Media & Entertainment Skills Council

National Skill Development Corporation

Transforming the skill landscape

Search Engine Optimization Executive

QP Code: MES/Q0704

Version: 2.0

NSQF Level: 4

Media & Entertainment Skills Council || Commercial premises No Ja522, 5th Floor, DLF Tower A, Jasola, New Delhi
110025

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GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

Contents

MES/Q0704: Search Engine Optimization Executive

Brief Job Description

Individuals in this job are responsible for managing all search engine optimization activities such as making content, keywords strategy, link building for website strategy to increase rankings in all major search networks and drive organic traffic to the website.

Personal Attributes

The individual must have good written and oral communication skills. The person should be a quick learner with an ability to comprehend and communicate information effectively. The individual is also required to have good analytical and quantitative skills to be able to interpret and analyze the campaign results.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. MES/N0104: Maintain workplace health and safety

2. MES/N0717: Research and create list of keywords

3. MES/N0718: Implement on-page optimization

4. MES/N0719: Implement off-page optimization

5. MES/N0720: Track rankings and prepare reports

6. DGT/VSQ/N0102: Employability Skills (60 Hours)

Qualification Pack (QP) Parameters

Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Marketing/Advertising Sales/Traffic
Country	India
NSQF Level	4
Credits	0

Aligned to NCO/ISCO/ISIC Code	NCO-2015/2432.0201
Minimum Educational Qualification & Experience	12th Class with 1 Year of experience OR I.T.I (2 years after 10th) with 1 Year of experience OR 10th Class with 3 Years of experience
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	24/02/2027
NSQC Approval Date	24/02/2022
Version	2.0
Reference code on NQR	2022/ME/MESC/06907
NQR Version	2.0

Remarks:

Next Review Date 25/01/2027

![MESC Media & Entertainment Skills Council logo]

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Qualification Pack

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MES/N0104: Maintain Workplace Health & Safety

Description

This OS unit is about contributing towards maintaining a healthy, safe and secure working environment

Elements and Performance Criteria

Understanding the health, safety and security risks prevalent in the workplace

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

PC1. understand and comply with the organizations current health, safety and security policies and procedures

PC2. understand the safe working practices pertaining to own occupation

PC3. understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises

PC4. participate in organization health and safety knowledge sessions and drills

Knowing the people responsible for health and safety and the resources available

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

PC5. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency

PC6. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms

Identifying and reporting risks

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

PC7. identify aspects of your workplace that could cause potential risk to own and others health and safety

PC8. ensure own personal health and safety, and that of others in the workplace though precautionary measures

PC9. identify and recommend opportunities for improving health, safety, and security to the designated person

PC10. report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected

Complying with procedures in the event of an emergency

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

PC11. follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard

PC12. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Organizations norms and policies relating to health and safety

KU2. Government norms and policies regarding health and safety and related emergency procedures

KU3. Limits of authority while dealing with risks/ hazards

KU4. The importance of maintaining high standards of health and safety at a workplace

KU5. The different types of health and safety hazards in a workplace

KU6. Safe working practices for own job role

KU7. Evacuation procedures and other arrangements for handling risks

KU8. Names and contact numbers of people responsible for health and safety in a workplace

KU9. How to summon medical assistance and the emergency services, where necessary

KU10. Vendors or manufacturers instructions for maintaining health and safety while using equipment, systems and/or machines

Generic Skills (GS)

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

GS1. how to write and provide feedback regarding health and safety to the concerned people

GS2. how to write and highlight potential risks or report a hazard to the concerned people

GS3. read instructions, policies, procedures and norms relating to health and safety

GS4. highlight potential risks and report hazards to the designated people

GS5. listen and communicate information with all anyone concerned or affected

GS6. make decisions on a suitable course of action or plan

GS7. plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority

GS8. apply problem solving approaches in different situations

GS9. understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority

GS10. apply balanced judgments in different situations

GS11. How to write and provide feedback regarding health and safety to the concerned people

GS12. How to write and highlight potential risks or report a hazard to the concerned people

