

Qualification Pack



Sales Associate-Food Industry

QP Code: FIC/Q9704

Version: 1.0

NSQF Level: 4.0

Food Industry Capacity & Skill Initiative || Shriram Bharatiya Kala kendra, 3rd floor, 1, Copernicus Marg, Mandi House, New Delhi
Delhi 110001 || email:Shikha@ficsi.in

Qualification Pack

Contents

FIC/Q9704: Sales Associate-Food Industry	3
<i>Brief Job Description</i>	3
Applicable National Occupational Standards (NOS)	3
<i>Compulsory NOS</i>	3
<i>Qualification Pack (QP) Parameters</i>	3
FIC/N9708: Plan and Prepare for Sales of Food Product	5
FIC/N9709: Implement Sales Strategies	11
FIC/N9710: Carry out Product Sales and Customer Management	19
FIC/N9711: Follow Basics Safety and Work Management Practices	26
DGT/VSQ/N0101: Employability Skills (30 Hours)	32
Assessment Guidelines and Weightage	37
<i>Assessment Guidelines</i>	37
<i>Assessment Weightage</i>	38
Acronyms	40
Glossary	41

Qualification Pack

FIC/Q9704: Sales Associate-Food Industry

Brief Job Description

The Sales Associate-Food Industry is responsible for driving sales, identifying and securing orders for food products and services, while maintaining strong client relationships. S/he will utilize their expertise to develop and execute effective sales strategies, negotiate contracts, and coordinate logistics to ensure timely delivery. Additionally, they will stay abreast of market trends and adapt their approach to maximize sales opportunities.

Personal Attributes

The job requires the individual to have the ability to plan, organize and prioritize tasks through effective reading, writing and communication. The individual should have an interest in sales and to be able to meet customer needs through regular interactions with them.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [FIC/N9708: Plan and Prepare for Sales of Food Product](#)
2. [FIC/N9709: Implement Sales Strategies](#)
3. [FIC/N9710: Carry out Product Sales and Customer Management](#)
4. [FIC/N9711: Follow Basics Safety and Work Management Practices](#)
5. [DGT/VSQ/N0101: Employability Skills \(30 Hours\)](#)

Qualification Pack (QP) Parameters

Sector	Food Processing
Sub-Sector	Fruits and Vegetables, Food Grain Milling (Including oil seeds), Dairy Products, Meat and Poultry, Fish and Seafood, Bread and Bakery, Alcoholic Beverages, Aerated Water/Soft Drinks
Occupation	Food Sales and Retail Operations
Country	India
NSQF Level	4.0

Qualification Pack

Credits	12
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5249.0200
Minimum Educational Qualification & Experience	12th grade Pass (or Equivalent) OR 10th grade pass with 3 Years of experience in relevant field OR Previous relevant Qualification of NSQF Level (3) with 3 Years of experience in relevant field OR Previous relevant Qualification of NSQF Level (3.5) with 1.5 years of experience in relevant field
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	NA
Next Review Date	08/05/2028
NSQC Approval Date	08/05/2025
Version	1.0
Reference code on NQR	QG-04-FI-04210-2025-V1-FICSI
NQR Version	1.0

Qualification Pack

FIC/N9708: Plan and Prepare for Sales of Food Product

Description

This OS is about performing activities such as obtaining product information, collecting customer database, planning sales strategies for achieving business targets in assigned territory or product category.

Scope

The scope covers the following :

- Prepare for product sale
- Conduct market research and analysis

Elements and Performance Criteria

Prepare for product sales

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

- PC1.** obtain the sales target and instructions from supervisor regarding the sale of product
- PC2.** obtain information and specifications about the product and information/data on buying trends of potential customers
- PC3.** update oneself regarding the overall process of product sales, target achievements, new schemes, new launches etc. by participating in daily briefings/meetings
- PC4.** collect and record data from all reliable sources such as walk-ins, telephonic enquiries, promotional/marketing campaigns, kiosks etc. for identifying customers
- PC5.** identify latest sales strategies in the market and keep yourself up-to-date with trends, schemes, offers from the manufacturers
- PC6.** maintain personal grooming and hygiene to ensure adherence to company standards

Conduct market research and analysis

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

- PC7.** conduct market research to gather and analyse data on market trends, competitor activity, and customer preferences for food products
- PC8.** identify and analyse changing consumer preferences and demand patterns in the Indian processed food market
- PC9.** analyse competitors to identify market gaps, pricing strategies, and product positioning
- PC10.** identify gaps in the market and opportunities for introducing new processed food products on the basis of market research and analysis
- PC11.** identify the specific market segments you aim to serve (e.g., retail, wholesale, foodservice, or direct-to-consumer)
- PC12.** estimate future demand based on historical data, seasonal factors, and market trends
- PC13.** analyse sales data to identify trends, patterns, and potential issues and present clear and concise sales reports to management
- PC14.** prepare a sales forecast or report on the food product based on the market research and analysis and submit it to the appropriate authorities for review

Qualification Pack

PC15. design a plan to achieve sales targets for a new processed food product, considering factors such as target market, marketing strategies, and distribution channels

