

Qualification Pack



Content Strategist

QP Code: MES/Q2506

Version: 1.0

NSQF Level: 5

Media & Entertainment Skills Council || Commercial premises No Ja522, 5th Floor, DLF Tower A, Jasola,
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Qualification Pack

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MES/Q2506: Content Strategist

Brief Job Description

The core function of the job is developing a content strategy based on a company's or client's business objectives and a customer's or end user's needs. Creative professionals in this role oversee content requirements and create content strategy deliverables across a project life cycle.

Personal Attributes

Individual at this constitutes planning, designing, creating, editing, and publishing relevant content based on the company's business objectives and users' needs.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [MES/N0104: Maintain Workplace Health & Safety](#)
2. [MES/N2530: Plan and develop content strategies that use content](#)
3. [MES/N2531: Develop Content for suitable Media](#)
4. [MES/N2532: Market the content](#)

Qualification Pack (QP) Parameters

Sector	Media & Entertainment
Sub-Sector	Digital, Media and Entertainment
Occupation	Asset Creation, Editing, Production, Screen/Script Writing
Country	India
NSQF Level	5
Credits	28
Aligned to NCO/ISCO/ISIC Code	NCO-2015/2654.0700



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Minimum Educational Qualification & Experience	Diploma (after class 12th) with 2 Years of experience OR Graduate with 2 Years of experience OR 12th Class with 5 Years of experience
Minimum Level of Education for Training in School	10th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	22 Years
Last Reviewed On	NA
Next Review Date	31/03/2027
NSQC Approval Date	31/03/2022
Version	1.0
Reference code on NQR	2022/ME/MESC/05694
NQR Version	1.0

Remarks:

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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 through 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:

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



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GS22. Apply balanced judgments in different situations

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Understanding the health, safety and security risks prevalent in the workplace</i>	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	-	-
<i>Knowing the people responsible for health and safety and the resources available</i>	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	-	-
<i>Identifying and reporting risks</i>	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 through precautionary measures	5	5	-	-
PC9. identify and recommend opportunities for improving health, safety, and security to the designated person	3	2	-	-

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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	-	-
<i>Complying with procedures in the event of an emergency</i>	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	-	-

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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	2
Version	1.0
Last Reviewed Date	30/12/2021
Next Review Date	31/03/2027
NSQC Clearance Date	31/03/2022

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MES/N2530: Plan and develop content strategies that use content

Description

This OS unit is about ways of planning, designing, creating, editing, and publishing relevant content based on the company's business objectives and users' needs

Scope

The scope covers the following :

- Demonstrate ways of planning, designing, creating, editing, and publishing relevant content based on the company's business objectives and users' needs
- Prepare editorial strategy

Elements and Performance Criteria

Plan content strategies that use content

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

- PC1.** Constitutes planning, designing, creating, editing, and publishing relevant content based on the company's business objectives and users' needs
- PC2.** Combine knowledge and experience in digital marketing, content creation, and user experience design
- PC3.** Analyse Digital Media management and content type in line with related trends
- PC4.** Improve the website and increase traffic, while helping to build brand equity
- PC5.** Lays out the goals of content, what type of content is best suited to achieve those goals, and how to create, distribute, and measure the performance of it.
- PC6.** Define what key messages will be a focus throughout the user or brand experience, plus how and when those messages will be used
- PC7.** Defines how the site or campaign will be structured and what information will be included
- PC8.** Crafting the actual words to persuade and engage the end users to drive them to those goals
- PC9.** Conducting audience research and studying available data to understand what new content to produce and why
- PC10.** Planning content ideas that tie back to business goals and target audience needs.

