sales generation methods
- KU6.** process to evaluate potential channel partner
- KU7.** methods of effective business communication and relationship building
- KU8.** concepts of branding and methods of brand recall merchandising
- KU9.** distribution channel for the drug product and key stakeholders
- KU10.** methods of competition monitoring in life sciences sector

## Generic Skills (GS)

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

- GS1.** use reading and comprehension skills to interpret the organization strategy and expected targets in the assigned territory
- GS2.** use written communication skills to record and communicate clear and precise information of business development plan and sales generation strategy along with periodic review reports
- GS3.** use IT application skills to record and analyze the sales reports and RCPA information and generate relevant information
- GS4.** use verbal communication skills to have an engaging dialogue with channel partners, customers and healthcare professionals
- GS5.** apply decision-making skills to decide a suitable course of action or response while interacting with channel partners, customers and healthcare professionals
- GS6.** apply decision-making skills while deciding on a sample pool of respondents for data gathering
- GS7.** apply the organizing and planning skills while executing the sales generation plan
- GS8.** apply the organizing and planning skills to optimally use the resources
- GS9.** apply customer centricity skills while engaging channel partners, customers and healthcare professionals for developing business relationships
- GS10.** apply analytical skills to analyze and critically evaluate the information for any course correction
- GS11.** apply problem-solving skills to resolve work related challenges

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Business Planning and Monitoring</i>	<b>10</b>	<b>15</b>	<b>5</b>	<b>5</b>
<b>PC1.</b> develop the business plan and forecast monthly and quarterly targets	-	-	-	-
<b>PC2.</b> develop an execution plan for business activation, demand generation, demand fulfillment, and sales generation	-	-	-	-
<b>PC3.</b> recommend the appointment of a potential distributor and its credit limit after evaluating its commercial standing, credit worthiness and personal assets	-	-	-	-
<b>PC4.</b> monitor sale plan versus achievement and execute mid-course correction strategies	-	-	-	-
<i>Market Intelligence</i>	<b>10</b>	<b>10</b>	<b>5</b>	<b>5</b>
<b>PC5.</b> maintain the in-depth knowledge of own brand and other competition brands	-	-	-	-
<b>PC6.</b> Identify registered medical practitioner and specialists through retail prescription audits and field visits	-	-	-	-
<b>PC7.</b> establishing contact and tapping of all potential future customers which include Medical graduates and post graduate students as per specialty	-	-	-	-
<b>PC8.</b> develop reach out strategies for brand promotion to achieve primary and secondary sales	-	-	-	-
<i>Brand Management</i>	<b>10</b>	<b>15</b>	<b>5</b>	<b>5</b>
<b>PC9.</b> carry out activations across trade (distributors and retail pharmacies) and clinics for brand visibility	-	-	-	-
<b>PC10.</b> plan and conduct merchandising and sampling activity as per promotion strategy for the brand	-	-	-	-



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC11.</b> ensure the visibility of own brands on retail pharmacies as per branding strategy	-	-	-	-
<b>NOS Total</b>	<b>30</b>	<b>40</b>	<b>15</b>	<b>15</b>





## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	LFS/N0419
<b>NOS Name</b>	Perform business planning, monitoring and brand management for the branded therapeutic products
<b>Sector</b>	Life Sciences
<b>Sub-Sector</b>	Pharmaceutical, Bio Pharmaceutical
<b>Occupation</b>	Sales and Marketing
<b>NSQF Level</b>	5
<b>Credits</b>	3.00
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	03/05/2026
<b>NSQC Clearance Date</b>	03/05/2023



## Qualification Pack

# LFS/N0420: perform business generation and trade management for the branded therapeutic products

## Description

This NOS is about a Therapeutic Business Manager performing the business generation and trade management for the branded therapeutic products.

