**NSDA Reference**

To be Added by NSDA

CONTACT DETAILS OF THE AWARDING BODY FOR THE QUALIFICATION

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| 1. **Name and address of awarding body:**   **National Academy of RUDSETI**  **Chitrapur Bhavan**  **15th Cross, 8th Main**  **Malleswaram**  **Bengaluru- 560 055**  **Ph: 080- 2346 2875**  **Email:** [**info@rudsetacademy.org**](mailto:info@rudsetacademy.org)   1. **Name and contact details of the Individual dealing with the submission:**   **Name: Sri. R. R. Singh**  **Position in the Organization**: **Director General**  **Address:** Same as above  **Email:** [**dg@rudsetacademy.org**](mailto:dg@rudsetacademy.org)   1. **List of Documents submitted in support of the Qualifications file (Annexure)** 2. **About National Academy of RUDSET** 3. **RUDSETI Model of Entrepreneurship Development** 4. **Curriculum document /Syllabus** 5. **Session Plan** 6. **Bank wise list of RSETIs** 7. **Research Studies regarding RUDSETI/RSETI** |

**SUMMARY**

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| **Qualification Title : Vastra Chitra Kala Udyami (Embroidery and Fabric Painting Entrepreneur)** |
| **Qualification Code: NARQ40014 – PROCESS** |
| **Nature and Purpose of Qualification:**  Qualification enables the trainee to engage in embroidery and fabric painting work both as self employment and also set up a unit to do embroidery using machines and employing workers.  According to NSSO Data (2013) among workers in rural areas, 54.2% are self-employed and 38.6% work as casual labor, where as only 7.2% have regular wage employment. Most of the self employed are engaged in agriculture and have very little formal skills both in farm and non-farm occupations. Hence, the need to skill rural youth so that the next generation of workers become skilled, productive and contribute positively for the growth of the economy.  On gaining technical skills and skill in entrepreneurship, the candidates trained in this qualification can start their own Photo Studio and also take up outdoor photo and video recording assignments. There is increasing demand for this service especially for private (domestic) and public events in the rural areas and small towns. On becoming an entrepreneur the candidate trained in this qualification will initially promote a micro-enterprise which can gradually grow to become a small and later medium scale enterprise. The Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs are playing a crucial role in providing large employment opportunities at comparatively lower capital cost than large industries. They are also contributing in a significant manner to the industrialization and development of rural and backward areas. This helps to reduce regional disparities and provides for a more equitable distribution of national income and wealth. MSMEs contribute enormously to the socio-economic development of the country. This sector today consists of 36 million units and provides employment to over 80 million persons. The Sector through more than 6,000 products contributes about 8% to GDP besides 45% to the total manufacturing output and 40% to the exports from the country. The MSME sector has the potential to spread industrial growth across the country and can be a major partner in the process of inclusive growth. The Micro, Small and Medium enterprises contribute to over. Entrepreneurship, and resultant creation of employment and wealth, is a major mean for inclusive development. A programme which is conducted with a motive to promote potential entrepreneurs, understanding of motives, motivational pattern, their impact on behavior and entrepreneurial value is termed as entrepreneurial development programme. |
| **Body/bodies which will award the Qualification: National Academy of RUDSETI, Bengaluru**  The National Academy of RUDSETI was established in April 2009 in response to an emerging need for capacity building and mentoring of more than 585 Rural Self Employment Training Institutes (RSETIs) established in each district of the country as joint venture between different Banks and the Ministry of Rural Development, Government of India to work as National Level Resource Organization for RUDSETIs and RSETIs and other similar type of Institutes   1. To design and conduct training programmes and undertake project in Enterprise Promotion, Rural Development, Technology Transfer and imparting Human Resource Development (HRD) concepts. 2. To conduct research and development work in the field of Entrepreneurship Development 3. To act as a advisory to policy makers relating to Enterprise Promotion and Rural Development (for Government /NGOs/ Other Organizations / Financial Institutions /Corporate Entities / Central Secretariat, RUDSETI) 4. To take up any other activities connected with Rural Development and Entrepreneurship Development and Rural Development. 5. To provide Consultancy and Counseling Services in the field of Entrepreneurship Development and Rural Development. 6. Any other activity aimed at Development of Entrepreneurship, Rural Development and serving the society at large.   (See Annexure I for a complete profile of NAR and Annexure II for RUDSETI model of Entrepreneurship Development) |
| **Body which will accredit providers to offer courses leading to the qualification:**  National Academy of RUDSETI, Bengaluru |
| **Body which will be responsible for assessment:**  National Academy of RUDSETI, Bengaluru |
| **Occupation(s) to which the qualification gives access:**  This qualification provides access to the trainee to engage in cloth embroidery and fabric painting work and thereby cater to the growing demand of fashion clothing and home furnishing. Besides skills in this field the qualification will give access to the trainee to:   1. Acquire and internalize the required Entrepreneurial Competencies (skill as well as attitude). 2. Knowledge and techniques for identifying the business opportunities, selection of an entrepreneurial activity, launching of the venture and skills for managing a Micro Enterprise. 3. Build confidence in one’s own abilities |
| **Level of the qualification in NSQF:**  Level 4 |
| **Anticipated volume of training / learning required to complete the qualification:**  240 hours  See Annexure III for Curriculum document and annexure IV for Session Plan. |
| **Entry Requirements and/or recommendations**  Candidates in the age group of 18 to 45 years having inclination for taking up embroidery and fabric painting as a self employment occupation and aspiring to become entrepreneurs. |
| **Progression from the qualification:**  This qualification will enable the trainees to become self employed. The will be able to set up their own embroidery and fabric painting unit. In due course they will graduate to become an entrepreneur through expansion thereby providing employment to others also. |
| **Planned arrangements for the Recognition of Prior Learning (RPL):**  Not applicable |
| **International comparability where Known:**  **------** |

