

NSQF QUALIFICATION FILE GUIDANCE

Version 6: Draft of 08 March 2016

NSDA Reference

To be added by NSDA

CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE

Name and address of submitting body:

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Ministry of Skill Development & Entrepreneurship (MoSDE)
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List of documents submitted in support of the Qualifications File

1. Qualification document - DTP and Print Publishing Assistant (ICT702)
2. Curriculum for DTP and Print Publishing Assistant under Information and Communication Technology Sector for Modular Employable Scheme (MES)
3. Executive Summary of Human Resource and Skill Requirements in IT & ITes by NSDC
4. List of number of trainees of trained under MES in 2015-16 & 2016-17.
5. List of candidates' placed for this course in 2016.

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SUMMARY

Qualification Title	DTP and Print Publishing Assistant		
Qualification Code	ICT 702		
Nature and purpose of the qualification	Nature of the Qualification is NCVT Certificate in job role DTP and Print Publishing Assistant Main Purpose of the Qualification is to get familiar with the Publisher tools & methods like Coral Draw, Photoshop etc.		
Body/bodies which will award the qualification	National Council for Vocational Training (NCVT)		
Body which will accredit providers to offer courses leading to the qualification	GOI Ministries and State departments who have adopted MES qualifications accredit training providers for their programs and schemes (only in case of SDIS schemes Training providers accredited by States on behalf of NCVT)		
Body/bodies which will carry out assessment of learners	Independent Agency empanelled as Assessing Bodies (ABs)		
Occupation(s) to which the qualification gives access	After completion of the course the trainees shall be qualified for one or more of the following job roles: 1. Desk Top Publishing Assistant 2. Internet Kiosk Operator 3. Flex printing and designing		
Licensing requirements	-NA-		
Level of the qualification in the NSQF	Level 3		
Anticipated volume of training/learning required to complete the qualification	500 Hours		
Entry requirements and/or recommendations	Passed 10th class examination		
Progression from the qualification	An individual can progress in an organisation as a Digital Designer. Can start its own Business Unit of Printing.		
Planned arrangements for the Recognition of Prior learning (RPL)	RPL arrangements are not planned under this qualification.		
International comparability where known	-NA-		
Date of planned review of the qualification.	2 years after approval of the Qualification		
Formal structure of the qualification			
Title of component and identification code.	Mandatory/ Optional	Estimated size (learning hours)	Level

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(i) DGT/MES/ICT/N01: Understand the Basic Fundamentals of Computer and Windows OS	M	20	3
(ii) DGT/MES/ICT/N02: Understand the Basic Structure of MS Office and able to use basic tools of MS-Word, MS- Excel and PowerPoint	M	80	3
(iii) DGT/MES/ICT/N06: Understand and operate the designing Software- Pagemaker, Corel Draw and Photoshop.	M	300	3
(iv) DGT/MES/ICT/N07: To have Knowledge of Print Technologies and Print Publishing	M	100	3
Total		500	

Please attach any document giving further detail about the structure of the qualification – eg a Curriculum Document or a Qualification Pack.

Curriculum for DTP and Print Publishing Assistant under Information and Communication Technology Sector for Modular Employable Scheme (MES) attached as annexure.

Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

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SECTION 1 **ASSESSMENT**

Body/Bodies which will carry out assessment:

DGT empanelled Assessing Bodies (ABs)

How will RPL assessment be managed and who will carry it out?

RPL arrangements are not planned under this qualification.

Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, reliable and fair and show that these are in line with the requirements of the NSQF.