## Scope

The scope covers the following :

- This job function covers the following job element:
- business development
- business generation
- trade management
- personal protective measures during epidemic

## Elements and Performance Criteria

### *Business Development*

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

- PC1.** plan and execute the periodic meetings with retailers and distributors with maximum coverage per day
- PC2.** communicate the company's schemes and retail loyalty programs to customers/ traders in compliance to laws, UCPMP and NPPA guidelines
- PC3.** train and coach distributor & staff for retail loyalty program/ other schemes on various brands of the company
- PC4.** train and coach medical sales representatives/ apprentices/ trainees on programs and schemes of the company for effective implementation
- PC5.** ensure that the retailers and its staff are updated with the company's brands and their benefits

### *Business Generation*

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

- PC6.** generate primary orders from distributors and stockists
- PC7.** generate personal order bookings (POBs) from retailers

### *Trade Management*

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

- PC8.** execute retail loyalty program/ other scheme activation for retailers soon after the receipt of personal order booking (POB)
- PC9.** ensure that periodic stock and sales statements are being sent by the distributors on due dates
- PC10.** ensure that the claims of the distributors are settled by the company within specified time limits



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- PC11.** perform the stock audit and approve claims of breakages and expiry within the company defined financial authority

### *Personal protective measures during Epidemic*

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

- PC12.** complete self-health assessment through a government authorize mobile application in your mobile like “Arogya Setu” or any other
- PC13.** ensure availability of spare mask, gloves, small hand sanitizer and electronic device sanitizer, handkerchief and paper soap in the touring bag
- PC14.** ensure disinfecting the electronic device to be used for e-presentation and cover it with protector
- PC15.** wear mask and gloves before moving out of home
- PC16.** use own transport vehicle ONLY after effective sanitization as per laid down procedure
- PC17.** take precautions to avoid unnecessary touch of surfaces and door handles
- PC18.** maintain a safe distance during travel and meeting as per social distancing norms
- PC19.** apply hand sanitizer before and after meeting and greet with ‘Namaste’

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** business meeting etiquettes
- KU2.** basic concepts of retail channel management
- KU3.** applicable laws and UCPMP guidelines
- 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.** details of companys promotion schemes loyalty programs and its activation process
- KU8.** sales strategies for drug products
- KU9.** essential concept of accounting and stock management
- KU10.** methods of stock audits
- KU11.** basic concepts of safety, PPE and methodology to use them
- KU12.** methods of sanitization of hands, vehicle and electronic equipment
- KU13.** methods for Tele/ Digital mode of promotion
- KU14.** govt guidelines during epidemic situation

## Generic Skills (GS)

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

- GS1.** use reading and comprehension skills to gauge the relevant information about promotion scheme and loyalty program
- GS2.** use IT application skills to record relevant information for loyalty program activation and stock audit findings



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- GS3.** use verbal communication skills to develop effective business relationships
- GS4.** use negotiation and interpersonal relationship skills to generate the sale in form of primary sale or POB
- GS5.** apply decision-making skills to decide a suitable course of action or response while interacting with retail channel partners
- GS6.** apply decision-making skills while deciding on a potential customer among available retail channel partners
- GS7.** apply the organizing and planning skills for stock audits and meetings
- GS8.** apply customer centricity skills while engaging the retail channel partners for generating sale
- GS9.** apply analytical skills to analyze and gauge the indication for the agreement during sale pitch and generate the sale order
- GS10.** apply problem-solving skills to resolve the queries and concerns of retail channel partners around product sale forecast, promotion scheme and loyalty programs