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| **Formal Structure of the Qualification** | | | |
| **Vastra Chitra Kala Udyami (Embroidery and Fabric Painting Entrepreneur)** | **Mandatory/**  **Optional** | **Estimated Size (learning hours)** | **Level** |
| **Professional Knowledge**  **A - Entrepreneurship**   1. Knowledge of self-confidence , attitude 2. Entrepreneurial competencies 3. Banking, insurance , financial accountancy and management 4. Legal aspects ,regulatory aspects of SMEs   **B – Technical Knowledge**   1. Hand Embroidery: Value addition to garment- Concept, types with various regional styles of embroidery. 2. Embroidery tools & equipment - Its applicability 3. Categories of basic stitches of hand embroidery techniques & application 4. Embroidery threads & their classification 5. Selection of threads & needles according to the textures & fabrics 6. Embroidery designing – obtaining design from books, internet and tracing methods 7. Machine embroidery -key features and operations 8. Machine embroidery - varieties of stitches 9. Fabric Painting - Value addition to garments: applicability & materials required 10. Colour mixing & brushes - methodology & types 11. Selection of cloths & painting 12. Shading techniques and its applications 13. Introduction to spray printing, Tools & equipment for spray printing 14. Paints and chemicals used for spray painting 15. Computer Literacy - Basics 16. Occupational Safety, Health and Environment Education | Mandatory  Mandatory | 32 hours  64 hours | Level 4  Level 4 |
| **Technical Skills**   1. Techniques of design tracing 2. Stitching techniques – 1 - Flat Stitches, running stitches, back stitches, stem stitches, satin stitches, Kashmiri stitch, couching stitch, cross stitch 3. Stitching techniques – 2 - Loop Stitches - chain stitch, lazy-daisy stitch, button hole stitch, blanket stitch, fishbone stitch, feather stitch, fly stitch 4. Stitching techniques – 3 - Knotted Stitches - French knot stitch, double knot stitch, bullion knot stitch 5. Combination of various forms of stitches 6. Machine embroidery – methods and techniques 7. Fabric Painting – sketching, selection of colors, brushes, etc. 8. Techniques in spray printing, Free hand method, Stenciling method 9. Finishing treatments for printed fabrics | Mandatory | 108 hours | Level 4 |
| **Core Skills**   1. Identify business opportunities in chosen sector 2. Conduct market survey and prepare simple business plan 3. Ability to plan and assess risk 4. Problem solving capabilities 5. Time management skills 6. Communication skills 7. Business Management skills | Mandatory | 34 hours | Level 4 |
| **Admission, Examination & Valedictory** | Mandatory | 6 hours | - |
| **Total Duration of the Course** | | **240 hours** | |