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** relevant standards, processes and procedures followed in the organisation
- KU2.** structure and size of the Indian food market using relevant data and statistics
- KU3.** key subsectors of the Indian food market
- KU4.** roles and responsibilities of a food sales executive
- KU5.** future demand trends for different categories of foods
- KU6.** Food Safety and Standards Act (FSSAI) and its regulations relevant to processed food products
- KU7.** regulatory framework for processed food products
- KU8.** Halal and ISO certifications for food products
- KU9.** BIS standards for processed food products
- KU10.** sustainable practices in the processed food industry
- KU11.** sales/marketing policies of the management
- KU12.** production targets and schedule
- KU13.** quality standards of the marketed product
- KU14.** significance of daily briefs and sales targets
- KU15.** organisational standards, values, policies and processes
- KU16.** importance of coordinating with other departments for maximizing sales of the product
- KU17.** ways to gather and analyse market data to identify market trends and opportunities
- KU18.** importance of competitor analysis
- KU19.** how to conduct a competitive analysis and identify gaps in the market
- KU20.** techniques for sales forecasting
- KU21.** how to use sales forecasting to set sales targets
- KU22.** importance of effective communication
- KU23.** appropriate dress code, personal hygiene and self-grooming

Generic Skills (GS)

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

- GS1.** read manuals, SOPs, health and safety instructions, memos, reports, job cards etc.
- GS2.** read and interpret images, graphs, diagrams for typical product specifications, job sheets, procedures, material labels and safety information as provided
- GS3.** prepare checklists, reports, and fill out forms in local language or Hindi/English
- GS4.** perform arithmetic calculations of addition, subtraction, multiplication, and division processes

Qualification Pack

- GS5.** state information, doubts, and concerns about work related matters in local language or Hindi/English
- GS6.** participate in workplace conversations and meetings and communicate by telephone in local language or Hindi/English
- GS7.** complete the assigned tasks as per schedule
- GS8.** plan and organise work according to the work requirements
- GS9.** establish priorities and deadlines in consultation with others and record them
- GS10.** analyse and apply the information gathered from observation, experience, reasoning, or communication to act efficiently
- GS11.** explore new approach of doing things to resolve issues
- GS12.** pay attention to equipment/apparatus operations detail
- GS13.** suggest improvements (if any) in current ways of working
- GS14.** think through the problem, evaluate the possible solution(s), and suggest an optimum / best possible solution(s)

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Prepare for product sales</i>	11	17	-	8
PC1. obtain the sales target and instructions from supervisor regarding the sale of product	1	2	-	1
PC2. obtain information and specifications about the product and information/data on buying trends of potential customers	1	2	-	1
PC3. update oneself regarding the overall process of product sales, target achievements, new schemes, new launches etc. by participating in daily briefings/meetings	3	4	-	2
PC4. collect and record data from all reliable sources such as walk-ins, telephonic enquiries, promotional/marketing campaigns, kiosks etc. for identifying customers	3	4	-	2
PC5. identify latest sales strategies in the market and keep yourself up-to-date with trends, schemes, offers from the manufacturers	2	3	-	1
PC6. maintain personal grooming and hygiene to ensure adherence to company standards	1	2	-	1
<i>Conduct market research and analysis</i>	19	33	-	12
PC7. conduct market research to gather and analyse data on market trends, competitor activity, and customer preferences for food products	3	5	-	2
PC8. identify and analyse changing consumer preferences and demand patterns in the Indian processed food market	2	3	-	1
PC9. analyse competitors to identify market gaps, pricing strategies, and product positioning	2	4	-	1
PC10. identify gaps in the market and opportunities for introducing new processed food products on the basis of market research and analysis	2	4	-	1

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. identify the specific market segments you aim to serve (e.g., retail, wholesale, foodservice, or direct-to-consumer)	2	3	-	1
PC12. estimate future demand based on historical data, seasonal factors, and market trends	2	3	-	1
PC13. analyse sales data to identify trends, patterns, and potential issues and present clear and concise sales reports to management	2	3	-	2
PC14. prepare a sales forecast or report on the food product based on the market research and analysis and submit it to the appropriate authorities for review	2	3	-	1
PC15. design a plan to achieve sales targets for a new processed food product, considering factors such as target market, marketing strategies, and distribution channels	2	5	-	2
NOS Total	30	50	-	20

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	FIC/N9708
NOS Name	Plan and Prepare for Sales of Food Product
Sector	Food Processing
Sub-Sector	
Occupation	Food Sales and Retail Operations
NSQF Level	4
Credits	2
Version	1.0
Last Reviewed Date	08/05/2025
Next Review Date	08/05/2028
NSQC Clearance Date	08/05/2025

Qualification Pack

FIC/N9709: Implement Sales Strategies

Description

This OS is about performing various activities for distribution and promotion of the product such as developing trade strategies, customer acquisitions, organising promotional events, developing and managing sales channels for effective processed food distribution.