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Business Development</i>	<b>10</b>	<b>15</b>	<b>2.5</b>	<b>2.5</b>
<b>PC1.</b> plan and execute the periodic meetings with retailers and distributors with maximum coverage per day	-	-	-	-
<b>PC2.</b> communicate the company's schemes and retail loyalty programs to customers/ traders in compliance to laws, UCPMP and NPPA guidelines	-	-	-	-
<b>PC3.</b> train and coach distributor & staff for retail loyalty program/ other schemes on various brands of the company	-	-	-	-
<b>PC4.</b> train and coach medical sales representatives/ apprentices/ trainees on programs and schemes of the company for effective implementation	-	-	-	-
<b>PC5.</b> ensure that the retailers and its staff are updated with the company's brands and their benefits	-	-	-	-
<i>Business Generation</i>	<b>5</b>	<b>10</b>	<b>2.5</b>	<b>2.5</b>
<b>PC6.</b> generate primary orders from distributors and stockists	-	-	-	-
<b>PC7.</b> generate personal order bookings (POBs) from retailers	-	-	-	-
<i>Trade Management</i>	<b>10</b>	<b>15</b>	<b>2.5</b>	<b>2.5</b>
<b>PC8.</b> execute retail loyalty program/ other scheme activation for retailers soon after the receipt of personal order booking (POB)	-	-	-	-
<b>PC9.</b> ensure that periodic stock and sales statements are being sent by the distributors on due dates	-	-	-	-
<b>PC10.</b> ensure that the claims of the distributors are settled by the company within specified time limits	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC11.</b> perform the stock audit and approve claims of breakages and expiry within the company defined financial authority	-	-	-	-
<i>Personal protective measures during Epidemic</i>	<b>5</b>	<b>10</b>	<b>2.5</b>	<b>2.5</b>
<b>PC12.</b> complete self-health assessment through a government authorize mobile application in your mobile like “Arogya Setu” or any other	-	-	-	-
<b>PC13.</b> ensure availability of spare mask, gloves, small hand sanitizer and electronic device sanitizer, handkerchief and paper soap in the touring bag	-	-	-	-
<b>PC14.</b> ensure disinfecting the electronic device to be used for e-presentation and cover it with protector	-	-	-	-
<b>PC15.</b> wear mask and gloves before moving out of home	-	-	-	-
<b>PC16.</b> use own transport vehicle ONLY after effective sanitization as per laid down procedure	-	-	-	-
<b>PC17.</b> take precautions to avoid unnecessary touch of surfaces and door handles	-	-	-	-
<b>PC18.</b> maintain a safe distance during travel and meeting as per social distancing norms	-	-	-	-
<b>PC19.</b> apply hand sanitizer before and after meeting and greet with ‘Namaste’	-	-	-	-
<b>NOS Total</b>	<b>30</b>	<b>50</b>	<b>10</b>	<b>10</b>



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### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	LFS/N0420
<b>NOS Name</b>	perform business generation and trade management for the branded therapeutic products
<b>Sector</b>	Life Sciences
<b>Sub-Sector</b>	Pharmaceutical, Bio Pharmaceutical
<b>Occupation</b>	Sales and Marketing
<b>NSQF Level</b>	5
<b>Credits</b>	4.00
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	03/05/2026
<b>NSQC Clearance Date</b>	03/05/2023



## Qualification Pack

### LFS/N0421: perform report generation and other activities under social accountability

#### Description

This NOS unit is about the various reports generated and submitted by therapeutic business manager

#### Scope

The scope covers the following :

- This job function covers the following job elements
- business development reports
- pharmacovigilance reports
- environmental sustainability
- sensitivity towards all genders and people with disability

#### Elements and Performance Criteria

##### *Business Development Reports*

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

- PC1.** submit the reports for the business plan, business activation forecast, demand generation forecast, demand fulfillment forecast, and sales generation forecast
- PC2.** record and report daily visit details in time through the reporting system of the organization
- PC3.** submit reports of merchandising and sampling
- PC4.** submit monthly, quarterly, half-yearly and yearly sales generation report
- PC5.** develop a report for customer information from RCPA activity
- PC6.** generate and submit reports for promotional events like Continued Medical Education (CMEs)/ product launch events

##### *Pharmacovigilance Reports*

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

- PC7.** collect any information about the adverse incidents related to the branded therapeutic drug from traders (distributors/ retail pharmacies) or healthcare practitioners
- PC8.** follow the pharmacovigilance process guidelines while channeling information related to adverse incidents with patients to pharmacovigilance team

##### *Environment Sustainability*

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

- PC9.** ensure energy conservation by switching off the computer/ tablet post usage
- PC10.** ensure to check for any loose electric sockets before use for charging the equipment
- PC11.** ensure securing pollution under control certificate for the vehicle being used for field travel
- PC12.** choose and apply environment-friendly methods for waste disposal
- PC13.** follow organizational environment sustainability guidelines and procedures to achieve energy conservation, waste recycling and minimum pollution of land, water, and air

##### *Sensitivity towards all genders and people with disability*





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

- PC14.** respect all the genders, religions, caste and cultures
- PC15.** empathize with the people with disability
- PC16.** offer support or help to a person with a disability only when asked
- PC17.** ensure to adhere with the guidelines laid in Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act
- PC18.** report any violation of prevention of sexual harassment (POSH) rules immediately to the POSH committee

