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No. : 09/SD / GGV /2015

Date: 03/12/2015

To

All Deans/HODs
Guru Ghasidas Vishwavidyalaya
Bilaspur (C.G.)

Sub: Intimation to Students about the Programmes/Jobs Roles available under Pradhan Mantri Kaushal Vikas Yojana (PMKVY)

Sir/Madam

The following programmes/job roles seem suitable for students of Guru Ghasidas Vishwavidyalaya, on the basis of their qualification under, Pradhan Mantri Kaushal Vikas Yojana (PMKVY);

- i. Medical Sales Representative
- ii. Animator
- iii. Agriculture Extension Service Provider
- iv. Customer Care Executive (Call Center)

Training for these job roles will be provided by the training centers affiliated to National Skill Development Corporation. Details of these 04 job roles and training are attached at **Annexure A**. You are requested to inform the students of your school, department to attend these programmes. The **details attached** at Annexure A, may be put on school, department notice board for information of students. The record of students attending the Skill Development programmes may be maintained by the school, department for further submission to UGG, MHRD and other Government Departments. This is with the approval of competent authority.

It is further requested that a separate notice board may be arranged in your school, department where information related to skill development may be put for students.

Gawit
03/12/15
Dr Rajesh Kumar Bhushan,

Nodal officer Skill Development, GGV

No. 10 /SD / GGV /2015

Bilaspur, Date: 03/12/2015

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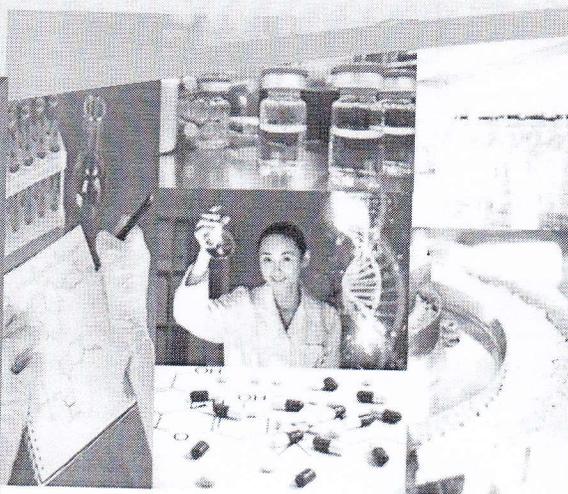
- a. PS to HVC, for information of HVC
- b. PA to Registrar for information of Registrar
- c. Head, Department of Computer Science and Information Technology for uploading the information on skill development page on University website
- d. DR(Development)
- e. Notice board
- f. File

Gawit
03-12-15
Nodal officer Skill Development, GGV

Job Details	Qualifications Pack Code	LFS/Q0401		
	Job Role	Medical Sales Representative		
	Credits(NSQF)	Level 4	Version number	1.0
	Industry	Life Sciences	Drafted on	23/06/14
	Sub-sector	Pharmaceutical	Last reviewed on	13/08/14
	Occupation	Sales & Marketing	Next review date	01/04/15

Job Role	Medical Sales Representative
Role Description	Responsible for selling company's products to customers and building company's image in the market
NSQF level	Level 4
Minimum Educational Qualifications	Diploma in any science discipline
Maximum Educational Qualifications	Graduate in any discipline preferably in Life Sciences and Pharmacology
Training (Suggested but not mandatory)	On the job training
Experience	No prior experience required
Occupational Standards (OS)	<p>Compulsory:</p> <p>LFS/N0401 <u>Gather information about the product and competitors</u></p> <p>LFS/N0402 <u>Sell products to potential customers and provide after sales service</u></p> <p>LFS/N0403 <u>Organize medical conferences and promotional events</u></p> <p>Optional: Not Applicable</p>

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR LIFE SCIENCES INDUSTRY



Contents

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4. NOS Units.....P.6

What are Occupational Standards (OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

Contact Us:
New Delhi

E-mail:



Introduction

Qualifications Pack- Medical Sales Representative

SECTOR: LIFE SCIENCES

SUB-SECTOR: PHARMACEUTICAL

OCCUPATION: SALES & MARKETING

JOB ROLE: MEDICAL SALES REPRESENTATIVE

REFERENCE ID: LFS/Q0401

ALIGNED TO: NCO-2004/ 3415.20

ALIGNED TO: NIC-2008/ 46497

Medical Sales Representative is a key link between pharmaceutical companies and healthcare professionals. They sell their company's products (medicines, prescription drugs and medical equipment) to a variety of customers such as primary care trusts (PCTs), hospitals and pharmacies.