**SECTION 1 - ASSESSMENT**

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| **Body/Bodies which will carry out assessment:**  This qualification will be used by 585 RSETIs (list is furnished in Annexure IV) across the country which has been established in each district. These RSETIs are controlled by commercial banks (both Government owned and Private). NAR is a separate body and there is no linkage in management and control between the RSETIs offering the training and NAR which will conduct the assessment. The assessment of outcome of the qualification will be done by NAR which is an independent organization. It is run by professionals who are expert in rural entrepreneurship development. In NAR there will be a separate vertical similar to ‘Controller of Examinations’ in Universities, which will conduct the assessment through its empanelled assessors at the RSETI level. The empanelled assessors will be provided training by NAR.  **How will RPL assessment be managed and who will carry out?**  Not Applicable  **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 NSQF.**  Assessment tools for the Qualification are decided on the basis of composition of knowledge and skill in that particular Course. All assessments shall have at least two tools viz.1. Practical test and 2. Written test and/or Viva.   1. **Assessment process:**   The assessment will be primarily carried out by collecting evidence of competence gained by the trainees by observing them at work, asking questions and initiating formative discussions to assess understanding and by evaluating their practical work. The question papers for the theory Examinations contain objective/descriptive type questions, drawings etc.  **Minimum pass mark:** Overall 50% of marks allotted   1. **Testing and certifications for the course:**   Arrangements will be made by NAR to ensure that the evidence on which assessment / judgments made are comparable for all trainees and that the judgments made does not vary from assessor to assessor. Arrangements relating to the conduct and monitoring process of assessment are as follows:   * Questions papers will be prepared by NAR in consultation with vocation experts in the field. * Structured tests at the Institute level will be administered in the presence of the assessors. * The tests will be supervised and monitored at every Centre * Theory and practical Examinations will be carried out with invigilators/examiners with the overall supervision of the certified assessors. * Examiners called for evaluation of practical will have technical expertise in the field |

**ASSESSMENT EVIDENCE**

**Assessment & Evaluation:**

The trainees will be assessed through a structured test process. The test will comprise of both written, practical and viva voce. Standard question paper will be devised keeping in view the expected outcome of the training. The test will be administered by certified and empanelled assessors at RSETI level. The technical skill component will be tested through practical examination. Both of these tests will be followed by personal interview wherein the entrepreneurial competencies will be tested. The extent of internalization of the inputs given will be tested. The face-to-face interview will assess the overall ability of the trainee concerned to perform the defined job role including behavioral aspects of entrepreneurial competencies. On getting the results of these tests from the assessors at ground level, a senior expert in entrepreneurship at NAR, Bengaluru will review the marks and on his validation, system generated certificates will be issued to the successful candidates online.