Prepare editorial strategy

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

- PC11.** Performing extensive research and analysis on consumer thoughts and trends
- PC12.** Collaborating with content management teams, creative teams, and writers to implement the strategy
- PC13.** Overseeing writing style and tone for all content
- PC14.** Develop editorial strategy, so content is consistent across all delivery platforms
- PC15.** Ensuring that content strategy meets business objectives

Knowledge and Understanding (KU)

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The individual on the job needs to know and understand:

- KU1.** content production process followed by the organization
- KU2.** creative vision and elements of production relevant to his/her job role
- KU3.** project pipeline/schedule and timelines relevant to the campaign
- KU4.** combine knowledge and experience in digital marketing, content creation, and user experience design
- KU5.** how to organize the collected data
- KU6.** how to present the visualized data and collect feedback
- KU7.** how to use the elements and principles of design
- KU8.** how to create digital design layouts
- KU9.** implication of the format on the quality of the end-product

Generic Skills (GS)

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

- GS1.** document notes on the process and arrange them in a professional manner
- GS2.** document notes and project specifications for guidance and reference
- GS3.** read and understand the script and determine requirements
- GS4.** research attributes of the genre, language, culture, region of the production to determine aspects that need to be reflected in the final output
- GS5.** understand the creative vision and technical requirements that need to be complied with the brief
- GS6.** discuss interim/final work with peers and superiors and solicit their feedback
- GS7.** liaise with relevant people in a way that supports the production process
- GS8.** plan and prioritize work according to the requirements
- GS9.** finalize the design as per the project requirement
- GS10.** check that own and/or peer's work meets customer requirements.
- GS11.** work effectively in a customer facing environment.
- GS12.** address comments on the interim/final work-products and make changes accordingly
- GS13.** have a keen eye for detail and maintain an aesthetic sense towards colour, shapes, forms and software capabilities of the final output while planning the workflow and tools required.
- GS14.** appraise the quality of own work to ensure it is in line with the expected quality standards

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Plan content strategies that use content</i>	20	70	-	-
PC1. Constitutes planning, designing, creating, editing, and publishing relevant content based on the company's business objectives and users' needs	2	-	-	-
PC2. Combine knowledge and experience in digital marketing, content creation, and user experience design	2	-	-	-
PC3. Analyse Digital Media management and content type in line with related trends	2	-	-	-
PC4. Improve the website and increase traffic, while helping to build brand equity	2	-	-	-
PC5. Lays out the goals of content, what type of content is best suited to achieve those goals, and how to create, distribute, and measure the performance of it.	2	-	-	-
PC6. Define what key messages will be a focus throughout the user or brand experience, plus how and when those messages will be used	2	-	-	-
PC7. Defines how the site or campaign will be structured and what information will be included	2	-	-	-
PC8. Crafting the actual words to persuade and engage the end users to drive them to those goals	2	-	-	-
PC9. Conducting audience research and studying available data to understand what new content to produce and why	2	-	-	-
PC10. Planning content ideas that tie back to business goals and target audience needs.	2	-	-	-
<i>Prepare editorial strategy</i>	10	-	-	-
PC11. Performing extensive research and analysis on consumer thoughts and trends	2	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. Collaborating with content management teams, creative teams, and writers to implement the strategy	2	-	-	-
PC13. Overseeing writing style and tone for all content	2	-	-	-
PC14. Develop editorial strategy, so content is consistent across all delivery platforms	2	-	-	-
PC15. Ensuring that content strategy meets business objectives	2	-	-	-
NOS Total	30	70	-	-



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National Occupational Standards (NOS) Parameters

NOS Code	MES/N2530
NOS Name	Plan and develop content strategies that use content
Sector	Media & Entertainment
Sub-Sector	Digital, Media and Entertainment
Occupation	Asset Creation
NSQF Level	5
Credits	8
Version	1.0
Last Reviewed Date	NA
Next Review Date	31/03/2027
NSQF Clearance Date	31/03/2022

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MES/N2531: Develop Content for suitable Media

Description

This OS unit is about designing/Creating content based on the script defined and the media to be used.