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** various business development and sales reports in Life Sciences Industry
- KU2.** methods of report generation using IT tool
- KU3.** operating methods for MS Office or alternative software and reporting tools
- KU4.** process of RCPA report generation
- KU5.** UCPMP rules for sample distribution
- KU6.** essentials of pharmacovigilance and information channelling procedure for MSR
- KU7.** importance of interpersonal relationship in maintaining an effective and smooth relation with managers and colleagues
- KU8.** types of disabilities
- KU9.** awareness for gender sensitization and prevention of sexual harassment (POSH) act and process of reporting violations
- KU10.** importance to respect for gender identities, all religion, caste, and culture
- KU11.** knowledge of how to develop a collaborative culture for cross-culture and gender-inclusive team
- KU12.** Methods to conserve energy, water and minimize pollution

## Generic Skills (GS)

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

- GS1.** use reading and comprehension skills to understand communication from reporting manager and cross functional teams
- GS2.** use IT application skills to record and report the periodic reports and pharmacovigilance incidents
- GS3.** use verbal communication skills in the English language to develop cordial business relationships through an engaging dialogue with the reporting manager and cross functional teams
- GS4.** demonstrate the effective listening skills to comprehend the instructions from the reporting manager and cross functional teams
- GS5.** use negotiation and interpersonal relationship skills to discuss and reach to the mutual consensus with reporting manager for sales generation target



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- GS6.** apply decision-making skills to decide a suitable course of action or response while responding to the queries from reporting manager and cross functional teams
- GS7.** apply decision-making skills while deciding on a suitable course of action for defined responsibilities and key result areas
- GS8.** apply the organizing and planning skills to plan the visit plan and strategy to meet sales generation target and demand forecast
- GS9.** apply customer centricity skills while submitting the reports
- GS10.** apply analytical skills to analyze and choose the right strategy to meet sales generation target and demand forecast
- GS11.** apply problem-solving skills to resolve the bottlenecks at work
- GS12.** apply emotional intelligence while dealing with the reporting manager, teammates, other genders and people with disability
- GS13.** 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>Business Development Reports</i>	<b>10</b>	<b>15</b>	<b>2.5</b>	<b>2.5</b>
<b>PC1.</b> submit the reports for the business plan, business activation forecast, demand generation forecast, demand fulfillment forecast, and sales generation forecast	-	-	-	-
<b>PC2.</b> record and report daily visit details in time through the reporting system of the organization	-	-	-	-
<b>PC3.</b> submit reports of merchandising and sampling	-	-	-	-
<b>PC4.</b> submit monthly, quarterly, half-yearly and yearly sales generation report	-	-	-	-
<b>PC5.</b> develop a report for customer information from RCPA activity	-	-	-	-
<b>PC6.</b> generate and submit reports for promotional events like Continued Medical Education (CMEs)/ product launch events	-	-	-	-
<i>Pharmacovigilance Reports</i>	<b>5</b>	<b>10</b>	<b>2.5</b>	<b>2.5</b>
<b>PC7.</b> collect any information about the adverse incidents related to the branded therapeutic drug from traders (distributors/ retail pharmacies) or healthcare practitioners	-	-	-	-
<b>PC8.</b> follow the pharmacovigilance process guidelines while channeling information related to adverse incidents with patients to pharmacovigilance team	-	-	-	-
<i>Environment Sustainability</i>	<b>5</b>	<b>10</b>	<b>2.5</b>	<b>2.5</b>
<b>PC9.</b> ensure energy conservation by switching off the computer/ tablet post usage	-	-	-	-
<b>PC10.</b> ensure to check for any loose electric sockets before use for charging the equipment	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC11.</b> ensure securing pollution under control certificate for the vehicle being used for field travel	-	-	-	-
<b>PC12.</b> choose and apply environment-friendly methods for waste disposal	-	-	-	-
<b>PC13.</b> follow organizational environment sustainability guidelines and procedures to achieve energy conservation, waste recycling and minimum pollution of land, water, and air	-	-	-	-
<i>Sensitivity towards all genders and people with disability</i>	<b>10</b>	<b>15</b>	<b>2.5</b>	<b>2.5</b>
<b>PC14.</b> respect all the genders, religions, caste and cultures	-	-	-	-
<b>PC15.</b> empathize with the people with disability	-	-	-	-
<b>PC16.</b> offer support or help to a person with a disability only when asked	-	-	-	-
<b>PC17.</b> ensure to adhere with the guidelines laid in Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act	-	-	-	-
<b>PC18.</b> report any violation of prevention of sexual harassment (POSH) rules immediately to the POSH committee	-	-	-	-
<b>NOS Total</b>	<b>30</b>	<b>50</b>	<b>10</b>	<b>10</b>