Criteria for selection of Assessment body

Minimum Eligibility Criteria

- The applicant shall be a legal entity, registered in India.
- The applicant should have in last two years carried out competency / skill assessment for minimum 1000 persons or should have trained minimum 1000 persons and got tested by some agencies such as NCVT, Sector Skill Council, State, board/ council and reputed industry Association. Organizations having experience in testing of competencies would be preferred.
- In case more number of applications is received, preference will be given to those organizations that have trained/assessed larger number of persons.
- The applicant is not a Training Provider (TP) in the same sector and in same State, but it can be TP in other States, other Sectors or other scheme.
- The applicant shall have access to technically qualified personnel of repute and integrity in different industrial trades and technology.
- The applicant shall develop dedicated human resource for handling the processes in assessment process.
- The applicant shall declare its linkages with other organization(s), if any to ensure independence and avoid any conflict of interest.
- Institutions/ Firms blacklisted by any Government Department shall not be considered in this RFP.
- The Applicant shall provide the information and supporting documents towards their claims.
- Initially provisional empanelment will be awarded to the organizations based on the evaluation of eligibility of the Assessing Body based on the criteria.
- Based on the module and sector that will be handled by the assessor, the assessing body shall send its assessor for competency evaluation in the institutions which will be notified by DGT time to time. The assessor will be assessed to ascertain the competency to carry out competency based assessment.
- Final empanelment would be granted subject to the Assessing Body fulfilling the following conditions of getting the competencies of 2 assessors of each module per State evaluated in the institutes notified by the DGT. Testing charges for evaluating the competencies of the assessors will be borne by the Assessing Bodies.

(1) Assessment process:

The assessment process aims to test and certify the competency of the persons through Assessing Bodies who seek certification of their skills acquired informally or the persons who have been trained at the registered TPs. The competency assessment of the candidate is being done by the Assessor Competency Evaluation (ACE) qualified assessor of the independent Assessing Bodies (AB) which is not involved in training delivery, to ensure an impartial assessment. ACE is conducted to evaluate the competency of the assessor. In the assessment process, identification of competency, ways to measure the competency and deciding on the type of evidence that has to be collected are the responsibility of the Assessing bodies whereas administering the assessment and collecting the evidence and reporting the results are the responsibility of the assessors. The assessment process consists of following components:

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Theory Test:

- It must assess the knowledge which is essential for a person to do the job. Without this knowledge, the person will not be able to do the job.
- The questions shall be of objective type involving selection of correct response.
- The question paper should contain sketches/ diagrams/ photographs/ drawing to overcome the problems of reading comprehension.
- The test shall be of short duration.

Practical Test:

It shall be able to test:

- Manipulative skills to handle tools and equipment.
- Speed in doing work.
- Accuracy maintained
- Quality in workmanship.
- Sequence of performance.
- Economical use of material.
- Neatness & housekeeping.
- All the competencies prescribed in the course curriculum.

The Assessment Parameters adopted during assessment:

- Knowledge of equipment, limitation of use of tools and equipment, and methods & procedure.
- Understanding of functioning of equipment & tool, criteria to be used in selecting tools for given job, and the process of measurement.
- Skill in finishing to required measurement, handling measurement & calculations, handling tools and equipment with ease, finishing neatly.
- Abilities to take corrective steps, use correct work habits, take measurements, complete the job within stipulated time, and adopt safe practices.
- Attitude towards the work, accurate & precise work and co-workers and supervisor.

(2) Duration of Test:

The duration of test vary according to the task. Theory test shall be of 1 hour duration and practical test for engineering trade shall be 6 to 8 hours minimum and non-engineering it shall be of 4 hours minimum. Assessing Bodies while preparing practical test shall ensure that candidate shall be tested on all the competencies prescribed in the course module.

The marking pattern and distribution of marks for the qualification are as under:

Terminal competency	Maximum marks
Application of knowledge	30
Care for tools & equipment	15
Economic use of materials	15
Safety consciousness	10
Speed	10
Accuracy	15
Quality of workmanship	20
Amount of work	15
No. of attempts	10
Attitude	10
Total maximum marks for Practical	150
Maximum marks for theory	50

(3) **Minimum pass mark:**

Minimum passing marks for Practical is 60%

Minimum pass marks for theory is 40%

(4) **Testing and certifications process for the course:**

Pre- Assessment

- Regional Directorate of Apprenticeship Training (RDAT) allot batches to the Assessing Bodies on rotational basis depending on the presence of assessing body in that region sector wise and the assessing

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body in coordination with Training Provider and assessor should confirm and schedule the assessment.