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| **Entrepreneurship Development** | | | | | |
| **Assessable Outcomes** | **Performance Criteria** | **Total** | **Theory** | | **Practical** |
| 1. Candidate is clearly able to differentiate between Wage employment, Self-employment and Entrepreneurship 2. Understand, appreciate and develop the self-confidence for embarking on self-employment / entrepreneurship. 3. Understand and internalize entrepreneurial competencies and know their importance for becoming a successful entrepreneur. 4. Trainee is able to understand the legal and regulatory aspects of launching an enterprise. 5. Trainee is able to appreciate need for continuous growth and expansion of an enterprise 6. Trainee is able to analyze major trends in a given economic sector / sub-sector and identify Business Opportunities 7. Trainee is able to conduct market survey and develop sound Business Plans based on obtained data. 8. Develop effective personal management skills like time management and communication skills. 9. Knows to maintain simple books of accounts and prepare financial statement for small business 10. Trainees able to devise a simple marketing and sales strategies and plan for a small business 11. Trainees able to manage small team of workers required for managing a small business | **PC 1** – Understanding the Context and Need for Rural Entrepreneurship Development, Role of RSETIs | 1 | 1 | | 0 |
| **PC 2** – Developing Self Confidence and Positive Attitude (Micro Lab & Tower Building) | 2 | 1 | | 1 |
| **PC 3** – Comparative Advantages of Entrepreneurship and Self Employment over Wage Employment | 1 | 1 | | 0 |
| **PC 4** – Understanding and self-evaluation of Achievement Motivation and ways and improve motivation (SRQ) | 6 | 2 | | 4 |
| **PC 5** - Understanding and internalizing entrepreneurial competencies | 5 | 3 | | 2 |
| **PC 6** - Understanding the Concept of Risk Taking and Ability to do Risk Assessment (Ring Toss Game) | 3 | 1 | | 2 |
| **PC 7** - Understanding the importance of Systematic Planning and Efficiency Orientation (Boat Building) | 2 | 1 | | 1 |
| **PC 8** - Being able to understand the importance of Quality Assurance and Improvement in Business | 3 | 1 | | 1 |
| **PC 9** - Understanding the process of steps in Problem Solving | 2 | 2 | | 1 |
| **PC 10 –** Time Management – Understanding of Basic Concepts and ability to manage time | 3 | 2 | | 1 |
| **PC 11 –** Effective Communication Skills – Understanding of Basic Concepts and ability | 2 | 1 | | 1 |
| **PC 12** – Ability to assess market conditions and identify appropriate business opportunities | 3 | 3 | | 0 |
| **PC 13** - Ability to Conduct Market Survey on a limited scale in a given area of Business | 7 | 3 | | 4 |
| **PC 14** – Understanding of Banking & Insurance and how it can help a startup enterprise | 6 | 3 | | 3 |
| **PC 15** – Ability to Prepare Business Plan based on data obtained from Market Survey | 16 | 6 | | 10 |
| **PC 16** – Understanding licensing and regulatory aspects of launching an enterprise. | 3 | 3 | | 0 |
| **PC 17** – Ability to Maintain Books of Accounts and Develop Financial Statements for a Small Business | 8 | 6 | | 2 |
| **PC 18** – Understanding and ability for Inventory and Materials Management | 5 | 3 | | 2 |
| **PC 19** – Understanding and ability for Sales and Marketing | 7 | 4 | | 3 |
| **PC 20** – Human Resource Management – Understanding of Concepts and ability to manage a team | 5 | 3 | | 2 |
| **PC 21** - Understanding of Basic Laws relating to MSMEs | 5 | 5 | | 0 |
| **PC 22** – Growth and Strategic Planning - Understanding of Concepts | 5 | 5 | | 0 |
| **Total EDP** | **100** | **60** | | **40** |
| **Assessable Outcomes** | **Performance Criteria** | **Assessment Criteria** | | | |
| **Total** | **Theory** | | **Practical** |
| 1. **Technical Knowledge**   **Trainee should be able to** :   1. Understood the scope and importance of handmade embroidery works 2. Knowledge of various styles of embroidery 3. Know how of the tools and equipment required for make good embroidery designs and products 4. Clear understanding of basic stitching techniques and its application – when and how 5. Knowledge of raw material such as threads, needles and fabrics 6. Understood how to do tracing and from where to obtain designs and how to modify/improvise it. 7. Knowledge of embroidery machine – its key features and operations 8. Know how regarding various stitches that can be done on embroidery machine. 9. Basic understanding of fabric painting and how it adds value to garments and furnishings. 10. Knowledge of fabric painting colors, brushes etc. 11. Types of cloth used in fabric painting 12. Knowledge of shading techniques and where and how to use it. 13. Basic understanding of spray painting on cloth and similar materials and its applications. 14. Knowledge of tools use for spray painting 15. Understanding of the materials used for spray painting 16. Exposure to how to use internet resources of obtaining designs and new learning. 17. Knowledge of occupational health hazards, (straining of eyes, neck etc) and environmental issues involved in use and disposal of paints and chemical. | **PC1**- Knowledge of value addition to garments through Hand Embroidery | 3 | 3 | | Nil |
| **PC2** - Technical terms associated with different kinds of embroidery work | 4 | 4 | | Nil |
| **PC3** – Elements of Design, types of Design | 5 | 5 | | Nil |
| **PC4** - The characteristics of the embroidery materials and how they differ | 5 | 5 | | Nil |
| **PC5** – Knowledge of Hoops and frames to secure the fabrics | 5 | 5 | | Nil |
| **PC6** – Using of scissors to tear at embroidery thread | 5 | 5 | | Nil |
| **PC7 -** Using of various sizes of needles | 5 | 5 | | Nil |
| **PC8** - Thread thickness, shade and sizes | 5 | 5 | | Nil |
| **PC9** – Types of threads used in Machine Embroidery | 5 | 5 | | Nil |
| **PC10** – Relation between thread, cloth & machine needle | 5 | 5 | | Nil |
| **PC11** – Knowledge of Embroidery fabrics | 5 | 5 | | Nil |