Scope

The scope covers the following :

- implement sales strategies
- Conduct customer contact campaigns and promotional events
- Develop and manage sales channels

Elements and Performance Criteria

Develop and implement marketing and sales strategies

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

- PC1.** identify Unique Selling Points (USPs) of the product tailored to potential customer needs/requirements
- PC2.** evaluate the impact of e-commerce and online grocery shopping on the distribution and marketing of processed food products
- PC3.** develop marketing and sales strategies that cater to the growing health and wellness consciousness among Indian consumers based on the analysis
- PC4.** decide whether to sell through retail (supermarkets, grocery stores), direct-to-consumer (online), or a combination of both
- PC5.** consider implementing discounts, bundles, or loyalty programs to boost sales
- PC6.** train sales teams on product knowledge, customer engagement techniques, and effective selling strategies

Conduct marketing and promotional events

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

- PC7.** plan for conducting or participating in promotional events for the sales of product
- PC8.** design promotional materials (flyers, posters, social media posts, email newsletters)
- PC9.** organize tasting events or sampling programs in stores, food fairs, or local markets to let customers try the product before purchasing.
- PC10.** plan a strategic product launch with promotions, special offers, or collaborations to build excitement.
- PC11.** align with holidays, food-related events, or local festivities for targeted promotions
- PC12.** provide product samples for attendees to try during the event.
- PC13.** offer exclusive discounts or giveaways to create excitement and encourage immediate purchases
- PC14.** collect customer information (e.g., email sign-ups, surveys, or loyalty program registration) and use this data to follow up with promotional offers or additional product information

Qualification Pack

- PC15.** gather feedback through surveys or social media to evaluate the event's success and identify areas for improvement
- PC16.** analyze the effectiveness of the event and how it impacted brand awareness and customer loyalty

Develop and manage sales channels

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

- PC17.** develop a strategy to achieve sales targets and expand distribution networks
- PC18.** identify the most effective sales channels (e.g., e-commerce, traditional retail, wholesalers, food service, or direct-to-consumer) based on consumer demographics, purchasing behavior, and product type
- PC19.** establish relationships with grocery stores, supermarkets, or specialty food stores to carry your product
- PC20.** utilize e-commerce platforms like Amazon, your own website, or third-party websites to sell directly to consumers
- PC21.** identify, evaluate, and negotiate with potential distribution partners to expand the reach of food product
- PC22.** provide training to the distributors related to the organisation and sales and features of product
- PC23.** establish strong relationships with channel partners like wholesalers, retailers, and e-commerce platforms to ensure smooth operations and long-term partnerships.
- PC24.** monitor and assess the performance of each channel and provide support to partners/distributors as needed,, such as ensuring adequate product availability or marketing assistance
- PC25.** use ERP or inventory management system for tracking stock levels, managing orders, and timely deliveries

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** relevant sales standards, processes and procedures followed in the organisation
- KU2.** different stages of the sales process (prospecting, qualifying, presenting, handling objections, closing the sale, follow-up) and the key elements of each stage
- KU3.** various marketing strategies, such as digital advertising, celebrity endorsements, and product sampling
- KU4.** omnichannel marketing for food sales & marketing executives
- KU5.** benefits of food processing, considering factors like cost reduction, , labour efficiency, and market expansion
- KU6.** role of packaging and labelling in influencing consumer choice
- KU7.** FSSAI labelling regulations
- KU8.** sales and marketing strategies tailored to specific General Trade segments (e.g., small retailers, supermarkets)
- KU9.** various ways of marketing and promotion of a product
- KU10.** how to plan launch of a new product

Qualification Pack

- KU11.** effectiveness of relationships with wholesalers, distributors, and retailers and suggest strategies for improvement
- KU12.** importance and use of food sales channels
- KU13.** E-commerce food sales process
- KU14.** process of returns and refunds in E-commerce food sales
- KU15.** promotional strategies for food products in a dynamic e-commerce environment
- KU16.** strategies for achieving sales targets and expanding distribution networks
- KU17.** importance of making recommendations for improving channel performance
- KU18.** transportation modes in food product distribution and their selection
- KU19.** warehousing & safe handling for food
- KU20.** cold storage best practices for processed food manufacturers and producers
- KU21.** modern trade vs. general trade
- KU22.** strategic business planning in modern trade
- KU23.** price sensitivity and value perception in modern trade
- KU24.** methods for calculating and analysing operating margins
- KU25.** factors that contribute to operating margin growth or decline
- KU26.** benefits and challenges of utilizing different modern trade formats for processed food sales
- KU27.** role and capabilities of ERP systems in optimising order management
- KU28.** importance of sales tracking and reporting
- KU29.** tools and techniques for sales tracking and reporting
- KU30.** use of sales software (e.g., Salesforce, SAP, Oracle) to manage customer relationships, track sales activities, and generate reports
- KU31.** HORECA and its buying process
- KU32.** tools and techniques to monitor progress towards sales targets and identify areas for improvement
- KU33.** importance of building customer and supplier relationships and strategies for maintaining them

Generic Skills (GS)

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

- GS1.** read manuals, SOPs, health and safety instructions, memos, reports, job cards etc.
- GS2.** read and interpret images, graphs, diagrams for typical product specifications, job sheets, procedures, material labels and safety information as provided
- GS3.** prepare checklists, reports, and fill out forms in local language or Hindi/English
- GS4.** perform arithmetic calculations of addition, subtraction, multiplication, and division processes
- GS5.** state information, doubts, and concerns about work related matters in local language or Hindi/English
- GS6.** participate in workplace conversations and meetings and communicate by telephone in local language or Hindi/English

Qualification Pack

- GS7.** complete the assigned tasks as per schedule
- GS8.** plan and organise work according to the work requirements
- GS9.** establish priorities and deadlines in consultation with others and record them
- GS10.** analyse and apply the information gathered from observation, experience, reasoning, or communication to act efficiently
- GS11.** explore new approach of doing things to resolve issues
- GS12.** pay attention to equipment/apparatus operations detail
- GS13.** suggest improvements (if any) in current ways of working
- GS14.** think through the problem, evaluate the possible solution(s), and suggest an optimum / best possible solution(s)

