**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**  **ChitrapurBhavan**  **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: Photo Framing, Lamination & Screen Printing** |
| **Qualification Code: NARQ30054 - PROCESS** |
| **Nature and purpose of the qualification:**  Qualification enables the trainee to set up his/her own enterprise for photo framing, lamination & screen printing. 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 skills in tailoring and 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. |

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| **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/bodies which will be responsible for assessment:**  National Academy of RUDSETI, Bengaluru |

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| **Occupation(s) to which the qualification gives access:**  This qualification will enable the trainee to establish Photo Framing, Laminating& Screen Printing Unitas his/her own undertaking. The unit will be able to cater the need of photo framing, lamination and screen printing jobs. Acquire and internalize the required Entrepreneurial Competencies (skill as well as attitude).   1. Knowledge and techniques for identifying the business opportunities, selection of an entrepreneurial activity, launching of the venture and skills for managing a Micro Enterprise. 2. Build confidence in one’s own abilities |
| **Proposed level of the qualification in the NSQF:**  Level 3 |
| **Anticipated volume of training/learning required to complete the qualification:**  80 hours  See Annexure III for Curriculum document and Annexure IV for Session Plan |
| **Entry requirements / recommendations:**  Male or Female Candidates in the age group of 18 to 45 years having inclination for taking up the activity of photo framing, lamination and screen printing as a self- employment occupation. |
| **Progression from the qualification:**  This qualification will enable the trainees to become entrepreneur by setting up a photo framing, laminating and screen printing unit. In due course they can expand the unit thereby providing employment to other skilled workers with specialization in specific works. |
| **Planned arrangements for the Recognition of Prior learning (RPL):**  Not applicable |
| **International comparability where known:**  **------** |

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| **Formal structure of the qualification** | | | |
| **Photo Framing, Laminating & Screen Printing** | **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. Introduction to screen printing 2. Screen preparation, frame and fabric 3. Emulsion types 4. Introduction to photo framing 5. Techniques of framing 6. Framing tools 7. Introduction to photo lamination 8. Techniques of lamination 9. Tools and equipments required for lamination | Mandatory  Mandatory | 12 hours  24 hours | Level 3  Level 3 |
| **Technical Skills**   1. Types of screen printing applications 2. Characteristics of screen printing 3. Know the types of filament 4. Fabric types and other screen materials 5. Stenciling techniques 6. Screen preparation 7. Techniques of 4 color printing 8. Basics of photo framing 9. Types of photo frames 10. Preparation of frames 11. Choosing correct type of glass 12. Designing, measuring ,matting and mounting 13. Types of lamination 14. Choosing correct type of lamination 15. Process of correct lamination | Mandatory | 24 hours | Level 4 |
| **Core Skills**   1. Business Opportunity Identification 2. Market Survey and Business Plan Development 3. Planning and Risk Assessment 4. Problem solving 5. Time management 6. Communication 7. Business Management skills | Mandatory | 14 hours | Level 4 |
| **Admission, Evaluation test & Valedictroy** | Mandatory | 6 hours | - |
| **Total Duration of the Course** | | **80 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 Aspects** | | | | |
| **Assessable Outcomes** | **Performance Criteria** | **Assessment 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 3. Understand and internalize entrepreneurial competencies and know their importance for becoming a successful entrepreneur. 4. Trainee is able to appreciate need for continuous growth and expansion of an enterprise 5. Trainee is able to analyze major trends in a given economic sector / sub-sector and identify Business Opportunities 6. Develop effective personal management skills like time management and communication skills. 7. Trainees are able to devise a simple marketing and sales strategies and plan for a small business 8. Trainees able to manage small team of workers required for managing a small business | **PC1** – Understanding the Context and Need for Rural Entrepreneurship Development, Role of RSETIs | 1 | 1 | 0 |
| **PC2** – Developing Self Confidence and Positive Attitude (Micro Lab & Tower Building) | 2 | 1 | 1 |
| **PC3** – Comparative Advantages of Entrepreneurship and Self Employment over Wage Employment | 1 | 1 | 0 |
| **PC 4** - Understanding and internalizing entrepreneurial competencies | 5 | 2 | 3 |
| **PC5** - Understanding the process of steps in Problem Solving | 2 | 1 | 1 |
| **PC6 –** Time Management – Understanding of Basic Concepts and ability to manage time | 3 | 2 | 1 |
| **PC7 –** Effective Communication Skills – Understanding of Basic Concepts and ability | 2 | 1 | 1 |
| **PC8** – Ability to assess market conditions and indentify appropriate business opportunities | 2 | 1 | 1 |
| **PC9** – Understanding of Banking & Insurance and how it can help a start up enterprise | 2 | 1 | 1 |
| **PC10** – Ability to Prepare Business Plan based on data obtained from Market Survey | 10 | 6 | 4 |
| **PC 11** – Understanding licensing and regulatory aspects of launching an enterprise. | 2 | 1 | 1 |
| **PC12** – Ability to Maintain Books of Accounts and Develop Financial Statements for a Small Business | 5 | 3 | 2 |
| **PC13** – Understanding and ability for Inventory and Materials Management | 5 | 3 | 2 |
| **PC14** – Understanding and ability for Sales and Marketing | 5 | 3 | 2 |
| **PC15** – Human Resource Management – Understanding of Concepts and ability to manage a team | 5 | 3 | 2 |
| **PC16** - Understanding of Basic Laws relating to MSMEs | 5 | 3 | 2 |
| **PC17** – Growth and Strategic Planning - Understanding of Concepts | 3 | 3 | 0 |
| **Total EDP** | **60** | **36** | **24** |