GS13. Read instructions, policies, procedures and norms relating to health and safety

GS14. Highlight potential risks and report hazards to the designated people

GS15. Listen and communicate information with all anyone concerned or affected

GS16. Make decisions on a suitable course of action or plan

GS17. Plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority

GS18. Apply problem solving approaches in different situations

GS19. build and maintain positive and effective relationships with colleges and customers

GS20. analyze data and activites

GS21. Understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority

GS22. Apply balanced judgments in different situations

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Understanding the health, safety and security risks prevalent in the workplace	**15**	**15**	**-**	**-**
PC1. understand and comply with the organizations current health, safety and security policies and procedures	5	5	-	-
PC2. understand the safe working practices pertaining to own occupation	5	5	-	-
PC3. understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises	3	2	-	-
PC4. participate in organization health and safety knowledge sessions and drills	2	3	-	-
Knowing the people responsible for health and safety and the resources available	**10**	**10**	**-**	**-**
PC5. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency	5	5	-	-
PC6. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms	5	5	-	-
Identifying and reporting risks	**18**	**17**	**-**	**-**
PC7. identify aspects of your workplace that could cause potential risk to own and others health and safety	5	5	-	-
PC8. ensure own personal health and safety, and that of others in the workplace though precautionary measures	5	5	-	-
PC9. identify and recommend opportunities for improving health, safety, and security to the designated person	3	2	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected	5	5	-	-
Complying with procedures in the event of an emergency	**7**	**8**	**-**	**-**
PC11. follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard	5	5	-	-
PC12. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority	2	3	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0104
NOS Name	Maintain Workplace Health & Safety
Sector	Media & Entertainment
Sub-Sector	Film, Television, Animation, Gaming, Radio, Advertising
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	30/12/2021
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022

MES/N0717: Research and create list of keywords

Description

This OS unit is about creating the list of keywords to target for search engine optimization after carrying out the keyword research

Elements and Performance Criteria

Perform keyword research

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

PC1. create a list of products / services provided by the company

PC2. list out search terms that potential customers might use to search for those products / services in search engines

PC3. identify the right keywords to target by using the available keyword research tools

PC4. evaluate the keywords by their search volume and competition

Create final list of relevant keywords

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

PC5. prepare the final list of keywords by using the quantitative data provided by keyword research tools

PC6. identify the mix of both head and long-tail terms to keep in the final list

PC7. create an excel file for the final list of keywords with their key statistics like search volume, difficulty level, competition and search region

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. companys products / services offerings and positioning within the industry

KU2. primary target audience of the company for each product / service

KU3. roles and responsibilities of each team member within the marketing operations

KU4. people to co-ordinate with, to approve and finalize the search engine optimization plan

KU5. existing digital marketing efforts along with the campaigns performance

KU6. work with the keyword research tools

KU7. do the competitor analysis to analyze the list of keywords they are ranking for

KU8. evaluate the domain authority and page authority of a website / page

KU9. identify the keywords with high commercial intent

KU10. work with web analytics tools to analyze a websites traffi

Generic Skills (GS)

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

GS1. create report with the analysis of each keyword in terms of their rankings in search results over a period of time

GS2. compile traffic analysis report with the breakup of traffic from different channels like direct, organic, social and referral

GS3. stay abreast with the latest trends and best practices for search engine optimization

GS4. be updated with the ongoing search engine algorithm updates and its effects on website rankings

GS5. monitor rankings of competitors in search engines for the relevant keywords

GS6. communicate and collaborate with team members for content development and optimization based on targeted keywords

GS7. present report and analysis on keyword rankings and organic traffic to the stakeholders

GS8. decide on which keywords need to be targeted based on quantitative data and companys focus area and objectives

GS9. plan the activities, project workflow and timelines in accordance with the content and technical requirements

GS10. organize and interpret data in a detailed and organized manner for the future use

GS11. manage and meet project / task deadlines successfully

GS12. identify technical issues related to the website which is affecting the visibility and rankings of website in the search results

GS13. how to analyze the data and find out the best opportunities while doing competitor analysis and carrying out keyword research