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### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	LFS/N0421
<b>NOS Name</b>	perform report generation and other activities under social accountability
<b>Sector</b>	Life Sciences
<b>Sub-Sector</b>	Pharmaceutical, Bio Pharmaceutical
<b>Occupation</b>	Sales and Marketing
<b>NSQF Level</b>	5
<b>Credits</b>	2.00
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	03/05/2026
<b>NSQC Clearance Date</b>	03/05/2023



## Qualification Pack

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

#### Description

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

#### Scope

The scope covers the following :

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

#### Elements and Performance Criteria

##### *Introduction to Employability Skills*

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

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

##### *Constitutional values – Citizenship*

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

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

##### *Becoming a Professional in the 21st Century*

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

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

##### *Basic English Skills*

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



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

### *Career Development & Goal Setting*

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

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

### *Communication Skills*

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

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

### *Diversity & Inclusion*

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

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

### *Financial and Legal Literacy*

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

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

### *Essential Digital Skills*

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

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

### *Entrepreneurship*

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

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

### *Customer Service*

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

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



## Qualification Pack

**PC28.** follow appropriate hygiene and grooming standards

*Getting ready for apprenticeship & Jobs*

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

**PC29.** create a professional Curriculum vitae (Résumé)

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

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

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

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

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

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

**KU2.** various constitutional and personal values

**KU3.** different environmentally sustainable practices and their importance

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

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

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

**KU7.** about effective communication

**KU8.** POSH Act

**KU9.** Gender sensitivity and inclusivity

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

**KU11.** how to compute income and expenditure

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

**KU13.** different legal rights and laws

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

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

**KU16.** how to identify business opportunities

**KU17.** types and needs of customers

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

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

## Generic Skills (GS)

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

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

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





## Qualification Pack

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

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Introduction to Employability Skills</i>	<b>1</b>	<b>1</b>	-	-
<b>PC1.</b> identify employability skills required for jobs in various industries	-	-	-	-
<b>PC2.</b> identify and explore learning and employability portals	-	-	-	-
<i>Constitutional values – Citizenship</i>	<b>1</b>	<b>1</b>	-	-
<b>PC3.</b> 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.	-	-	-	-
<b>PC4.</b> follow environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	<b>2</b>	<b>4</b>	-	-
<b>PC5.</b> recognize the significance of 21st Century Skills for employment	-	-	-	-
<b>PC6.</b> 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>	<b>2</b>	<b>3</b>	-	-
<b>PC7.</b> use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-
<b>PC8.</b> read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
<b>PC9.</b> write short messages, notes, letters, e-mails etc. in English	-	-	-	-
<i>Career Development &amp; Goal Setting</i>	<b>1</b>	<b>2</b>	-	-

## Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC10.</b> understand the difference between job and career	-	-	-	-
<b>PC11.</b> prepare a career development plan with short- and long-term goals, based on aptitude	-	-	-	-
<i>Communication Skills</i>	<b>2</b>	<b>2</b>	-	-
<b>PC12.</b> follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-	-	-
<b>PC13.</b> work collaboratively with others in a team	-	-	-	-
<i>Diversity &amp; Inclusion</i>	<b>1</b>	<b>2</b>	-	-
<b>PC14.</b> communicate and behave appropriately with all genders and PwD	-	-	-	-
<b>PC15.</b> escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
<i>Financial and Legal Literacy</i>	<b>2</b>	<b>3</b>	-	-
<b>PC16.</b> select financial institutions, products and services as per requirement	-	-	-	-
<b>PC17.</b> carry out offline and online financial transactions, safely and securely	-	-	-	-
<b>PC18.</b> identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
<b>PC19.</b> identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
<i>Essential Digital Skills</i>	<b>3</b>	<b>4</b>	-	-
<b>PC20.</b> operate digital devices and carry out basic internet operations securely and safely	-	-	-	-
<b>PC21.</b> use e- mail and social media platforms and virtual collaboration tools to work effectively	-	-	-	-
<b>PC22.</b> 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>	<b>2</b>	<b>3</b>	-	-
<b>PC23.</b> identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
<b>PC24.</b> develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
<b>PC25.</b> identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
<i>Customer Service</i>	<b>1</b>	<b>2</b>	-	-
<b>PC26.</b> identify different types of customers	-	-	-	-
<b>PC27.</b> identify and respond to customer requests and needs in a professional manner.	-	-	-	-
<b>PC28.</b> follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship &amp; Jobs</i>	<b>2</b>	<b>3</b>	-	-
<b>PC29.</b> create a professional Curriculum vitae (Résumé)	-	-	-	-
<b>PC30.</b> search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
<b>PC31.</b> apply to identified job openings using offline /online methods as per requirement	-	-	-	-
<b>PC32.</b> answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
<b>PC33.</b> identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
<b>NOS Total</b>	<b>20</b>	<b>30</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	DGT/VSQ/N0102
<b>NOS Name</b>	Employability Skills (60 Hours)
<b>Sector</b>	Cross Sectoral
<b>Sub-Sector</b>	Professional Skills
<b>Occupation</b>	Employability
<b>NSQF Level</b>	4
<b>Credits</b>	2
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	08/05/2025
<b>Next Review Date</b>	08/05/2028
<b>NSQC Clearance Date</b>	08/05/2025