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Develop and implement marketing and sales strategies</i>	8	12	-	5
PC1. identify Unique Selling Points (USPs) of the product tailored to potential customer needs/requirements	1	2	-	1
PC2. evaluate the impact of e-commerce and online grocery shopping on the distribution and marketing of processed food products	1	2	-	1
PC3. develop marketing and sales strategies that cater to the growing health and wellness consciousness among Indian consumers based on the analysis	2	3	-	1
PC4. decide whether to sell through retail (supermarkets, grocery stores), direct-to-consumer (online), or a combination of both	1	1	-	1
PC5. consider implementing discounts, bundles, or loyalty programs to boost sales	1	2	-	1
PC6. train sales teams on product knowledge, customer engagement techniques, and effective selling strategies	2	2	-	-
<i>Conduct marketing and promotional events</i>	11	20	-	8
PC7. plan for conducting or participating in promotional events for the sales of product	1	2	-	1
PC8. design promotional materials (flyers, posters, social media posts, email newsletters)	1	2	-	1
PC9. organize tasting events or sampling programs in stores, food fairs, or local markets to let customers try the product before purchasing.	1	2	-	1
PC10. plan a strategic product launch with promotions, special offers, or collaborations to build excitement.	2	2	-	1
PC11. align with holidays, food-related events, or local festivities for targeted promotions	1	2	-	1

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. provide product samples for attendees to try during the event.	1	2	-	-
PC13. offer exclusive discounts or giveaways to create excitement and encourage immediate purchases	1	2	-	1
PC14. collect customer information (e.g., email sign-ups, surveys, or loyalty program registration) and use this data to follow up with promotional offers or additional product information	1	2	-	1
PC15. gather feedback through surveys or social media to evaluate the event's success and identify areas for improvement	1	2	-	1
PC16. analyze the effectiveness of the event and how it impacted brand awareness and customer loyalty	1	2	-	-
<i>Develop and manage sales channels</i>	11	18	-	7
PC17. develop a strategy to achieve sales targets and expand distribution networks	1	2	-	1
PC18. identify the most effective sales channels (e.g., e-commerce, traditional retail, wholesalers, food service, or direct-to-consumer) based on consumer demographics, purchasing behavior, and product type	2	2	-	1
PC19. establish relationships with grocery stores, supermarkets, or specialty food stores to carry your product	1	2	-	1
PC20. utilize e-commerce platforms like Amazon, your own website, or third-party websites to sell directly to consumers	2	2	-	1
PC21. identify, evaluate, and negotiate with potential distribution partners to expand the reach of food product	1	2	-	1
PC22. provide training to the distributors related to the organisation and sales and features of product	1	2	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC23. establish strong relationships with channel partners like wholesalers, retailers, and e-commerce platforms to ensure smooth operations and long-term partnerships.	1	2	-	-
PC24. monitor and assess the performance of each channel and provide support to partners/distributors as needed,, such as ensuring adequate product availability or marketing assistance	1	2	-	1
PC25. use ERP or inventory management system for tracking stock levels, managing orders, and timely deliveries	1	2	-	1
NOS Total	30	50	-	20

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	FIC/N9709
NOS Name	Implement Sales Strategies
Sector	Food Processing
Sub-Sector	
Occupation	Food Sales and Retail Operations
NSQF Level	4
Credits	4
Version	1.0
Last Reviewed Date	08/05/2025
Next Review Date	08/05/2028
NSQC Clearance Date	08/05/2025

Qualification Pack

FIC/N9710: Carry out Product Sales and Customer Management

Description

This NOS is about generating sales leads from various sources, sales of the food product and following up with potential customers to achieve sales target.

Scope

The scope covers the following :

- Carry out food product sales
- Build and manage customer relationships

Elements and Performance Criteria

Carry out food product sales

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

- PC1.** implement the plan/strategy based on time, targets (daily, weekly and monthly) and prospective customers/distributors
- PC2.** ensure availability of stock and merchandise for sales of the product
- PC3.** visit the potential customers/distributors to market/sell the product
- PC4.** initiate calls, emails, or meetings with potential buyers or distributors to pitch products
- PC5.** greet customers properly and build rapport with the customer by taking them through the organisational buying process supported by established selling steps, selling policies and procedures
- PC6.** deliver a sales pitch highlighting Unique Selling Points (USPs) and features of the product and present a comparison with the similar products available in the market to the customers/distributors
- PC7.** identify the customer needs and provide/suggest the appropriate solution or service meeting the customer requirements
- PC8.** respond to all customer queries related to sales, price, and promotional schemes (exchange, VAS, discounts, etc.)
- PC9.** note down or enter the customer order with complete details in the order management system by following organisational procedures
- PC10.** collect payment and provide a payment receipt to the customer by following organisational procedures
- PC11.** support the accounts team in processing customer payment and preparing accurate invoice
- PC12.** coordinate with marketing, production, and logistics teams to streamline operations and meet customer demand
- PC13.** process and deliver customer orders in a timely manner by following organisational processes
- PC14.** ensure smooth order intake, tracking, and fulfilment
- PC15.** keep track of stock levels, reorder products on time, and ensure product availability
- PC16.** coordinate with distribution partners for timely delivery of products to customers

Qualification Pack

- PC17.** report to the concerned person if packaging or product seems defective/damaged
- PC18.** compile and maintain daily order book and reports to be validated by Sales Manager
- PC19.** prepare report of the sales volume/target achieved and use it to measure progress and identify areas for improvement
- PC20.** make necessary adjustments in strategy based on performance data