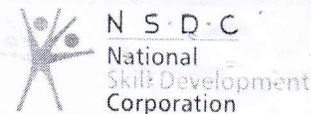
Brief Job Description: Medical Sales Representative is responsible for contacting potential customers, identifying their needs, convincing them that the products or service of his/her company can best satisfy their needs; closing the sale according to the terms and conditions; and providing an after-sales service.

Personal Attributes: The individual should have good knowledge of the Pharmaceutical industry. He/ she should have excellent negotiation skills and should demonstrate the ability to understand and present clinical data. He/she



Job Details	Qualifications Pack Code	MES/ Q 0701		
	Job Role	Animator This job role is applicable in both national and international scenarios		
	Credits(NVEQF/NVQF/NSQF) [OPTIONAL]	TBD	Version number	01
	Sector	Media and Entertainment	Drafted on	16/07/13
	Sub-sector	Animation, Gaming	Last reviewed on	30/07/13
	Occupation	Animator	Next review date	08/08/13

Job Role	Animator
Role Description	Producing a sequence of 2D/3D images using animation software
NVEQF/NVQF level	4
Minimum Educational Qualifications	Class X and above
Maximum Educational Qualifications	Graduation in Fine arts or equivalent
Training (Suggested but not mandatory)	Study of fundamentals & principles of Animation Training on 2D/3D Software Tools Course in Fine Arts Animation foundation course covering body mechanics, advance acting skills etc.
Experience	0-1 years Trainee Animator/ Junior Animator 1-3 years Animator
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> MES / N 0701 (Understand Animation Requirements) MES / N 0702 (Conceptualise Creative Ideas for Production) MES / N 0703 (Plan Tools and Workflow) <p>Optional:</p> <ol style="list-style-type: none"> MES / N 0704 (Produce 2D Animation) MES / N 0705 (Produce 3D Animation) MES / N 0706 (Produce Stop Motion Animation)
Performance Criteria	As described in the relevant OS units



QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

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What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
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Contact Us:
Media & Entertainment Skills Council

E-mail:
mesc@ficci.com



Introduction

Qualifications Pack-Animator

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Animation, Gaming

OCCUPATION: Animator

REFERENCE ID: MES/ Q 0701

Animator in the Media & Entertainment Industry is also known as Flash Animator/ 3D Animator/ Flash Shadow Artist

Brief Job Description: Individuals at this job need to refer to concept artwork prepared by animation,artists to produce a sequence of 2D/3D images using animation software

Personal Attributes: This job requires the individual to know the fundamentals of life drawing including human anatomy, emotions, actions and expressions. The individual must know and keep updated on graphics and animation software and apply principles of design, animation and film-making to create animation sequences. The individual must be able to collaborate and work effectively as a member of a team to deliver work-products within requisite timelines.

Job Details	Qualifications Pack Code	AGR/Q7601		
	Job Role	Agriculture Extension Service Provider		
	Credits(NVEQF/NVQF/NSQF) [OPTIONAL]	TBD	Version number	1.0
	Sector	Agriculture and Allied	Drafted on	12/02/14
	Sub-sector	Agriculture industries	Last reviewed on	24/03/14
	Occupation	Information Management	Next review date	24/09/14

Job Role	Agriculture Extension Service Provider Also known as 'Agriculture Extension Worker', 'Field Agent'
Role Description	An agriculture extension service provider gives talks, guidance and actual demonstrations on latest technologies related to agriculture. He also works with other experts in agriculture to learn more or even develop new methods that could advance production
NVEQF/NVQF level	4
Minimum Educational Qualifications*	12 th standard
Maximum Educational Qualifications*	Not applicable
Training (Suggested but not mandatory)	NIL
Experience	N/A
Applicable National Occupational Standards (NOS)	<ol style="list-style-type: none"> 1. <u>AGR/N7601 – Plan for the extension services</u> 2. <u>AGR/N7602 - Identify location specificity of agricultural technology</u> 3. <u>AGR/N7603 - Make frontline demonstrations</u> 4. <u>AGR/N7604 – Provide training to farmers</u> 5. <u>AGR/N7605 – Assist with backward and forward linkages</u>
Performance Criteria	As described in the relevant OS units

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR AGRICULTURE AND ALLIED INDUSTRY



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2. Qualifications Pack.....P2
3. OS Units.....P2
4. Glossary of Key TermsP30

What are Occupational Standards(OS)?