## Qualification Pack

# LFS/N0434: Therapeutic Specialty Product promotion with registered medical practitioner for Ophthalmology drug products including medical devices

## Description

This OS unit is about a Therapeutic business manager promoting the branded therapeutic drug products (medicine/ medical device) to registered medical practitioner for Ophthalmology (eye) ailments

## Scope

The scope covers the following :

- This job function covers the following job element
- Knowledge of Ophthalmology Therapeutic area and company product
- Relationship Management
- Product promotion and objection handling
- Digital promotion

## Elements and Performance Criteria

### *Knowledge of Ophthalmology Therapeutic area and company's product*

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

- PC1.** attend training organized by the company related to the product for therapeutic areas of Ophthalmology
- PC2.** identify and differentiate the Ophthalmology drugs from their therapeutic drug classification
- PC3.** identify the product's differentiating positive features from competitive brands
- PC4.** demonstrate the knowledge about the Ophthalmology therapeutics its diseases/ ailments, symptoms, and available therapies/ medicines and medical devices
- PC5.** demonstrate the knowledge of pharmaceutical science for Ophthalmology ailment (the product is meant to cure) and its pharmacodynamics
- PC6.** exhibit knowledge of brand's composition, indication, pharmacology, pharmacodynamics, tolerance, side effects and advantage in case of medicinal drug product
- PC7.** exhibit knowledge of brand's design, construct, instructions to use, indication, pharmacology, pharmacodynamics, tolerance, side effects and advantage in case of medical device product

### *Relationship Management*

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

- PC8.** identify the appropriate registered medical practitioner from Ophthalmology physician /surgeon based on the brand's indication
- PC9.** identify possible influencing parameters in the relationship between patient- registered medical practitioner, registered medical practitioner-pharmacist
- PC10.** identify the behavioral pattern of registered medical practitioner
- PC11.** select a suitable promotion strategy based on the behaviour of registered medical practitioner



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**PC12.** manage cordial professional relationships with a registered medical practitioner as well as the hospital and clinic staff

**PC13.** ensure to convene a meeting at a pre-scheduled time as per the consent of the registered medical practitioner

### *Product promotion and objection handling*

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

**PC14.** promote the Ophthalmology product as per the promotional strategies of the organization and in compliance with UCPMP guidelines

**PC15.** furnish latest scientific/medical information related to Ophthalmology ailment the product is meant to cure to the registered medical practitioner

**PC16.** provide details of the disease management programs of the company is implemented in the Ophthalmology therapeutic area using the brand

**PC17.** deal with the objection of registered medical practitioner by applying the appropriate method

**PC18.** maintain emotional calm to cope with criticism from the registered medical practitioner while answering the product related queries

**PC19.** constructively mould the concern or objection from registered medical practitioner into a positive impression about the drug product and company

**PC20.** escalate the objection to product team/ medical information team in case of no immediate answer available to the objection raised by a registered medical practitioner

**PC21.** engage the registered medical practitioner through various approaches to create a brand value proposition for his/her patients