| **PC12** - Analyze and interpret the given design which needs to be embroidered | 5 | 5 | | Nil |
| **PC13** – Decide on the type of embroidery that is required to be done | 5 | 5 | | Nil |
| **PC14** – Using of magnifying glass | 4 | 4 | | Nil |
| **PC15** –Knowledge about various types of sewing machines for embroidery | 5 | 5 | | Nil |
| **PC16**- Handling and preparation of Machine Embroidery | 5 | 5 | | Nil |
| **PC17** - Merits, Demerits and characteristic of automatic zigzag machine | 2 | 2 | | Nil |
| **PC18** – How to use bobbins | 4 | 4 | | Nil |
| **PC19** –Ability to understand fabric painting value addition in garments | 5 | 5 | | Nil |
| **PC20** –Tools used in Fabric painting | 5 | 5 | | Nil |
| **PC21** – Color mixing and brushes | 5 | 5 | | Nil |
| **PC22** – Maintenance of machines / tools / equipments and smaller repair | 3 | 3 | | Nil |
| **Total** | | **100** | **100** | | **Nil** |
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| 1. **Professional Skills** 2. Ability to do design sourcing and tracing work 3. Ability to do all types of stitching 4. Perform combination of stitches 5. Operate embroidery machine 6. Improvisation of Embroidery Design 7. Shading - Practical 8. Finger Painting, Nib Painting 9. 3D Painting outline 10. Painting on Pillow Cover, bed covers 11. Painting on saree and door curtain 12. Painting on hand bag and purse 13. Improvisation in fabric painting 14. Conduct spray painting as part of fabric painting 15. Provide finishing to printed fabrics using combination of embroidery and fabric painting. 16. Maintain work place cleanliness and tools 17. Ensure occupational health 18. Prevent pollution due to paints and chemicals | **PC1**- Categories of Basic Stitches of Hand embroidery techniques & application | 2 | Nil | 2 | |
| **PC2** – Tracing Design Techniques | 2 | Nil | 2 | |
| **PC3** - Check the materials required for embroidery with the given specifications | 2 | Nil | 2 | |
| **PC4** - Holding a frame or hoop can tire the non-stitching hand | 2 | Nil | 2 | |
| **PC5** - Select appropriate needle and thread for the type of embroidery to be done | 2 | Nil | 2 | |
| **PC6** - Select thread and needle according to the texture and fibre of material | 2 | Nil | 2 | |
| **PC7** - Use the correct tools and materials | 2 | Nil | 2 | |
| **PC8** - Ensure the materials used meet the specification matching a. Embroidery Artwork b. Design sample of the embroidered product | 2 | Nil | 2 | |
| **PC9** - Take the necessary action when materials do not conform to quality standards | 2 | Nil | 2 | |
| **PC10** - Maintain hand embroidery tools | 2 | Nil | 2 | |
| **PC11** – Ability to design and stitch flat stitch | 2 | Nil | 2 | |
| **PC12** – Ability to design and stitch Running stitch | 2 | Nil | 2 | |
| **PC13** – Ability to design and stitch Back stitch | 2 | Nil | 2 | |
| **PC14** – Ability to design and stitch Stem stitch | 2 | Nil | 2 | |
| **PC15** – Ability to design and stitch Satin stitch | 2 | Nil | 2 | |
| **PC16** – Ability to design and stitch Loop stitch | 2 | Nil | 2 | |
| **PC17** – Ability to design and stitch Lazy-Daisy stitch | 2 | Nil | 2 | |
| **PC18**–Ability to design and stitch Button hole stitch | 2 | Nil | 2 | |
| **PC19** – Ability to design and stitch Blanket stitch | 2 | Nil | 2 | |
| **PC20** – Ability to design and Knotted stitch | 2 | Nil | 2 | |
| **PC21** – Ability to design and stitch French knot | 2 | Nil | 2 | |
| **PC22**- Ability to design and stitch Double Knot | 2 | Nil | 2 | |
| **PC23** – Ability to design and stitch Bullion knot | 2 | Nil | 2 | |
| **PC 24** – Ability to do Machine embroidery - varieties of stitches | 2 | Nil | 2 | |
| **PC25** - Use and combine different techniques to create decorative designs | 2 | Nil | 2 | |
| **PC26** – Ability to do Fabric painting | 2 | Nil | 2 | |
| **PC27 -** Ability to do color mixing & brushes | 2 | Nil | 2 | |
| **PC28** – Ability to do finger painting | 2 | Nil | 2 | |
| **PC29** – Ability to do Nib painting | 2 | Nil | 2 | |
| **PC30** – Ability to do 3 D Painting outline | 2 | Nil | 2 | |
| **PC31** – Ability to do painting on pillow cover/bed covers | 2 | Nil | 2 | |
| **PC32** – Ability to do painting on saree and door curtain | 2 | Nil | 2 | |
| **PC33** – Ability to do painting on hand bag purse | 2 | Nil | 2 | |
| **PC34** – Displaying of stitched /painted items neatly | 2 | Nil | 2 | |
| **PC35** - Maintenance of Equipments/Tools | 2 | Nil | 2 | |
| **PC36** - Operate the embroidery machine skillfully to achieve the requisite quality | 2 | Nil | 2 | |
| **PC37** - Minimize and dispose the waste materials in the approved manner | 2 | Nil | 2 | |
| **PC38** - Carry out Operations at a rate which maintains workflow | 2 | Nil | 2 | |
| **PC39** - Respond appropriately if the embroidery do not meet product/design specification & take corrective action | 2 | Nil | 2 | |
| **PC40** - Use cleaning equipment and methods appropriate for the work to be carried out | 2 | Nil | 2 | |
| **PC41** - Dispose of waste safely in the designated location | 2 | Nil | 2 | |
| **PC42** - Store cleaning equipment safely after use | 2 | Nil | 2 | |
| **PC43** - Carry out cleaning according to schedules and limits of responsibility | 2 | Nil | 2 | |
| **PC44** - Comply with health and safety related instructions applicable to the workplace | 2 | Nil | 2 | |
| **PC45** -. Use and maintain personal protective equipment as per protocol | 2 | Nil | 2 | |
| **PC46** -. Work in a comfortable position with the correct posture | 2 | Nil | 2 | |
| **PC47** -. Handle materials, machinery, equipment and tools safely and correctly | 2 | Nil | 2 | |
| **PC48** - Use correct lifting and handling procedures | 2 | Nil | 2 | |
| **PC49 -** Use materials to minimize waste | 2 | Nil | 2 | |
| **PC 50** - Maintain a clean and hazard free working area | 2 | Nil | 2 | |
| **Total** | **100** | **Nil** | **100** | |
| **Total Marks for the Course** | | **300** | **160** | **140** | |
| **Means of assessment 1**: Physical Test | | | | | |
| **Means of assessment 2**: Written Test & Viva Voce. | | | | | |
| **Pass : overall 50 % and above** | | | | | |