Build and manage customer relationships

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

- PC21.** maintain regular contact with customers/distributors through oral/written communication/video conferencing to market/sell the product
- PC22.** provide post-purchase follow-up to ensure customers are satisfied and encourage repeat business
- PC23.** offer prompt and efficient support for inquiries, complaints, or returns
- PC24.** handle and resolve issues such as product defects or shipping problems to maintain customer satisfaction
- PC25.** arrange for replacement of product/monetary settlement in case of any defect or quality issue as per the instructions received from the manager
- PC26.** escalate potential/existing customers feedback, unresolved concerns/issues to the concerned person/department
- PC27.** use CRM system to track customer interactions, preferences, and purchase history
- PC28.** send targeted offers and updates based on customer profiles and buying patterns
- PC29.** regularly seek customer feedback to improve products and services
- PC30.** develop customer retention strategies like loyalty programs or rewards for repeat business

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** various products and their features manufactured by organisation
- KU2.** basic manufacturing process of food products
- KU3.** salient features of the all products
- KU4.** customer requirement on the quality and packing of the product
- KU5.** National/International specifications for the product
- KU6.** how the product is better as compared to similar products in the market
- KU7.** sales procedures and methods
- KU8.** business skills and computer skills required
- KU9.** USPs & strengths of products and services
- KU10.** feature advantage benefits (FAB) approach to highlight product/service
- KU11.** modes of transportation and related costs for delivery of material
- KU12.** implications and impact of changes in tax rates, duties, etc
- KU13.** how to reach the new clients
- KU14.** importance of achieving sales targets
- KU15.** ways to execute market development and promotional strategies

Qualification Pack

- KU16.** upselling and add-on sales techniques
- KU17.** integrating online and offline strategies
- KU18.** how to negotiate effectively with clients
- KU19.** different types of open ended and close ended questions
- KU20.** benefits of using WMS for Indian food businesses
- KU21.** RFQ receipt and quotation submission
- KU22.** ways to handle customer objections
- KU23.** process of closing sale
- KU24.** importance of timely shipment and delivery of product
- KU25.** importance of customer satisfaction and service excellence
- KU26.** importance of customer referrals
- KU27.** documentation process and sales review along with TAT
- KU28.** ways to reconcile sales accounts to ensure accuracy and financial health
- KU29.** ways to identifying and resolving sales discrepancies
- KU30.** basic mathematical calculations

Generic Skills (GS)

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

- GS1.** read manuals, SOPs, health and safety instructions, memos, reports, job cards etc.
- GS2.** read and interpret images, graphs, diagrams for typical product specifications, job sheets, procedures, material labels and safety information as provided
- GS3.** prepare checklists, reports, and fill out forms in local language or Hindi/English
- GS4.** perform arithmetic calculations of addition, subtraction, multiplication, and division processes
- GS5.** state information, doubts, and concerns about work related matters in local language or Hindi/English
- GS6.** participate in workplace conversations and meetings and communicate by telephone in local language or Hindi/English
- GS7.** complete the assigned tasks as per schedule
- GS8.** plan and organise work according to the work requirements
- GS9.** establish priorities and deadlines in consultation with others and record them
- GS10.** analyse and apply the information gathered from observation, experience, reasoning, or communication to act efficiently
- GS11.** explore new approach of doing things to resolve issues
- GS12.** pay attention to equipment/apparatus operations detail
- GS13.** suggest improvements (if any) in current ways of working
- GS14.** think through the problem, evaluate the possible solution(s), and suggest an optimum / best possible solution(s)

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Carry out food product sales</i>	20	32	-	12
PC1. implement the plan/strategy based on time, targets (daily, weekly and monthly) and prospective customers/distributors	1	2	-	1
PC2. ensure availability of stock and merchandise for sales of the product	1	1	-	-
PC3. visit the potential customers/distributors to market/sell the product	1	1	-	-
PC4. initiate calls, emails, or meetings with potential buyers or distributors to pitch products	1	2	-	1
PC5. greet customers properly and build rapport with the customer by taking them through the organisational buying process supported by established selling steps, selling policies and procedures	1	2	-	1
PC6. deliver a sales pitch highlighting Unique Selling Points (USPs) and features of the product and present a comparison with the similar products available in the market to the customers/distributors	1	2	-	1
PC7. identify the customer needs and provide/suggest the appropriate solution or service meeting the customer requirements	1	2	-	1
PC8. respond to all customer queries related to sales, price, and promotional schemes (exchange, VAS, discounts, etc.)	1	2	-	1
PC9. note down or enter the customer order with complete details in the order management system by following organisational procedures	1	1	-	-
PC10. collect payment and provide a payment receipt to the customer by following organisational procedures	1	2	-	1
PC11. support the accounts team in processing customer payment and preparing accurate invoice	1	1	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. coordinate with marketing, production, and logistics teams to streamline operations and meet customer demand	1	2	-	1
PC13. process and deliver customer orders in a timely manner by following organisational processes	1	2	-	1
PC14. ensure smooth order intake, tracking, and fulfilment	1	1	-	-
PC15. keep track of stock levels, reorder products on time, and ensure product availability	1	2	-	1
PC16. coordinate with distribution partners for timely delivery of products to customers	1	1	-	-
PC17. report to the concerned person if packaging or product seems defective/damaged	1	1	-	-
PC18. compile and maintain daily order book and reports to be validated by Sales Manager	1	1	-	-
PC19. prepare report of the sales volume/target achieved and use it to measure progress and identify areas for improvement	1	2	-	1
PC20. make necessary adjustments in strategy based on performance data	1	2	-	1
<i>Build and manage customer relationships</i>	10	18	-	8
PC21. maintain regular contact with customers/distributors through oral/written communication/video conferencing to market/sell the product	1	2	-	1
PC22. provide post-purchase follow-up to ensure customers are satisfied and encourage repeat business	1	2	-	1
PC23. offer prompt and efficient support for inquiries, complaints, or returns	1	2	-	1
PC24. handle and resolve issues such as product defects or shipping problems to maintain customer satisfaction	1	2	-	1