GS14. analyze keywords search volume, difficulty level and its competition to determine if it is a right keyword to target

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Perform keyword research	**18**	**42**	**-**	**-**
PC1. create a list of products / services provided by the company	5	10	-	-
PC2. list out search terms that potential customers might use to search for those products / services in search engines	5	10	-	-
PC3. identify the right keywords to target by using the available keyword research tools	5	15	-	-
PC4. evaluate the keywords by their search volume and competition	3	7	-	-
Create final list of relevant keywords	**12**	**28**	**-**	**-**
PC5. prepare the final list of keywords by using the quantitative data provided by keyword research tools	5	10	-	-
PC6. identify the mix of both head and long-tail terms to keep in the final list	2	8	-	-
PC7. create an excel file for the final list of keywords with their key statistics like search volume, difficulty level, competition and search region	5	10	-	-
NOS Total	**30**	**70**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0717
NOS Name	Research and create list of keywords
Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Marketing / Advertising Sales / Traffic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	11/03/2019
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022

MES/N0718: Implement on-page optimization

Description

This OS unit is about performing the on-page search engine optimization tasks to get higher website ranking in the search results.

Elements and Performance Criteria

Identify the on-page issues of a website

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

PC1. use the on-page website analysis tools to identify the issues

PC2. sort the issues from most critical to least critical so that they can be prioritized and resolved accordingly

PC3. set the timelines for resolving each identified websites on-page issue

Perform on-page optimization activities

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

PC4. create meta tags including the title and description of all website pages

PC5. optimize the URLs of website pages by including the primary keyword in it

PC6. include heading tags (like H1, H2 etc.) in the content of all pages

PC8. create and add XML Sitemap to the website for search engine crawlers

PC9. create internal links to the relevant pages of the website

PC10. create outbound links to other related external website pages

PC11. add engaging images / videos to the content to reduce bounce rate and increase time on site

Create final list of relevant keywords

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

PC7. optimize images on a page by using ALT Text and adding a proper caption

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. companys products / services offerings and positioning within the industry

KU2. primary target audience of the company for each product / service National Occupational

KU3. roles and responsibilities of each team member within the marketing operations

KU4. people to co-ordinate with to approve and finalize the search engine optimization plan

KU5. existing digital marketing efforts along with the campaigns performance

KU6. work with the on-page analysis and grading tools (like Moz On-Page Optimization Grader)

KU7. update the meta tags of a website page

KU8. add the heading tags within the content of a website page

KU9. create and add XML Sitemap of a website

KU10. create the internal links and outbound links

KU11. add ALT Text attribute and caption for an image

KU12. create URL slugs for the website pages

KU13. add multimedia files like images / videos on a page

Generic Skills (GS)

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

GS1. create report with the list of all on-page website issues along with the timelines to resolve them

GS2. create progress report for on-page optimization activities for sharing it with stakeholders

GS3. stay abreast with the latest trends and best practices for search engine optimization

GS4. be updated with the ongoing search engine algorithm updates and its effects on website rankings

GS5. read and understand the data provided by the on-page website analysis tools

GS6. communicate and collaborate with team members for on-page website optimization based on the set tasks and timelines

GS7. present the analysis and plan for doing on-page optimization to the key stakeholders

GS8. plan and prioritize tasks based on the degree of impact of the on-page issues identified

GS9. organize and interpret data in a detailed and organized manner for the future use

GS10. manage and meet project / task deadlines successfully

GS11. analyze the impact of on-going search engine algorithm updates on the on-page factors of a website

GS12. decide on which issues needs to be prioritized and resolved first based on its impact on the website

GS13. analyze technical issues related to the website which is affecting the visibility and rankings of website in the search results