- The Assessing Body confirms the date of assessment in consultation with Training Provider and communicate to the RDAT/State.
- The Assessing Body forms a panel of ACE qualified assessors of high repute and integrity, sector wise and location wise.
- The assessment of the candidates is done by the Assessing Bodies in designated Testing Centre (TC). The Testing Centre where the assessment is carried out and Testing Centre can be Training Center also. The Assessing Body select the TC based on the location, accessibility and the infrastructure facilities available for conducting the test.
- The testing center is approved by the RDAT incase of courses run by DGT,MSDE. Incase where the courses are run by the Sate Govt., TC is approved by State Govt.. Training conducted by other dept. at their accredited Training Centre, same training centre is designated as Testing centre.
- The Assessing Body provide details of selected TC along with skill areas in which assessment can be done at the TC, to the RDAT and respective States/UTs.
- The Assessing Bodies depute ACE qualified assessors for assessments whose details are furnished by Assessing Bodies to DGT in advance.
- Assessing Body has to communicate to the Testing Centre following:
 - Details of the candidates to appear for assessment in various MES courses.
 - Details of Assessors selected with their contact details.
 - Requirement of infrastructure, raw material etc.
 - Testing charges to be reimbursed to Testing Centre

Preparation of assessment tools and prerequisites:

- The assessment tools contain components for testing the knowledge, application of knowledge and demonstration of skill. The knowledge test is objective paper based test or short structured questions based. The application of knowledge is verified based on questioning or seeking response for a case. Demonstration of skill is verified based on practical demonstration by the candidate.
- The type of assessment tools to be used for assessment are to be prepared in advance by the assessing body in accordance to the guidelines as prescribed below:
 - Define the performance objective – This is based on the course objectives and competency in workplace as prescribed by MES curriculum. The written tests and practical tests assess all the competencies mentioned in course curriculum.
 - In case of practical test, the operations which are to be observed in case of process test (how a particular task is being carried out) are clearly mentioned and the specifications of the final product in case of product test (the task in itself).
 - List of tools, infrastructure, and equipment to carry out the assessment are prepared based on the test instruments that are planned to be used.
 - Written directions are given to the candidates before the task is attempted.
 - Scoring system, observations and rating is prepared for each competency which is going to be assessed.

Pre-assessment activities for Assessor at the Testing Centre

- Verification of student credentials: The assessor check the application form submitted by the candidates and verify the photo pasted on the forms with candidates who are taking assessment in accordance with checklist
- Verification of testing centre for adequate infrastructure, tools and equipment: The assessor verifies the availability of infrastructure, tools and equipment for carrying out both theory and practical assessments. The minimum requirement prescribed under the MES modules is used as benchmark.
- Attendance verification: The assessor checks the attendance register of candidates and instructors until the time biometric attendance system is put in place. Once the biometric attendance system is in place, the biometric attendance of assessors along with that of trainees/candidates has to be captured during the assessment at the start as well as end of theory and practical test.
- Attendance during assessment: The assessor takes the attendance of all the students who appear for assessment after the successful verification of the student credentials and before the start of the assessment. The assessor also provides his/her attendance during start and end of the practical and theory test.
- Verification of the documents related test carried out by Training Provider/ Testing Centre (TC) for candidates who were not able to produce document in support of having passed the qualification.

Assessment activities

- Before the start of assessment, read out the instructions to the students.

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- The written test & practical test is for fixed duration as prescribed.
- It is ensured that individual attention is given to all the candidates during the practical test.
- The assessor takes photographs during the assessment process of all the students in the testing centre, the students during theory and practical tests, practical lab/workshop showing the equipment to be used for assessment, the assessor along with the students appearing for the assessment.