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Contact Us:
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Introduction

Qualifications Pack- Agriculture Extension Service Provider

SECTOR: AGRICULTURE AND ALLIED

SUB-SECTOR: AGRICULTURE RELATED INDUSTRIES

OCCUPATION: INFORMATION MANAGEMENT

REFERENCE ID: AGR/Q7601

ALIGNED TO: NCO-2004/NIL

Agriculture Extension Service Provider: The Service Provider is responsible for speedy transfer of information and technology to farmers. He reduces the time lag between generation of technology and its transfer to the farmers for increasing production, productivity and income from agriculture and allied sectors on a sustained basis.

Brief Job Description: An agriculture extension service provider gives talks, guidance and actual demonstrations on latest technologies related to agriculture. He also works with other experts in agriculture to learn more or even develop new methods that could advance production.

Personal Attributes: The job requires the individual to be constantly armed with the latest techniques and information related to agriculture. He should have sound knowledge of the subject, should be able to create motivation and self confidence among farmers.

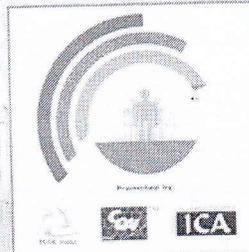
Job Details	Qualifications Pack Code	TEL/Q0100		
	Job Role	Customer Care Executive (Call Center)		
	Credits(NVEQF/NVQF/NSQF) [OPTIONAL]		Version number	1.0
	Sector	Telecom	Drafted on	31/01/2013
	Sub-sector	Service Provider	Last reviewed on	14/05/2013
	Occupation	Customer Service	Next review date	31/05/2015

Job Role	Customer Care Executive(Call Center)
Role Description	Provide customer service support by interacting with customers over the phone
NVEQF/NVQF level	4
Minimum Educational Qualifications	10+2 or equivalent
Maximum Educational Qualifications	Graduate in any stream
Training (Suggested but not mandatory)	Computer fundamentals training course Basic soft skill orientation
Experience	0-1 year of work experience
Applicable National Occupational Standards (NOS)	<p>(Click to open the below hyperlinks)</p> <p>Compulsory:</p> <ol style="list-style-type: none"> 1. TEL/N0100 (<u>Attend/Make customer calls</u>) 2. TEL/N0101 (<u>Resolving customer query, request, complaint</u>) 3. TEL/N0102 (<u>Develop customer relationship</u>) 4. TEL/N0103 (<u>Report and review</u>) <p>Optional:</p> <ol style="list-style-type: none"> 5. TEL/N0104 (<u>Proactive selling</u>)
Performance Criteria	As described in the relevant OS units

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR TELECOM INDUSTRY

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What are Occupational Standards(OS)?

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Introduction

Qualifications Pack-Customer Care Executive (Call Center)

SECTOR: TELECOM

SUB-SECTOR:Service Provider

OCCUPATION: Customer Service

REFERENCE ID: TEL/Q0100

Customer Care Executive in the Telecom industry is also known as Customer Service Representative/ Customer Service Associate / Customer Service Advisor / Customer Relationship Officers / Call Centre Executive

Brief Job Description: Individuals at this job provide customer service support to an organization by interacting with their customers over the phone. They also handle, follow and resolve customer's queries, requests and complaints in a timely manner.

Personal Attributes: This job requires the individual to have good communication skills with a clear diction, ability to construct simple and sensible sentences; ability to comprehend simple English sentences; good problem solving skills and ability to approach problems logically; strong customer service focus; ability to work under pressure and active listening skills. The individual should also be willing and comfortable to work in shifts.