GS14. analyze the data to find the most critical on-page website issues

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Identify the on-page issues of a website	**10**	**20**	**-**	**-**
PC1. use the on-page website analysis tools to identify the issues	3	7	-	-
PC2. sort the issues from most critical to least critical so that they can be prioritized and resolved accordingly	3	7	-	-
PC3. set the timelines for resolving each identified websites on-page issue	4	6	-	-
Perform on-page optimization activities	**17**	**43**	**-**	**-**
PC4. create meta tags including the title and description of all website pages	3	7	-	-
PC5. optimize the URLs of website pages by including the primary keyword in it	3	7	-	-
PC6. include heading tags (like H1, H2 etc.) in the content of all pages	3	7	-	-
PC8. create and add XML Sitemap to the website for search engine crawlers	2	8	-	-
PC9. create internal links to the relevant pages of the website	2	8	-	-
PC10. create outbound links to other related external website pages	2	3	-	-
PC11. add engaging images / videos to the content to reduce bounce rate and increase time on site	2	3	-	-
Create final list of relevant keywords	**3**	**7**	**-**	**-**
PC7. optimize images on a page by using ALT Text and adding a proper caption	3	7	-	-
NOS Total	**30**	**70**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0718
NOS Name	Implement on-page optimization
Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Marketing / Advertising Sales / Traffic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	11/03/2019
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022

MES/N0719: Implement off-page optimization

Description

This OS unit is about doing the off-page search engine optimization and carry out link building activities to improve the rankings of a website

Scope

The scope covers the following :

- This OS unit is about doing the off-page search engine optimization and carry out link building activities to improve the rankings of a website
- Do off-page analysis of competitors
- Perform off-page optimization activities

Elements and Performance Criteria

Do off-page analysis of competitors

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

PC1. find out the backlinks profile of the websites of key competitors

PC2. check the domain and page authority of competitors website

PC3. find the alexa rankings and website traffic statistics of key competitors

PC4. create a comparison report to analyze companys position against competitors

Perform off-page optimization activities

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

PC5. do guest postings on relevant blogs / websites to get high quality backlinks

PC6. upload online press releases on high quality and page rank portals

PC7. create and share high quality infographics on relevant online platforms

PC8. participate in discussions on forums and Question Answer (QA) portals

PC9. promote content on social media platforms to generate brand mentions, social shares, reviews, likes and comments

PC10. create and upload high quality videos on search engine and other video submission sites

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. about the companys products / services offerings and positioning within the industry

KU2. primary target audience of the company for each product / service

KU3. roles and responsibilities of each team member within the marketing operations

KU4. people to co-ordinate with, to approve and finalize the search engine optimization plan

KU5. existing digital marketing efforts along with the campaigns performance

KU6. work with backlinks analysis tools like SEMRush

KU7.   check the domain and page authority of a website

KU8.   check the alexa rankings and website traffic of a website

KU9.   upload videos on search engine and other video submission sites

KU10. identify the do-follow and no-follow backlinks

KU11. upload infographics on image submission sites

KU12. find relevant blogs / websites for bloggers outreach campaigns

Generic Skills (GS)

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

GS1.   participate in the discussion forums and QA portals by sharing helpful content

GS2.   document the findings and create competitor comparison report

GS3.   write the description of the videos and captions for social media posts

GS4.   communicate with blog / website owners through emails

GS5.   stay abreast with the latest trends and best practices for search engine optimization

GS6.   be updated with the ongoing search engine algorithm updates and its effects on website rankings

GS7.   read and understand the data provided by the off-page and backlinks analysis tools

GS8.   communicate with blog / website owners to publish a review about the products or services offered by the company

GS9.   collaborate with relevant people in the team to support the off-page optimization process such as content creation and promotion

GS10. plan and prioritize tasks based on their importance and expected outcome

GS11. manage and meet project / task deadlines successfully

GS12. organize and interpret data in a detailed and organized manner for future use by other team members

GS13. decide upon the tasks that need to be prioritized while performing off-page optimization process

GS14. check the quality of backlinks and removal of low quality and spam backlinks

GS15. analyze the backlinks profile of competitors and identify the highest quality backlinks which is helping them in achieving higher rankings

GS16. analyze the impact of on-going search engine algorithm updates on the off-page optimization factors of a website