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| **Assessable Outcomes** | **Performance Criteria** | **Assessment Criteria** | | |
| **Total** | **Theory** | **Practical** |
| **Professional Knowledge**  **B. Technical Knowledge**  **At the end of the Technical Training the Candidate will know/understand:**   1. The present scenario and future scope 2. Types of applications 3. Characteristics of screen printing. 4. Types of filaments 5. Fabric types and other screen materials 6. Basics of photo framing 7. Types of photo frames 8. Tools required for the process of framing. 9. Techniques of designing , measuring, matting, mounting and finishing 10. Types of lamination 11. To choose the correct lamination | **PC 1** – Interest to learn screen printing process and the demand and scope for taking it up as Self Employment profession. | 5 | 5 | Nil |
| **PC 2** – Knows to correctly apply screen printing techniques on different surfaces | 10 | 10 | Nil |
| **PC 3** – Knows the various types of frames available |  | 5 | Nil |
| **PC 4** – Knows the various equipments and raw materials required for photo framing | 10 | 10 | Nil |
| **PC 5 –** Knows the various types of laminations and its uses | 5 | 5 | nil |
| **PC 6** – Knows the tools & equipments required and correct usage in the process of lamination | 10 | 10 | nil |
| **Total** | **45** | **45** | **Nil** |
| **Professional Skills**  **At the end of the Technical Training the candidate will be able to:**   1. To acquaint himself with the basic techniques of screen printing 2. To prepare the correct stencils of the proposed design 3. Acquaint with the tools required to carry out the job 4. Select the correct type of ink 5. Choose correct frame and fabric to prepare the screen 6. Select the correct type of photo frames materials 7. Design, measure, cut and prepare the frame 8. Properly mount and finish the framing 9. Undertake the lamination process, types of laminations 10. Use the equipment’s & tools properly 11. Ensure safety measures take precautions like wearing mask and washing hands after the completion of work. | **PC 1** Arrange to design the required printing subject | 5 | Nil | 5 |
| **PC 2** Select the correct fabric for preparation of screen | 5 | Nil | 5 |
| **PC 3** Prepare the correct stencil of the design on the screen | 10 | Nil | 10 |
| **PC 4** Select the correct type of ink for printing | 5 | Nil | 5 |
| **PC 5** Prepare the emulsion/ink for printing | 5 | NIL | 5 |
| **PC 6** Complete the printing process on he required materials and the chosen design | 5 | NIL | 5 |
| **PC 7** Procuring different types of photo frames | 5 | NIL | 5 |
| **PC 8** Choose the right frame for the picture to be framed | 5 | NIL | 5 |
| **PC 9** Correctly measure the size required for the frame | 5 | NIL | 5 |
| **PC 10** Cut and prepare the frame | 5 | NIL | 5 |
| **PC 11** Select correct type of mount, cut & prepare the mount | 5 | NIL | 5 |
| **PC 12** Select correct type of glass for the frame | 5 | NIL | 5 |
| **PC 13** Properly mount and finish the framing | 10 | NIL | 10 |
| **PC 14**Choose the correct lamination for the proposed item for lamination | 5 | NIL | 5 |
| **PC 15** Choose the correct and suitable method oflamination | 3 | NIL | 3 |
| **PC 16** Correctly mount the picture if required | 3 | NIL | 3 |
| **PC 17** Laminate the photo smoothly avoiding damage to the picture | 5 | NIL | 5 |
| **PC 18** Take safety precautions while working with tools | 2 | NIL | 2 |
| **PC 19** Leave work area safe and secure when work is complete | 2 | NIL | 2 |
| **TOTAL** | **95** | **NIL** | **95** |
| **Total for Knowledge & Skills** | | **200** | **81** | **119** |
| **Pass: Overall 50% of marks** | | | | |