**SECTION 2 - EVIDENCE OF LEVEL**

Option B: Key Requirements of the Job Role

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| **Title of the Qualification: Vastra Chitra Kala Udyami (Embroidery and Fabric Painting Entrepreneur)** | | | | |
| **NSQF LEVEL – 4** | | | | |
| **Process Required** | **Professional Knowledge** | **Professional Skills** | **Core Skills** | **Responsibility** |
| **Work in familiar predictable, routine, situation of clear choice** | **Factual knowledge of field of knowledge or study.** | **Recall and demonstrate practical skill, routine and repetitive in narrow range of application using appropriate rule and tool, using quality concepts.** | **Language to communicate written or oral, with required clarity, skill to basic arithmetic and algebraic principles, basic understanding of social political and natural environment** | **Responsibility for own work and learning** |
| The work of doing embroidery and fabric painting is indeed a creative work, but there are clearly laid our methods, techniques and procedures for the same. Once the trainee has obtained the skill it is a routine work. Some choice situations are there but they are clear and predictable and knowledge about the same can be imparted through training. | Factual knowledge equipment and  basic knowledge  of embroidery and fabric painting work is required which can be imparted through training. | The qualification requires the ability to operate based standard equipment and adhere to Standard  Operating Procedures to ensure quality output. The range of operations is limited though within that the worker can exercise choice and creativity. | Enterprise launching and business management skills to a limited scale. This can be imparted through training. | Since this training leads to entrepreneurial outcome responsibility for own work and learning is to be present and demonstrated. |