Scope

The scope covers the following :

- Design/Create content based on the script defined and media to be used.
- Display ways to strategize and improve content delivery and promotion

Elements and Performance Criteria

Design/Create content based on the script

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

- PC1.** Connect with clients and generate leads by presenting relevant content
- PC2.** Carry out plan, research, creation, curation on content / subject line
- PC3.** Strategizing and improving content delivery and promotion
- PC4.** Creating specifications and content appropriate for the brand's customer personas
- PC5.** Writes the content, wherever that content may go

Strategize and improve content delivery and promotion

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

- PC6.** Collaborating with content management teams, creative teams, and writers to implement the strategy
- PC7.** Maintaining consistency in content production by developing a key brand message and content value proposition, creating brand voice guidelines, style guides, accessibility guidelines, and related templates
- PC8.** Overseeing writing style and tone for all content
- PC9.** Design/Draft the content as per script defined
- PC10.** Compare and analyse the content available at digital media to avoid duplicity and useless content
- PC11.** Analyse content in trend and research on presentable format of content

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** content production process followed by the organization
- KU2.** creative vision and elements of production relevant to his/her job role
- KU3.** project pipeline/schedule and timelines relevant to the campaign
- KU4.** combine knowledge and experience in digital marketing, content creation, and user experience design

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- KU5.** how to organize the collected data
- KU6.** how to present the visualized data and collect feedback
- KU7.** how to use the elements and principles of design
- KU8.** how to create digital design layouts
- KU9.** implication of the format on the quality of the end-product

Generic Skills (GS)

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

- GS1.** document notes on the process and arrange them in a professional manner
- GS2.** document notes and project specifications for guidance and reference
- GS3.** read and understand the script and determine requirements
- GS4.** research attributes of the genre, language, culture, region of the production to determine aspects that need to be reflected in the final output
- GS5.** understand the creative vision and technical requirements that need to be complied with the brief
- GS6.** discuss interim/final work with peers and superiors and solicit their feedback
- GS7.** liaise with relevant people in a way that supports the production process
- GS8.** plan and prioritize work according to the requirements
- GS9.** finalize the design as per the project requirement
- GS10.** check that own and/or peer's work meets customer requirements.
- GS11.** work effectively in a customer facing environment.
- GS12.** address comments on the interim/final work-products and make changes accordingly
- GS13.** have a keen eye for detail and maintain an aesthetic sense towards colour, shapes, forms and software capabilities of the final output while planning the workflow and tools required.
- GS14.** appraise the quality of own work to ensure it is in line with the expected quality standards

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Design/Create content bason on the script</i>	24	63	-	-
PC1. Connect with clients and generate leads by presenting relevant conten	5	-	-	-
PC2. Carry out plan, research, creation, curation on content / subject line	5	-	-	-
PC3. Strategizing and improving content delivery and promotion	4	-	-	-
PC4. Creating specifications and content appropriate for the brand's customer personas	5	-	-	-
PC5. Writes the content, wherever that content may go	5	-	-	-
<i>Strategize and improve content delivery and promotion</i>	13	-	-	-
PC6. Collaborating with content management teams, creative teams, and writers to implement the strategy	3	-	-	-
PC7. Maintaining consistency in content production by developing a key brand message and content value proposition, creating brand voice guidelines, style guides, accessibility guidelines, and related templates	2	-	-	-
PC8. Overseeing writing style and tone for all content	2	-	-	-
PC9. Design/Draft the content as per script defined	2	-	-	-
PC10. Compare and analyse the content available at digital media to avoid duplicity and useless content	2	-	-	-
PC11. Analyse content in trend and research on presentable format of content	2	-	-	-
NOS Total	37	63	-	-



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National Occupational Standards (NOS) Parameters

NOS Code	MES/N2531
NOS Name	Develop Content for suitable Media
Sector	Media & Entertainment
Sub-Sector	Digital, Media and Entertainment
Occupation	Asset Creation
NSQF Level	5
Credits	10
Version	1.0
Last Reviewed Date	NA
Next Review Date	31/03/2027
NSQF Clearance Date	31/03/2022

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MES/N2532: Market the content

Description

This OS unit is about strategizing and improve content delivery and promotion and ways to market the content

Scope

The scope covers the following :

- Demonstrate ways to market the content and analyze content marketing strategy
- Display how to strategize and improve content delivery and promotion