# SECTION 2 - EVIDENCE OF LEVEL

Option B: Key Requirements of the Job Role

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| **Title of the Qualification:– PROCESS- Photo Framing, Lamination& Screen printing** | | | | |
| **NSQF LEVEL - 3** | | | | |
| **Process Required** | **Professional Knowledge** | **Professional Skills** | **Core Skills** | **Responsibility** |
| **Persons may carry out a job which may require limited range of activities routine and predictable** | **Basic facts, process and principle applied in trade of employment** | **Recall and demonstrate practical skill, routine and repetitive in narrow range of application.** | **Communication written and oral, with minimum required clarity, skill of basic arithmetic and algebraic principles, personal banking, basic understanding of social and natural environment** | **Under close supervision, some responsibility for own work within defined limit.** |
| Framing the photographs, Laminating the photographs, Designing and screen printing on different objects | Knowledge level required is of basic nature. Knowledge of proper tools, equipment and the raw materials | The skill required here is mainly acquired by practice and once perfection is achieved, it will be repetitive in nature. | Enterprise launching and business management skills to a limited scale. This can be imparted through training as it involves simple tools and moderate capital investment. | 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. |

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| Photo framing, lamination & screen printing business can be started on small scale basis. Photo framing and lamination is considered as a service having a great market potential. Photos taken on various occasions are normally framed and displayed at every household in rural places. Lamination is also a process having good demand, with people getting their valuable documents such as educational records, property records, ID records( aadhar card, ration cards, driving license etc) etc laminated for proper and safe preservation.  Screen printing is also an activity that has demand in semi urban and rural places where invitations, various brochures are getting screen printed in the absence of printing presses. Now, even in urban area attractive personalized screen printing on various items such as cups/mugs, t-shirts etc are in big demand and has good potential for attractive income. With possible expansion the enterprise can create job opportunities also.  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.  **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 ‘Photo Framing, Lamination & Screen Printing’ 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.Photo framing, lamination and screen printing is one of the most popular need based training programmes conducted by these Institutes. These programmes are having very good settlement rate. This programmes more suited for enterprising women candidates.  Candidates trained in this activity have successfully established their units by availing credit facilities or investing own funds. The RSETI MIS is enabled to record the settlement of candidates by capturing of action photos, pass book entries, loan sanction letter copy etc. which is available for verification. The number of trainees under this qualification during the past three years is as under:   |  |  |  | | --- | --- | --- | | **FY** | **No. of Training Programmes** | **Number of Candidates** | | 2013-14 | 26 | 647 | | 2014-15 | 30 | 807 | | 2015-16 | 12 | 314 |   Cumulative settlement rate for the above training is 60% 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 3,000. |

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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?**  Similar course leading to holistic understanding of the area of Photo framing, lamination & screen printing e as a Self Employment venture and leading to entrepreneurial outcome particularly for Rural youths particularly women, is currently not offered by NCVT or Sector Skills Councils. Hence, the training imparted in this programme is 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 RECOGNITION AND PROGRESSION

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

The candidates who are trained in Photo framing, lamination & screen printing 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. 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..