**SECTION 3- EVIDENCE OF NEED**

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| **What evidence is there that the qualification is needed?**  Entrepreneurship has been embedded in the Indian genius and is a part of its tradition. India traditionally has been an entrepreneurial society. Traditionally, the entrepreneurship of many communities has been facilitated principally by the successful use of informal ‘entrepreneurial ecosystems’ and interdependent business networks. Further, there is also a rich tradition within the Indian Diaspora, spanning the past several hundred years, whose spirit of enterprise is legion.  Entrepreneurship in India occurs in ‘far more encompassing and far reaching ways than in developed countries’, and could therefore be far more complex, for there is so much more that needs to be done. Commentators today celebrate the ubiquitous Indian attitude of ‘*Jugaad’* (a Hindi word roughly translated as ‘creative improvisation) tool to somehow find a solution based on a refusal to accept defeat, and calling on initiative, quick thinking, cunning and resolve to quickly fulfill market demands at the lowest possible prices) as an entrepreneurial trait that has been as much a part of everyday Indian living as its rich tradition of philosophy and speculation.  The development and impact of entrepreneurship in India has intensified in recent times, particularly with the rise in knowledge-intensive services. New entrepreneurs who do not belong to traditional business communities have begun to emerge in large numbers. Entrepreneurship has grown rapidly, visibly so, creating wealth and generating employment, especially in the past twenty years. Crucial efforts initiated after economic liberalization – including systematic attempts to reduce the ‘license raj’, greater efforts to make finance more easily accessible to entrepreneurs and other institutional support to ‘techno-preneurs’ – have helped improve the climate for Entrepreneurship.  Thus, the opportunities created by today’s global knowledge economy coupled with the ‘unshackling of indigenous enterprise’, have continued to making India a ‘fertile ground’ for Entrepreneurship. Recent surveys, such as those undertaken by Goldman Sachs and Pricewaterhouse Coopers, have estimated that India has the potential to be among the world’s leading economies by 2050. Further India’s economy can potentially gain significantly from the country’s characteristic features – a democratic open society, a strong technology base (with capacity for leapfrogging), unparalleled diversity, vibrant capital markets (including growing private equity and venture capital markets), an increasingly youthful population (50% of India is 25 years and younger), a sizeable market of a large number of customer with vast unmet needs as well as an environment of full and free competition in the private sector. |
| In order to give impetus to this growing demand of first generation entrepreneurs to gain formal training in entrepreneurship knowledge and skills RSETIs have been established by various Banks. Ministry of Rural Development gives part funding of the training. The RSETIs have been established on the RUDSETI models which have been proved very effective in eradicating the problems of unemployed youth. The trainings by these Institutes are unique in the sense they are demand based. The Institutes have got the experience of conducting these Programmes over the years.  India is second in global textile manufacturing hub commanding 63% of global textile and garments market. Indian garment industry accounts for about 14% of the total Industrial production and is the second largest employment generator after agriculture. This Industry provides one of the basic needs of people and holds importance, maintaining sustained growth for improving quality of life. It has an image of self reliant industry. On the one hand the market is growing globally; on the other hand, there is huge domestic market because of large Indian population. The domestic knitting is characterized by small scale units which cater to the organized bigger mills and also to the local demands. The proposed Qualification is aimed to cater to both the above segments. The above industry offers opportunities to fresher from various economic and academic backgrounds as the nature of job is diverse.  Embroidery is a beautiful thread work on a variety of fabrics, which make the fabric more attractive. It is an important and useful method of creating design on different fabrics and it lends a three dimensional effect. It can be done on fabric, garment and pattern pieces and stitched garments. Due to wide diversity in the country, it is observed that varieties in embroidery stitches, colors and motifs. The craftsmanship from every state has its own excellent artisans, attracting people from all parts of the world. Each state in the country is unique in it and is reflected in the embroideries of that particular state. Hence there is a vast scope for unemployed youth to take up this activity as a self employment.  **In order to identify the potential programmes as per the needs of the unemployed youth, a Committee of General Managers of top 5 RSETI sponsoring Banks has been constituted. The General Managers of State Bank of India, Punjab National Bank, Bank of Baroda, Central Bank of India and Bank of India are the members of this Committee. In addition, Executive Director, RUDSETI, National Director for RSETIs and Director General, National Academy of RUDSETI who got rich field experience also joined this Committee. The above Committee met at Mumbai on 7th November 2016. After thorough discussions and based on the past experience the Committee short listed potential /need based courses for training rural unemployed youth in the RSETIs. The training on embroidery and fabric painting is one such shortlisted need based training.** |