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC25. arrange for replacement of product/monetary settlement in case of any defect or quality issue as per the instructions received from the manager	1	2	-	1
PC26. escalate potential/existing customers feedback, unresolved concerns/issues to the concerned person/department	1	1	-	-
PC27. use CRM system to track customer interactions, preferences, and purchase history	1	2	-	1
PC28. send targeted offers and updates based on customer profiles and buying patterns	1	2	-	1
PC29. regularly seek customer feedback to improve products and services	1	1	-	-
PC30. develop customer retention strategies like loyalty programs or rewards for repeat business	1	2	-	1
NOS Total	30	50	-	20

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	FIC/N9710
NOS Name	Carry out Product Sales and Customer Management
Sector	Food Processing
Sub-Sector	
Occupation	Food Sales and Retail Operations
NSQF Level	4
Credits	4
Version	1.0
Last Reviewed Date	08/05/2025
Next Review Date	08/05/2028
NSQC Clearance Date	08/05/2025

Qualification Pack

FIC/N9711: Follow Basics Safety and Work Management Practices

Description

This OS unit is about following basic safety, work management and adopting sustainable practices for optimising use of resources at workplace.

Scope

The scope covers the following :

- Health and safety in work area
- Emergencies, rescue and first aid procedures
- Effective waste management practices
- Material and energy conservatio

Elements and Performance Criteria

Health and safety in work area

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

- PC1.** follow regular cleaning and disinfection practices at work place using appropriate techniques and materials
- PC2.** follow hand hygiene practices at work place using appropriate techniques and materials
- PC3.** ensure workstation and equipment are regularly clean and sanitized
- PC4.** report regarding the contagious illness of self or people in close contact
- PC5.** use appropriate protective clothing/ equipment for specific tasks
- PC6.** identify hazardous activities and the possible causes of risks or accidents in the workplace
- PC7.** follow safe working practices while dealing with hazards to ensure safety of self and others
- PC8.** maintain appropriate working postures to minimize occupational health related issues
- PC9.** participate in relevant training and awareness sessions on personal hygiene, GMP, and related topics
- PC10.** ensure that FSSAI standards related to Pest Control, Cleaning, and Sanitation, Utilities, Waste Disposal, Prevention of Cross-Contamination, corrective action, preventive actions etc. at are followed at retail stores, promotional events, warehouses etc.

Emergencies, rescue and first aid procedures

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

- PC11.** provide appropriate first aid procedure to victims wherever required eg.in case of bleeding, burns, choking, electric shock etc.
- PC12.** respond promptly and appropriately to an accident or medical emergency
- PC13.** participate in emergency procedures such as raising alarm, safe evacuation etc.

Effective waste management practices

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

- PC14.** segregate waste into different categories
- PC15.** identify recyclable, non-recyclable and hazardous waste

Qualification Pack

PC16. dispose non-recyclable, recyclable and reusable waste appropriately at identified location

Material and energy conservation

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

PC17. identify ways to optimize usage of material including water in various tasks/activities/processes.

PC18. identify ways to optimize usage of electricity/energy in various tasks/ activities/processes.

PC19. ensure electrical equipment and appliances are properly connected and turned off when not in use.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** organisation procedures for health, safety and security, individual role and responsibilities in this context
- KU2.** importance of personal hygiene, GMP, visitors & contractor's rules
- KU3.** FSSAI standards for retail stores, promotional events, warehouses etc.
- KU4.** FSSAI regulations for advertising food product and food labelling claims
- KU5.** types of food labeling claims such as Health claims, Nutrient content claims, Structure/function claims, Nutrient function claims, Reduction of disease risk claims etc.
- KU6.** storage conditions of food product
- KU7.** the organisation's emergency procedures for different emergency situations and the importance of following the same
- KU8.** evacuation procedures for workers and visitors
- KU9.** how and when to report hazards as well as the limits of responsibility for dealing with hazards
- KU10.** potential hazards, risks and threats based on the nature of work
- KU11.** various types of fire extinguisher
- KU12.** techniques of using different fire extinguishers
- KU13.** rescue techniques applied during a fire hazard
- KU14.** various types of safety signs and their meaning
- KU15.** appropriate first aid treatment relevant to different condition e.g. bleeding, minor burns, eye injuries etc.
- KU16.** the various materials used and their storage norms
- KU17.** efficient utilisation of material and water
- KU18.** basics of electricity and prevalent energy efficient devices
- KU19.** common practices of conserving electricity
- KU20.** common sources and ways to minimize pollution
- KU21.** categorisation of waste into dry, wet, recyclable, non-recyclable and items of single-use plastics
- KU22.** usage of different colors of dustbins
- KU23.** waste management techniques