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Do off-page analysis of competitors	**11**	**29**	-	-
PC1. find out the backlinks profile of the websites of key competitors	2	8	-	-
PC2. check the domain and page authority of competitors website	2	8	-	-
PC3. find the alexa rankings and website traffic statistics of key competitors	4	6	-	-
PC4. create a comparison report to analyze companys position against competitors	3	7	-	-
Perform off-page optimization activities	**19**	**41**	-	-
PC5. do guest postings on relevant blogs / websites to get high quality backlinks	3	7	-	-
PC6. upload online press releases on high quality and page rank portals	4	6	-	-
PC7. create and share high quality infographics on relevant online platforms	2	8	-	-
PC8. participate in discussions on forums and Question Answer (QA) portals	4	6	-	-
PC9. promote content on social media platforms to generate brand mentions, social shares, reviews, likes and comments	3	7	-	-
PC10. create and upload high quality videos on search engine and other video submission sites	3	7	-	-
NOS Total	**30**	**70**	-	-

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0719
NOS Name	Implement off-page optimization
Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Marketing / Advertising Sales / Traffic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	11/03/2019
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022

MES/N0720: Track rankings and prepare reports

Description

This OS unit is about tracking the keyword rankings and preparing the performance reports of search engine optimization projects for the stakeholders.

Elements and Performance Criteria

Create the keyword rankings report

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

PC1. track the rankings of keywords in search results using the available keyword tracking tools

PC2. analyze the keyword tracking results and compare it with the key competitors

PC3. create a report summarizing the performance of search engine optimization activities and its impact on keyword rankings

Create the website traffic and conversion report

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

PC4. document the website traffic and conversions through organic channels by using the web analytics tools

PC5. analyze the website traffic results and compare it with the key competitors

Perform off-page optimization activities

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

PC6. create a report summarizing the impact of search engine optimization activities on the website traffic and conversions from the organic channel

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. about the companys products / services offerings and positioning within the industry

KU2. primary target audience of the company for each product / service

KU3. roles and responsibilities of each team member within the marketing operations

KU4. track the keyword rankings using the available tracking tools

KU5. use web analytics tools to track website traffic and conversions

KU6. work with MS Excel to maintain tracking data and create reports

KU7. work with MS PowerPoint to create the analysis summary for the stakeholders

Generic Skills (GS)

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

GS1. document the data provided by the tracking tools and create the keyword tracking report

GS2. document the data provided by the web analytics tools and create the website traffic and conversion report

GS3. read and analyze the data provided by the available keyword tracking tools

GS4. read and understand the data provided by the available web analytics tools

GS5. stay abreast with the latest trends and best practices for search engine optimization

GS6. be updated with the ongoing search engine algorithm updates and its effects on website rankings

GS7. collaborate with relevant people in the team to collect all the data to prepare reports and presentations

GS8. present the keywords ranking traffic report to the stakeholders

GS9. present the website traffic and conversion report to the stakeholders

GS10. decide upon the frequency of reports so that it can be planned and created accordingly

GS11. analyze and interpret the quantitative data from the keyword tracking and web analytics tools

GS12. plan the timelines and frequency of the reports and presentations

GS13. address comments on final reports and presentations and make the changes accordingly

GS14. analyze the impact of on-going search engine algorithm updates on the search engine optimization process

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Create the keyword rankings report	**17**	**33**	**-**	**-**
PC1. track the rankings of keywords in search results using the available keyword tracking tools	5	10	-	-
PC2. analyze the keyword tracking results and compare it with the key competitors	5	10	-	-
PC3. create a report summarizing the performance of search engine optimization activities and its impact on keyword rankings	7	13	-	-
Create the website traffic and conversion report	**10**	**25**	**-**	**-**
PC4. document the website traffic and conversions through organic channels by using the web analytics tools	7	13	-	-
PC5. analyze the website traffic results and compare it with the key competitors	3	12	-	-
Perform off-page optimization activities	**3**	**12**	**-**	**-**
PC6. create a report summarizing the impact of search engine optimization activities on the website traffic and conversions from the organic channel	3	12	-	-
NOS Total	**30**	**70**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0720
NOS Name	Track rankings and prepare reports
Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Marketing
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	11/03/2019
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022