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| **What is the estimated uptake of this qualification and what is the basis of this estimate?**  Presently there are 585+ Rural Self Employment Training Institutes (RSETIs) across the country sponsored by various Banks. National Academy of RUDSETI is the anchoring Institution which designs and approves the training programmes being conducted by these RSETIs. The Training Modules are demand driven and are vetted by National Academy of RUDSETI, having experience of running similar programmes by the RUDSETIs since over three decades. Embroidery and Fabric Painting is one of the most popular need based training programmes conducted by these Institutes. These programmes are having very good settlement rate. The number of candidates trained under this qualification during the past three years is as under:   |  |  |  | | --- | --- | --- | | **F.Y.** | **No. of Training Programme** | **Number of Candidates** | | 2013-14 | 148 | 3931 | | 2014-15 | 112 | 2907 | | 2015-16 | 76 | 2057 |   So far 41,672 candidates have been trained in this Qualification in the RSETIs. Cumulative settlement rate for the above training is 62% and observing the above trend, the candidates trained under the above qualification file, the number of candidates to be trained in the next 3 years is estimated at more than 10,000. |

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| **What steps were taken to ensure that the qualification(s) does (do) not duplicate already existing or planned qualifications in the NSQF?**  Though Hand and Machine Embroider qualification is offered by the Apparel and Home Furnishing Sector Skill Council the focus of this Qualification is developing an entrepreneur capable of developing a self employment / enterprise in this area of work. Hence, the activities are unique and the Qualification does not get duplicated. |

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| **What Arrangements are in place to monitor and review the qualification (s)? What data will be used and at point will the qualification (s) be revised or updated?**  National Academy of RUDSETI has put in place a robust MIS for RSETIs. Comprehensive data (Course wise/Bank Wise/State Wise) for all RSETIs is maintained by NAR in the said MIS. Entry level data include the photograph of the candidate other basic details. Course modules are made available in the MIS and the website of NAR. Training logs and Post Programme Reports with action photographs of the training are also made available in the MIS. Details of Settlement and credit linkages are uploaded in the MIS with action photos and documentary proofs. The State Directors of RSETIs are also visiting the RSETIs every quarter for reviewing the quality of training / settlement. Officials from the controlling offices of the Banks and NAR are also making periodic visits to the RSETIs for reviewing the activities. MIS reports are used for viewing the settlement of the trained candidates, their level of income and employment generation by them. Feedback obtained from the trained candidates, RSETI sponsoring bank and other stake holders are used to review/update the course. |

**SECTION 4 - EVIDENCE OF PROGRESSION**

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| **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?**  The candidates who are trained in Dress Designing may attend skill up-gradation programme for the subject qualification file where in specialized inputs are given for enabling the candidates for technology up-gradation by going in for motorized sewing machines, zuki machines etc. The candidates are also eligible for attending the growth Programmes in RSETIs which will help them draw a growth plan for their business and go in for expansion and diversification in the related field of activity. For example, as a progression of the above qualification, the candidates may go for training on Apparel training, training in Hand and Machine Embroidery, Fabric Painting, Zardosi and Handloom training, training in Designer etc. |