Post-assessment activities

- The assessor consolidates all the theory and practical test papers and ensures that all the mandatory information is filled. The total score for each student should be calculated and recorded in result sheet.
- The assessor send the attendance sheet, result sheet, answer papers by courier/post to the assessing body immediately after the completion of assessment
- Uploading outcome of the assessment and photos in portal by assessing body
- Assessing body upload the results within one week of the assessment date.
- Photos taken by the assessors during assessment are sent to respective RDATs through e-mail only. Non dispatch of photos of assessment to RDAT makes assessment void. Re-assessment of such batch is done by the Assessing Bodies on their own expenses.
- Details of assessors are emailed to RDAT at the time of uploading the outcome of the assessment. Outcome of the assessment is not accepted in case details of assessors are not emailed to respective RDAT.
- Maintaining assessment records
- Publishing of results and Certificate issue
- RDAT verifies the outcome of the assessment, details of assessors, photos and print and sign the certificates for successful candidates and send it to the respective candidates. In case of direct candidate's assessment, the Certificates are sent to the Assessing Body.
- Certificates which will be issued carry photograph of the trainee, name of Training Provider, start date & end date of training and duration of training once the systems for the same are put in place.
- The certificate is issues under the aegis of NCVT. All the communications are done through portal.

ASSESSMENT EVIDENCE

Complete a grid for each component as listed in “Formal structure of the the qualification” in the Summary.

NOTE: this grid can be replaced by any part of the qualification documentation which shows the same information – ie Learning Outcomes to be assessed, assessment criteria and the means of assessment.

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Title of Component: DTP and Print Publishing Assistant

Outcomes to be assessed		Means of Assessment
Learning Outcome	Assessable Criteria	
DGT/MES/ICT/N01: Understand the Basic Fundamentals of Computer and Windows OS	AO1. Demonstrate the turn a computer system on and off	Practical Test
	AO2. Demonstrate the Identify different parts of a Computer System.	Practical Test
	AO3. Explain the knowledge of functions of Different parts of a Computer, System Software and Application Software	Theory Test
	AO4. Explain the to Identify different Desktop Icons like My Computer, My Documents etc	Theory Test
	AO5. Demonstrate the perform minor computer functions like Changing Desktop Backgrounds, Mouse Pointer, Screen Saver etc.	Practical Test
	AO6. Demonstrate the open Basic applications like Notepad , WordPad, MS Paint	Practical Test
DGT/MES/ICT/N02: Understand the Basic Structure of MS Office and able to use basic tools of MS-Word, MS- Excel and PowerPoint	AO1. Explain the Basic Knowledge of MS Office and associated Softwares like MS-Word and Excel.	Theory Test
	AO2. Demonstrate the perform following functions in MS-Word: <ul style="list-style-type: none"> • Document formatting options • Tables, Bullets and Numbering • Font, Alignment, paragraph formatting • Insert Picture, Clipart, Shapes, WordArt • Header & Footer, Text Box • Page Layout, Mail Merge • Spelling & Grammar 	Practical Test
	AO3. Demonstrate the perform following functions in MS-Excel: <ul style="list-style-type: none"> • Cell Formatting Options • Formulas and Functions • Charts • Sort, Filter, What if Analysis, Grouping • Subtotal • Pivot Table 	Practical Test
	AO4. Demonstrate the perform following functions in MS-PowerPoint: <ul style="list-style-type: none"> • Creating Slide show by using Animation Technique. • Slide Master. • Clip Art. Picture Editing 	Practical Test
DGT/MES/ICT/N06: Understand and operate the designing Software-	AO1. Explain the knowledge of various versions, concepts and applications of PageMaker. Guides & rulers. Drawing tools. Fills & outlines.	Theory Test