Qualification Pack

KU24. significance of greening

Generic Skills (GS)

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

- GS1.** read and comprehend basic content to read labels, charts, signages
- GS2.** read and comprehend basic English to read manuals of operations
- GS3.** communicate effectively the risk of not following safety measures
- GS4.** respond to emergencies/accidents, by taking an appropriate and timely decision
- GS5.** organize work schedule, work area, tools, equipment and material to minimize health and safety risk
- GS6.** ensure appropriate action in case of any emergencies, accidents or fire at the work location
- GS7.** analyze untoward incidents from the past and implement correct use of machines, tools or hazardous chemicals
- GS8.** critically analyze the processes carried out by self and colleagues in the department to spot potential hazards and safety issues
- GS9.** record data on waste disposal at workplace.
- GS10.** complete statutory documents relevant to safety and hygiene.

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Health and safety in work area</i>	15	26	-	11
PC1. follow regular cleaning and disinfection practices at work place using appropriate techniques and materials	2	3	-	1
PC2. follow hand hygiene practices at work place using appropriate techniques and materials	1	2	-	1
PC3. ensure workstation and equipment are regularly clean and sanitized	1	2	-	1
PC4. report regarding the contagious illness of self or people in close contact	1	2	-	1
PC5. use appropriate protective clothing/ equipment for specific tasks	1	2	-	1
PC6. identify hazardous activities and the possible causes of risks or accidents in the workplace	2	3	-	1
PC7. follow safe working practices while dealing with hazards to ensure safety of self and others	2	3	-	1
PC8. maintain appropriate working postures to minimize occupational health related issues	1	3	-	1
PC9. participate in relevant training and awareness sessions on personal hygiene, GMP, and related topics	2	3	-	1
PC10. ensure that FSSAI standards related to Pest Control, Cleaning, and Sanitation, Utilities, Waste Disposal, Prevention of Cross-Contamination, corrective action, preventive actions etc. at are followed at retail stores, promotional events, warehouses etc.	2	3	-	2
<i>Emergencies, rescue and first aid procedures</i>	5	8	-	3
PC11. provide appropriate first aid procedure to victims wherever required eg.in case of bleeding, burns, choking, electric shock etc.	2	3	-	1

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. respond promptly and appropriately to an accident or medical emergency	1	2	-	1
PC13. participate in emergency procedures such as raising alarm, safe evacuation etc.	2	3	-	1
<i>Effective waste management practices</i>	5	8	-	3
PC14. segregate waste into different categories	1	2	-	1
PC15. identify recyclable, non-recyclable and hazardous waste	2	3	-	1
PC16. dispose non-recyclable, recyclable and reusable waste appropriately at identified location	2	3	-	1
<i>Material and energy conservation</i>	5	8	-	3
PC17. identify ways to optimize usage of material including water in various tasks/activities/processes.	2	3	-	1
PC18. identify ways to optimize usage of electricity/energy in various tasks/activities/processes.	2	3	-	1
PC19. ensure electrical equipment and appliances are properly connected and turned off when not in use.	1	2	-	1
NOS Total	30	50	-	20

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	FIC/N9711
NOS Name	Follow Basics Safety and Work Management Practices
Sector	Food Processing
Sub-Sector	
Occupation	Food Sales and Retail Operations
NSQF Level	3
Credits	1
Version	1.0
Last Reviewed Date	08/05/2025
Next Review Date	08/05/2028
NSQC Clearance Date	08/05/2025

Qualification Pack

DGT/VSQ/N0101: Employability Skills (30 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
- 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. understand the significance of employability skills in meeting the job requirements

Constitutional values – Citizenship

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

PC2. identify constitutional values, civic rights, duties, personal values and ethics and environmentally sustainable practices

Becoming a Professional in the 21st Century

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

PC3. explain 21st Century Skills such as Self-Awareness, Behavior Skills, Positive attitude, self-motivation, problem-solving, creative thinking, time management, social and cultural awareness, emotional awareness, continuous learning mindset etc.

Basic English Skills

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

PC4. speak with others using some basic English phrases or sentences

Communication Skills

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

PC5. follow good manners while communicating with others

PC6. work with others in a team

Qualification Pack

Diversity & Inclusion

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

PC7. communicate and behave appropriately with all genders and PwD

PC8. report any issues related to sexual harassment

Financial and Legal Literacy

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

PC9. use various financial products and services safely and securely

PC10. calculate income, expenses, savings etc.

PC11. approach the concerned authorities for any exploitation as per legal rights and laws

Essential Digital Skills

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

PC12. operate digital devices and use its features and applications securely and safely

PC13. use internet and social media platforms securely and safely

Entrepreneurship

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

PC14. identify and assess opportunities for potential business

PC15. identify sources for arranging money and associated financial and legal challenges

Customer Service

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

PC16. identify different types of customers

PC17. identify customer needs and address them appropriately

PC18. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

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

PC19. create a basic biodata

PC20. search for suitable jobs and apply

PC21. identify and register apprenticeship opportunities as per requirement

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. need for employability skills

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 basic spoken English language

KU6. Do and dont of effective communication

KU7. inclusivity and its importance

KU8. different types of disabilities and appropriate communication and behaviour towards PwD