### *Digital promotion*

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

**PC22.** apply digital media and modes to create awareness and product recall with registered medical practitioner

**PC23.** conduct web based conferencing using technology tools in a situation when physical meeting is not possible

**PC24.** furnish latest scientific/medical information through digital mode to the registered medical practitioner in response to their scientific queries

**PC25.** escalate the objection to reporting manager and medical information/ product team for a response to the unresolved scientific queries

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** detailed concepts of human anatomy, physiology, pharmacology and common scientific terms related to Ophthalmology therapeutics

**KU2.** knowledge of therapeutic drug classes

**KU3.** detailed knowledge of Ophthalmology ailments the product is meant to cure and other available products

**KU4.** key elements of branded product promotion

**KU5.** ways to present the comparative study of the product from other companies

**KU6.** techniques of communicating clear and accurate information during demonstrations



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- KU7.** key features and influencing parameters in the relationship between patient-physician, medical professional-MSR, pharmacist-MSR
- KU8.** essential information about MCI Code of Conduct and detailed rules of UCP-MP Guidelines
- KU9.** promotional strategies, objection handling and negotiation techniques relevant to Ophthalmology drug products/ medical devices
- KU10.** business etiquette and strategies to handle registered medical practitioners in the field of Ophthalmology therapeutics
- KU11.** emotional intelligence and its use in in-clinic presentations
- KU12.** channels and methods for digital promotion/ marketing
- KU13.** method to conduct web conferences using technology tools

## Generic Skills (GS)

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

- GS1.** use reading and comprehension skills to understand the relevant scientific information from the product catalog and promotion material which can be used for brand promotion
- GS2.** use IT application skills to deliver effective product presentation using visual aids
- GS3.** use verbal communication skills in the English language to develop effective business relationships through an engaging dialogue with the registered medical practitioner
- GS4.** apply the right phonetic techniques to pronounce the drug product/brand/ ingredient name and related scientific terms
- GS5.** demonstrate the effective listening skills to comprehend the query/ objection from the registered medical practitioner
- GS6.** use interpersonal relationship skills to develop harmonious relationships with the registered medical practitioner
- GS7.** apply decision-making skills to decide a suitable course of action or response while handling queries related to product and objections from the registered medical practitioner
- GS8.** apply decision-making skills while deciding on suitable promotion and objection handling strategy based on the behaviour of registered medical practitioner
- GS9.** apply the organizing and planning skills to optimally use the resources to deliver brand promotion presentation and demonstration
- GS10.** apply customer centricity skills considering the patient as end customer while engaging the registered medical practitioner
- GS11.** apply analytical skills to analyze and gauge the registered medical practitioners indication for the agreement during brand promotion
- GS12.** apply problem-solving skills to resolve the queries and concerns of the registered medical practitioner
- GS13.** apply emotional intelligence to cope with criticism from the registered medical practitioner



## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Knowledge of Ophthalmology Therapeutic area and company's product</i>	<b>10</b>	<b>15</b>	<b>2.5</b>	<b>2.5</b>
<b>PC1.</b> attend training organized by the company related to the product for therapeutic areas of Ophthalmology	-	-	-	-
<b>PC2.</b> identify and differentiate the Ophthalmology drugs from their therapeutic drug classification	-	-	-	-
<b>PC3.</b> identify the product's differentiating positive features from competitive brands	-	-	-	-
<b>PC4.</b> demonstrate the knowledge about the Ophthalmology therapeutics its diseases/ ailments, symptoms, and available therapies/ medicines and medical devices	-	-	-	-
<b>PC5.</b> demonstrate the knowledge of pharmaceutical science for Ophthalmology ailment (the product is meant to cure) and its pharmacodynamics	-	-	-	-
<b>PC6.</b> exhibit knowledge of brand's composition, indication, pharmacology, pharmacodynamics, tolerance, side effects and advantage in case of medicinal drug product	-	-	-	-
<b>PC7.</b> exhibit knowledge of brand's design, construct, instructions to use, indication, pharmacology, pharmacodynamics, tolerance, side effects and advantage in case of medical device product	-	-	-	-
<i>Relationship Management</i>	<b>5</b>	<b>10</b>	<b>2.5</b>	<b>2.5</b>
<b>PC8.</b> identify the appropriate registered medical practitioner from Ophthalmology physician /surgeon based on the brand's indication	-	-	-	-
<b>PC9.</b> identify possible influencing parameters in the relationship between patient- registered medical practitioner, registered medical practitioner- pharmacist	-	-	-	-
<b>PC10.</b> identify the behavioral pattern of registered medical practitioner	-	-	-	-

## Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC11.</b> select a suitable promotion strategy based on the behaviour of registered medical practitioner	-	-	-	-
<b>PC12.</b> manage cordial professional relationships with a registered medical practitioner as well as the hospital and clinic staff	-	-	-	-
<b>PC13.</b> ensure to convene a meeting at a pre-scheduled time as per the consent of the registered medical practitioner	-	-	-	-
<i>Product promotion and objection handling</i>	<b>5</b>	<b>10</b>	<b>2.5</b>	<b>2.5</b>
<b>PC14.</b> promote the Ophthalmology product as per the promotional strategies of the organization and in compliance with UCPMP guidelines	-	-	-	-
<b>PC15.</b> furnish latest scientific/medical information related to Ophthalmology ailment the product is meant to cure to the registered medical practitioner	-	-	-	-
<b>PC16.</b> provide details of the disease management programs of the company is implemented in the Ophthalmology therapeutic area using the brand	-	-	-	-
<b>PC17.</b> deal with the objection of registered medical practitioner by applying the appropriate method	-	-	-	-
<b>PC18.</b> maintain emotional calm to cope with criticism from the registered medical practitioner while answering the product related queries	-	-	-	-
<b>PC19.</b> constructively mould the concern or objection from registered medical practitioner into a positive impression about the drug product and company	-	-	-	-
<b>PC20.</b> escalate the objection to product team/ medical information team in case of no immediate answer available to the objection raised by a registered medical practitioner	-	-	-	-
<b>PC21.</b> engage the registered medical practitioner through various approaches to create a brand value proposition for his/her patients	-	-	-	-
<i>Digital promotion</i>	<b>10</b>	<b>15</b>	<b>2.5</b>	<b>2.5</b>



## Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC22.</b> apply digital media and modes to create awareness and product recall with registered medical practitioner	-	-	-	-
<b>PC23.</b> conduct web based conferencing using technology tools in a situation when physical meeting is not possible	-	-	-	-
<b>PC24.</b> furnish latest scientific/medical information through digital mode to the registered medical practitioner in response to their scientific queries	-	-	-	-
<b>PC25.</b> escalate the objection to reporting manager and medical information/ product team for a response to the unresolved scientific queries	-	-	-	-
<b>NOS Total</b>	<b>30</b>	<b>50</b>	<b>10</b>	<b>10</b>



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	LFS/N0434
<b>NOS Name</b>	Therapeutic Specialty Product promotion with registered medical practitioner for Ophthalmology drug products including medical devices
<b>Sector</b>	Life Sciences
<b>Sub-Sector</b>	Pharmaceutical, Bio Pharmaceutical
<b>Occupation</b>	Sales and Marketing
<b>NSQF Level</b>	5
<b>Credits</b>	6.0
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	03/05/2026
<b>NSQC Clearance Date</b>	03/05/2023

## Assessment Guidelines and Assessment Weightage

### Assessment Guidelines

- Criteria for assessment for each Qualification Pack will be created by Life Sciences Sector Skill Development Council (LSSSDC)
- 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.
- The assessment for the theory part will be based on the knowledge bank of questions created by the LSSSDC.
- Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
- 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.
- 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



## Qualification Pack

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.)

## Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
LFS/N0419.Perform business planning, monitoring and brand management for the branded therapeutic products	30	40	15	15	100	15
LFS/N0420.perform business generation and trade management for the branded therapeutic products	30	50	10	10	100	15
LFS/N0421.perform report generation and other activities under social accountability	30	50	10	10	100	15
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	-	-	50	10
<b>Total</b>	<b>110</b>	<b>170</b>	<b>35</b>	<b>35</b>	<b>350</b>	<b>55</b>

Elective: 1 Ophthalmology



### Qualification Pack

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
LFS/N0434.Therapeutic Specialty Product promotion with registered medical practitioner for Ophthalmology drug products including medical devices	30	50	10	10	100	45
<b>Total</b>	<b>30</b>	<b>50</b>	<b>10</b>	<b>10</b>	<b>100</b>	<b>45</b>