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<p>Pagemaker, Corel Draw and Photoshop.</p>	<p>AO2. Demonstrate the work on Pagemaker and perform following functions:</p> <ul style="list-style-type: none"> • Creating new Filets • Entering text • Defining style • Saving files • Creating Frame • Inserting and removing pages • Adding shapes • Creating header and footer • Using story Editor • Developing long documents • Using colour • Printing • Practice on Multilingual software like INDIC 	<p>Practical Test</p>
	<p>AO3. Explain the knowledge of Print Design Basics in Corel Draw, Design Principles & Color Harmony - Primary and Secondary in both RGB & CMYK schemes/modes, Typography, Layout design and Computer Grapichs and types of file formats</p>	<p>Theory Test</p>
	<p>AO3. Demonstrate the operate the CorelDraw and practicing following function of Corel Draw:</p> <ul style="list-style-type: none"> • Drawing –lines, shapes inserting-pictures, objects, tables, templates, • Use of various tools such as Pick tools, Zoom tools, Free hand tool, square tool, rectangle tool, Text tool, Fill tool etc. and all fonts used in designing of monograms, logos, posters, stickers, greeting cards, wedding cards, visiting cards, etc. • Adding special effects, Exporting drawings, outlining & filling objects, • Inserting symbols & Clip arts. • Exporting file • Use features of Corel draw to create artistic characters and shapes 	<p>Practical Test</p>
	<p>AO4. Demonstrate the knowledge of Photo Shop and able to perform following functions of Photoshop:</p> <ul style="list-style-type: none"> • Creating new file, the tools, Drawing lines & shapes. • Photo editing /inserting starting with Setting Up • The Interface Managing Palettes • Working With Photoshop Tools Working With Layers • WEB & WEB GALLERY using internet explorer in photo shop. 	<p>Practical Test</p>

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	<ul style="list-style-type: none"> • creating animations using image ready, creating animations & presentations. • Working with Creating Illustrations apply different color scheme Palettes Digital Imaging • Working with Images in Photoshop. Working with Palettes, i.e., layers palette, navigator palette, info palette, color palette, Swatches palette, Styles palette, History palette, Actions Palette, Tool preset palette, Channels Palette and Path Palette. Working with Layers Photo editing. • Image adjustment options – Labels, Auto labels, Auto contrasts, Curves, Color balance, Brightness / Contrast, Posterize , Variations. • Preparing the file and work area. Creating different shapes. • Creating three Dimensional effects using Layers. • Working with the magic wand tool and lasso tool. • Creating images using Symbol Sprayer Tool. • Edit the images using options of Warp Tool. Using Dodge tool, Burn tool, Sponge Tool and Clone Stamp Tool. • Editing Selections. • Creating images and giving special effects using Filters. • Using Layer Styles. • Produce an image by mixing two or more different images using Layer Masking & Vector Masking. 	
DGT/MES/ICT/N07: To have Knowledge of Print Technologies and Print Publishing	AO1. Explain the knowledge of types of Printing - Letterpress printing-lithography- offset printing- different printing process-machines for letterpress, offset, gravure, flexography and screen printing- printing materials.	Theory Test
	AO2. Explain the knowledge of planning a printing, design factors, color application-film assembly and plate making-binding & finishing. Image editing, color correction, color management, poly master, methods of color proofing. Different types of font, text file formats, vector & raster graphics, graphics file formats.	Theory Test
	AO2. Demonstrate the Following: <ul style="list-style-type: none"> • Designing of different visual medium and create professional images especially for Print Advertising media • Designing layouts for print, integrating media elements on print layouts and saving files for print compatibility 	Practical Test

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Means of assessment 1

The assessment comprise of

- Theory Examination: MCQ, VIVA Voce
- Practical assessment: Role plays, Demonstration

Pass/Fail

The trainee is judged as pass in the qualification if minimum passing marks is obtained in each test i.e Theory and Practical.

Minimum pass mark:

Minimum passing marks for Practical is 60%

Minimum pass marks for theory is 40%

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SECTION 2

EVIDENCE OF LEVEL

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OPTION A

Title/Name of qualification/component: DTP and Print Publishing Assistant		Level: 3	
NSQF Domain	Outcomes of the Qualification/Component	How the job role relates to the NSQF level descriptors	NSQF Level
Process	<p>The job holder is expected to have the knowledge and display expertise skills in the field of work like:</p> <ul style="list-style-type: none"> – Basic operation of computer and OS – MS office applications – Application of designing softwares – Pagemaker, Corel Draw and Photoshop – Printing Technologies 	The job requires the limited range of activities routine and predictable like designing print media on softwares and printing .	3
Professional knowledge	<p>The job holder is required to have knowledge in the related field of work like:</p> <ul style="list-style-type: none"> – Fundamentals of MS office, Internet – Systems and mechanism of computer, components and their interdependencies – Softwares- Pagemaker, Corel Draw, Photoshop – Printing Technologies 	The job holder understands the basic facts , process and principles involved in his job role like basics of computing, Designing Software and Printing Methods.	3
Professional skill	<p>The job holder is needs to know and understand :</p> <ul style="list-style-type: none"> – Designing of print material over suitable software, – Printing of material via suitable method and material as per the requirements 	The job role only includes the designing and printing of the material as per the customer requirement which is routine and repetitive in narrow range of application.	3
Core skill	<p>The job holder is expected to be Possess knowledge and skills regarding:</p> <ul style="list-style-type: none"> – Tools of MS office for communication and presentations 	The Job holder will able to prepare designs by collecting materials from various other print sources . Can operate Internet to communicate with the suppliers and consumers for marketing.	3

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Title/Name of qualification/component: DTP and Print Publishing Assistant			Level: 3
NSQF Domain	Outcomes of the Qualification/Component	How the job role relates to the NSQF level descriptors	NSQF Level
	<ul style="list-style-type: none"> – Fundamental internet browsing techniques, associated risks for to communicate with consumers and suppliers – Efficiently communicate with the superiors for financial matters – Fluency in working on Tally 		
Responsibility	The job holder works under the supervision of his superior, as per his directions. He is responsible for his designated task as and when given by the superior.	The job holder works under the supervision of his superiors and is responsible for his own limited work assigned.	3

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SECTION 3

EVIDENCE OF NEED

What evidence is there that the qualification is needed?

The increase demand in IT industry would be driven by increasing by household spend on IT, Education, as well as domestic IT demand by Indian companies and MNC established in India

The Indian IT & ITeS industry employs about 3 million directly and 9 million indirectly. A majority of employment is generated through the exports business. Exports contribute about 78 percent of the total employment in the sector. Employment growth was high during FY02–09 period, however, it started settling down with the increasing maturity of the sector and the evolution of non-linear business models

The sector is expected to employ about 5.1 million professionals directly in FY22 and exports are likely to dominate

(Executive Summary of Human Resource and Skill Requirements in IT & ITes by NSDC: Annexure 3)

Moreover more than 7500 individuals have been trained in this course under this scheme in last two years, which shows there is huge requirement of this skill in the Market.(Annexure 4)

About 806 candidates have been placed across country by getting trained under this Course under MES in 2016 which indicates the demand of the above qualification. (Annexure 5)

About 3333 candidates have been placed across country by getting trained under this Course under DDUGKY till Dec 2016.

What is the estimated uptake of this qualification and what is the basis of this estimate?

According to the NSDC, Modularised skill building in these areas is required to ensure constant up-gradation of skills in the projected workforce of 5.1 million persons by 2022. Out of this about 70% to 80 % would be in the junior to midlevel streams (about 4-5 million). Building skills in this workforce is critical for industry to maintain its competitive edge and innovate

What steps were taken to ensure that the qualification(s) does (do) not duplicate already existing or planned qualifications in the NSQF?

The Qualification has been mapped with the National Qualification Register, maintained by NSDA to ensure the qualification does not duplicate. No other qualification is available in NQR with these outcomes.

What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated?

- 1) DGT interacts with training providers to gather feedback in implementation and updation of qualification.
- 2) Monitoring of results of assessments
- 3) Employer feedback will be sought post-placement
- 4) In a recent initiative, a Mentor Council (MC) for the relevant sector has been formed to review the curriculum of this qualification under the sector.

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5) CSTARI, the research wing of DGT, reviews and updates the qualification, in consultation with industries and other stakeholders, on a regular basis.

The qualification is reviewed after every 2 years for updation according to latest Technologies and practices.

SECTION 4

EVIDENCE OF PROGRESSION

What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?

An Individual has vertical pathway to promote to higher designations in an organisation. Can further undergo specialization course to excel to the higher post in jobs listed above or can start with up his/her own business.

Progression chart:

DTP Publisher Assistant > Senior DTP Publisher > Entrepreneur

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