Elements and Performance Criteria

Design/Create content based on the script defined and media to be used

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

- PC1.** Developing editorial strategy
- PC2.** Tracking and calculating content ROI
- PC3.** Ensuring that content strategy meets business objectives
- PC4.** Analyzing content marketing strategy to evaluate whether it's working or not
- PC5.** Strategizing and improving content delivery and promotion
- PC6.** Setting up and maintaining a streamlined content workflow and editorial calendar for content operation and production

Strategize and improve content delivery and promotion

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

- PC7.** Distributing content on various channels including social media while also getting feedback on it
- PC8.** Promote the content using other media to increase viewers and publish the content
- PC9.** Repurposing and updating/refreshing content to get more mileage from content your team creates and ensuring all content is up to date to offer the most value to the target audience
- PC10.** Oversee the team activity and PPC (pay per click)

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** content production process followed by the organization
- KU2.** creative vision and elements of production relevant to his/her job role
- KU3.** project pipeline/schedule and timelines relevant to the campaign
- KU4.** combine knowledge and experience in digital marketing, content creation, and user experience design
- KU5.** how to organize the collected data



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- KU6.** how to present the visualized data and collect feedback
- KU7.** how to use the elements and principles of design
- KU8.** how to create digital design layouts
- KU9.** implication of the format on the quality of the end-product

Generic Skills (GS)

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

- GS1.** document notes on the process and arrange them in a professional manner
- GS2.** document notes and project specifications for guidance and reference
- GS3.** read and understand the script and determine requirements
- GS4.** research attributes of the genre, language, culture, region of the production to determine aspects that need to be reflected in the final output
- GS5.** understand the creative vision and technical requirements that need to be complied with the brief
- GS6.** discuss interim/final work with peers and superiors and solicit their feedback
- GS7.** liaise with relevant people in a way that supports the production process
- GS8.** plan and prioritize work according to the requirements
- GS9.** finalize the design as per the project requirement
- GS10.** check that own and/or peer's work meets customer requirements.
- GS11.** work effectively in a customer facing environment.
- GS12.** address comments on the interim/final work-products and make changes accordingly
- GS13.** have a keen eye for detail and maintain an aesthetic sense towards colour, shapes, forms and software capabilities of the final output while planning the workflow and tools required.
- GS14.** appraise the quality of own work to ensure it is in line with the expected quality standards

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Design/Create content based on the script defined and media to be used</i>	30	50	-	-
PC1. Developing editorial strategy	5	-	-	-
PC2. Tracking and calculating content ROI	5	-	-	-
PC3. Ensuring that content strategy meets business objectives	5	-	-	-
PC4. Analyzing content marketing strategy to evaluate whether it's working or not	5	-	-	-
PC5. Strategizing and improving content delivery and promotion	5	-	-	-
PC6. Setting up and maintaining a streamlined content workflow and editorial calendar for content operation and production	5	-	-	-
<i>Strategize and improve content delivery and promotion</i>	20	-	-	-
PC7. Distributing content on various channels including social media while also getting feedback on it	5	-	-	-
PC8. Promote the content using other media to increase viewers and publish the content	5	-	-	-
PC9. Repurposing and updating/refreshing content to get more mileage from content your team creates and ensuring all content is up to date to offer the most value to the target audience	5	-	-	-
PC10. Oversee the team activity and PPC (pay per click)	5	-	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	MES/N2532
NOS Name	Market the content
Sector	Media & Entertainment
Sub-Sector	Digital, Media and Entertainment
Occupation	Asset Creation
NSQF Level	5
Credits	8
Version	1.0
Last Reviewed Date	NA
Next Review Date	31/03/2027
NSQC Clearance Date	31/03/2022

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each 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 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 this criterion.
6. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.



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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 & Safety	50	50	-	-	100	15
MES/N2530.Plan and develop content strategies that use content	30	70	-	-	100	30
MES/N2531.Develop Content for suitable Media	37	63	-	-	100	25
MES/N2532.Market the content	50	50	-	-	100	30
Total	167	233	-	-	400	100



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Acronyms

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

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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.

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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.