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

Description

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

Scope

The scope covers the following :

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

Elements and Performance Criteria

Introduction to Employability Skills

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

PC1. identify employability skills required for jobs in various industries

PC2. identify and explore learning and employability portals

Constitutional values – Citizenship

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

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

PC4. follow environmentally sustainable practices

Becoming a Professional in the 21st Century

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

PC5. recognize the significance of 21st Century Skills for employment

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

Basic English Skills

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

PC7.   use basic English for everyday conversation in different contexts, in person and over the telephone

PC8.   read and understand routine information, notes, instructions, mails, letters etc. written in English

PC9.   write short messages, notes, letters, e-mails etc. in English

Career Development & Goal Setting

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

PC10. understand the difference between job and career

PC11. prepare a career development plan with short- and long-term goals, based on aptitude

Communication Skills

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

PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings

PC13. work collaboratively with others in a team

Diversity & Inclusion

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

PC14. communicate and behave appropriately with all genders and PwD

PC15. escalate any issues related to sexual harassment at workplace according to POSH Act

Financial and Legal Literacy

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

PC16. select financial institutions, products and services as per requirement

PC17. carry out offline and online financial transactions, safely and securely

PC18. identify common components of salary and compute income, expenses, taxes, investments etc

PC19. identify relevant rights and laws and use legal aids to fight against legal exploitation

Essential Digital Skills

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

PC20. operate digital devices and carry out basic internet operations securely and safely

PC21. use e- mail and social media platforms and virtual collaboration tools to work effectively

PC22. use basic features of word processor, spreadsheets, and presentations

Entrepreneurship

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

PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research

PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion

PC25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity

Customer Service

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

PC26. identify different types of customers

PC27. identify and respond to customer requests and needs in a professional manner.

PC28. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

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

PC29. create a professional Curriculum vitae (Résumé)

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

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

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

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

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

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

KU2. various constitutional and personal values

KU3. different environmentally sustainable practices and their importance

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

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

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

KU7. about effective communication

KU8. POSH Act

KU9. Gender sensitivity and inclusivity

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

KU11. how to compute income and expenditure

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

KU13. different legal rights and laws

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

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

KU16. how to identify business opportunities

KU17. types and needs of customers

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

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

Generic Skills (GS)

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

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

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

GS3. behave politely and appropriately with all

GS4. how to work in a virtual mode

GS5. perform calculations efficiently

GS6. solve problems effectively

GS7. pay attention to details

GS8. manage time efficiently

GS9. maintain hygiene and sanitization to avoid infection

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Employability Skills	1	1	-	-
PC1. identify employability skills required for jobs in various industries	-	-	-	-
PC2. identify and explore learning and employability portals	-	-	-	-
Constitutional values – Citizenship	1	1	-	-
PC3. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-	-	-
PC4. follow environmentally sustainable practices	-	-	-	-
Becoming a Professional in the 21st Century	2	4	-	-
PC5. recognize the significance of 21st Century Skills for employment	-	-	-	-
PC6. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-
Basic English Skills	2	3	-	-
PC7. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-
PC8. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
PC9. write short messages, notes, letters, e-mails etc. in English	-	-	-	-
Career Development & Goal Setting	1	2	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. understand the difference between job and career	-	-	-	-
PC11. prepare a career development plan with short- and long-term goals, based on aptitude	-	-	-	-
Communication Skills	**2**	**2**	**-**	**-**
PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-	-	-
PC13. work collaboratively with others in a team	-	-	-	-
Diversity & Inclusion	**1**	**2**	**-**	**-**
PC14. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC15. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
Financial and Legal Literacy	**2**	**3**	**-**	**-**
PC16. select financial institutions, products and services as per requirement	-	-	-	-
PC17. carry out offline and online financial transactions, safely and securely	-	-	-	-
PC18. identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
PC19. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
Essential Digital Skills	**3**	**4**	**-**	**-**
PC20. operate digital devices and carry out basic internet operations securely and safely	-	-	-	-
PC21. use e- mail and social media platforms and virtual collaboration tools to work effectively	-	-	-	-
PC22. use basic features of word processor, spreadsheets, and presentations	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Entrepreneurship	**2**	**3**	**-**	**-**
PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
PC25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
Customer Service	**1**	**2**	**-**	**-**
PC26. identify different types of customers	-	-	-	-
PC27. identify and respond to customer requests and needs in a professional manner.	-	-	-	-
PC28. follow appropriate hygiene and grooming standards	-	-	-	-
Getting ready for apprenticeship & Jobs	**2**	**3**	**-**	**-**
PC29. create a professional Curriculum vitae (Résumé)	-	-	-	-
PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
PC31. apply to identified job openings using offline /online methods as per requirement	-	-	-	-
PC32. answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
NOS Total	**20**	**30**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0102
NOS Name	Employability Skills (60 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	4
Credits	2
Version	1.0
Last Reviewed Date	NA
Next Review Date	20/11/2025
NSQC Clearance Date	20/11/2020