KU9. different types of financial products and services

Qualification Pack

- KU10.** how to compute income and expenses
- KU11.** importance of maintaining safety and security in financial transactions
- KU12.** different legal rights and laws
- KU13.** how to operate digital devices and applications safely and securely
- KU14.** ways to identify business opportunities
- KU15.** types of customers and their needs
- KU16.** how to apply for a job and prepare for an interview
- KU17.** apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

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

- GS1.** communicate effectively using appropriate language
- GS2.** behave politely and appropriately with all
- GS3.** perform basic calculations
- GS4.** solve problems effectively
- GS5.** be careful and attentive at work
- GS6.** use time effectively
- GS7.** maintain hygiene and sanitisation 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. understand the significance of employability skills in meeting the job requirements	-	-	-	-
<i>Constitutional values – Citizenship</i>	1	1	-	-
PC2. identify constitutional values, civic rights, duties, personal values and ethics and environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	1	3	-	-
PC3. explain 21st Century Skills such as Self-Awareness, Behavior Skills, Positive attitude, self-motivation, problem-solving, creative thinking, time management, social and cultural awareness, emotional awareness, continuous learning mindset etc.	-	-	-	-
<i>Basic English Skills</i>	2	3	-	-
PC4. speak with others using some basic English phrases or sentences	-	-	-	-
<i>Communication Skills</i>	1	1	-	-
PC5. follow good manners while communicating with others	-	-	-	-
PC6. work with others in a team	-	-	-	-
<i>Diversity & Inclusion</i>	1	1	-	-
PC7. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC8. report any issues related to sexual harassment	-	-	-	-
<i>Financial and Legal Literacy</i>	3	4	-	-
PC9. use various financial products and services safely and securely	-	-	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. calculate income, expenses, savings etc.	-	-	-	-
PC11. approach the concerned authorities for any exploitation as per legal rights and laws	-	-	-	-
<i>Essential Digital Skills</i>	4	6	-	-
PC12. operate digital devices and use its features and applications securely and safely	-	-	-	-
PC13. use internet and social media platforms securely and safely	-	-	-	-
<i>Entrepreneurship</i>	3	5	-	-
PC14. identify and assess opportunities for potential business	-	-	-	-
PC15. identify sources for arranging money and associated financial and legal challenges	-	-	-	-
<i>Customer Service</i>	2	2	-	-
PC16. identify different types of customers	-	-	-	-
PC17. identify customer needs and address them appropriately	-	-	-	-
PC18. follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship & Jobs</i>	1	3	-	-
PC19. create a basic biodata	-	-	-	-
PC20. search for suitable jobs and apply	-	-	-	-
PC21. identify and register apprenticeship opportunities as per requirement	-	-	-	-
NOS Total	20	30	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0101
NOS Name	Employability Skills (30 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	2
Credits	1
Version	1.0
Last Reviewed Date	15/03/2024
Next Review Date	14/03/2027
NSQC Clearance Date	15/03/2024

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

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

Assessment will be based on the concept of Independent Assessors empanelled with Assessment Agencies, identified, selected, trained, and certified on Assessment techniques. These assessors would be aligned to assess as per the laid-down criteria.

Assessment Agency would conduct assessment only at the training centres of Training Partner or designated testing centers authorized by FICSI.

Ideally, the assessment will be a continuous process comprising three distinct steps:

A. Mid-term assessment

Qualification Pack

B. Term / Final Assessment

Each National Occupational Standard (NOS) in the respective QPs will be assigned weightage. Therein, each Performance Criteria in the NOS will be assigned marks for theory and/or practical based on relative importance and criticality of function.

This will facilitate the preparation of question banks/paper sets for each of the QPs. Each of these papers sets / question banks so created by the Assessment Agency will be validated by the industry subject matter experts through FICSI, especially about the practical test and the defined tolerances, finish, accuracy, etc.

The following tools are proposed to be used for the final assessment:

- i. Written Test: This will comprise of (i) True / False Statements (ii) Multiple Choice Questions (iii) Matching Type Questions. An online system for this will be preferred.
- ii. Practical Test: This will comprise a test job to be prepared as per the project briefing, following appropriate working steps, using necessary tools, equipment, and instruments. Through observation, it will be possible to ascertain the candidate's aptitude, attention to detail, quality consciousness, etc. The end product will be measured against the pre-decided MCQ filled by the Assessor to gauge the level of their skill achievements.
- iii. Structured Interview: This tool will be used to assess the conceptual understanding and the behavioural aspects as regards the job role and the specific task at hand.

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

Qualification Pack

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
FIC/N9708.Plan and Prepare for Sales of Food Product	30	50	0	20	100	25
FIC/N9709.Implement Sales Strategies	30	50	0	20	100	30
FIC/N9710.Carry out Product Sales and Customer Management	30	50	0	20	100	30
FIC/N9711.Follow Basics Safety and Work Management Practices	30	50	0	20	100	10
DGT/VSQ/N0101.Employability Skills (30 Hours)	20	30	-	-	50	5
Total	140	230	-	80	450	100

Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
QP	Qualification Pack
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards
FIFO	First In First Out
FEFO	First Expire First Out
GMP	Good Manufacturing Practices
GHP	Good Hygiene Practices
CPR	Cardiopulmonary Resuscitation

Qualification Pack

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.

Qualification Pack

Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.
Declarative Knowledge	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
OJT (M)	On-the-job training (Mandatory), trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended), trainees are recommended the specified hours of training on site
Procedural Knowledge	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.
Training Outcome	Training outcome is a statement of what a learner