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each Element/ PC.

2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.

3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).

5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.

6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.

7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

सत्यमेव जयते
GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

Minimum Aggregate Passing % at QP Level : 70

(**Please note**: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
MES/N0104.Maintain workplace health and safety	46	54	-	-	100	10
MES/N0717.Research and create list of keywords	30	70	-	-	100	15
MES/N0718.Implement on-page optimization	30	70	-	-	100	20
MES/N0719.Implement off-page optimization	30	70	0	0	100	20
MES/N0720.Track rankings and prepare reports	30	70	-	-	100	25
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	-	-	50	10
Total	**186**	**364**	**-**	**-**	**550**	**100**

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

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.
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.
VISUAL STYLE	Visual style comprises the look or appearance of the production including the lighting, colours, shadows, sets, costumes, locations and the way they will be captured on screen.
CREATIVE BRIEF	Creative brief is a document that captures the key questions that serve as a guide for the production including the vision, objective of the project, target audience, timelines, budgets, milestones, stakeholders etc.
SHOOT SCHEDULE	Shoot schedule is a listing of the sequences/shots that need to be captured on each shoot day
MULTI CAMERA	Multi-camera is a method of shooting where multiple cameras are used to simultaneously capture different views/images
BUDGET	Budget is an estimate of the total cost of production that may include a break-up of cost components
TIMELINES	Timelines is a listing of dates by which the production milestones/stages need to be completed
CONTINUITY	Continuity represents the seemless transition from one shot to another
SCRIEPT	Script is a structured narrative of a story

SCREENPLAY	Screenplay is the script coupled with key characteristics of the scene and directions for acting
POST-PRODUCTION	Post-production is the final finishing phase of the production, where the raw footage is edited, special effects are added, music and sound are integrated, colour correction is done etc.
COLOUR GRADING	Colour grading is the process of enhancing and correcting the colours of the final production
DIGITAL INTERMEDIATE	Digital intermediate is the process where a film is digitised and the colour and image characteristics are modified
RECCE	Recce is a detailed visual and technical assessment of the attributes and suitability of a particular location for the shoot, usually through a personal visit
GRIPS	Grips is the department that specialises in mounting the camera on to tripods, dollies, cranes and other platforms for shoots
JIB	Jib is a device used for the movement of camera and operates like a see-saw, with the camera at one end and the camera controls at the other
LENSES	Lenses are used to capture images and are attached on to the body of the camera
FILTERS	Filters are used to alter the properties of light entering the camera lens. They are also used to create a number of special effects
DOLLY	Dolly is a platform with wheels on which the camera can be mounted and moved around during the shoots
MAGAZINES	Magazines are compartments within a camera that are used to hold the film tape
CLAPPER BOARDS	Clapper board is a slate that has information pertaining to each shot, used as a guide to mark shots and aid matching image with sounds
FOCUS LENGTH	Focus length is the angle of view from the lens
FRAMING	Framing is how the artists, objects, sets, locations etc. are positioned within the camera view for a single shot
MASTER SHOT	Also known as a cover shot, this shot is a long sequence that establishes an overview and aids assembly of smaller, closer shots with details