Tile Mason - Basic

QP Code: CON/N0156

Version: 1.0

NSQF Level: 2.5

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CON/N0156: Tile Mason - Basic

Brief Job Description

A Tile Mason is responsible for installing various types of tiles, such as ceramic, porcelain, glass, or stone tiles, on surfaces in residential, commercial, and industrial settings to create durable and visually appealing surfaces. The individual works as a small entrepreneur, taking responsibility for the basic planning, marketing, branding, and financial, operational, and risk management of the enterprise.

Personal Attributes

undefined

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. CON/N0156: Tile Mason - Basic

Qualification Pack (QP) Parameters

Sector	Construction
Sub-Sector	Masonry
Occupation	Masonry
Country	
NSQF Level	2.5
Credits	1.5
Aligned to NCO/ISCO/ISIC Code	
Minimum Educational Qualification & Experience	Existing Vishwakarmas duly verified as per the Scheme
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	NA
Minimum Job Entry Age	Years

Last Reviewed On	NA
Next Review Date	14/09/2028
NSQC Approval Date	22/09/2023
Version	1.0
Reference code on NQR	NG-2.5-CO-00750-2023-V1-CSDCI
NQR Version	1

CON/N0156: Tile Mason - Basic

Description

A Tile Mason is responsible for installing various types of tiles, such as ceramic, porcelain, glass, or stone tiles, on surfaces in residential, commercial, and industrial settings to create durable and visually appealing surfaces. The individual works as a small entrepreneur, taking responsibility for the basic planning, marketing, branding, and financial, operational, and risk management of the enterprise.

Scope

The scope covers the following :

- Overview of PM Vishwakarma Scheme
- Upskilling on working with the listed modern Tool- kit for Tile Mason - Basic to perform masonry operations using modern tools
- Digital Literacy
- Financial Literacy
- Marketing and Branding
- Self-Employment

Elements and Performance Criteria

Overview of PM Vishwakarma Scheme: Introduction to PM Vishwakarma scheme

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

PC1. hon'ble Prime Minister's vision for artisans and craftspeople, who work with their hands and tools, are usually self-employed and are generally considered to be a part of the informal or unorganized sector of the economy

PC2. understanding of the scheme objective - to improve the quality and reach to ensure that the Vishwa karmas are integrated with the domestic and global value chains

PC3. • explain the scheme components:
• recognition: PM Vishwakarma Certificate and ID Card
• skill Upgradation
• toolkit Incentive
• credit Support
• incentive for Digital Transactions
• marketing Support

PC4. list the 18 trades covered under the scheme

Overview of PM Vishwakarma Scheme: Benefits under PM Vishwakarma Scheme

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

PC5. importance of the PM Vishwakarma Certificate and ID Card, emphasizing their role in giving artisans a unique identity and validating their skills and legacy

PC6. highlight the core aim of Basic Training to enable the Vishwa karmas to improve their skill levels through exposure to modern tools and best practices, designs, introduction to the larger value chain of the sector; digital, financial, and soft skills; and imbibed with marketing and entrepreneurial knowledge

PC7. discuss the importance of digital and financial literacy in today's era and how these open new avenues

PC8. offer insights into the various ways the 1 lakh loan can be utilized for buying advanced tools, attending specialized workshops, or setting up a small workspace

PC9. highlight the core aim of Advanced Training: discuss the transition from an artisan to an entrepreneur, hands-on training on advanced tools

PC10. discuss the option for availing 2 lakh loan and the potential areas of its investment

PC11. discuss the importance of self-assessment: to check their achievements against the identified goals and upskill to stay updated in one's craft and business

PC12. understand the credit and market support provided under the scheme

Overview of PM Vishwakarma Scheme: Processes and Procedures

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

PC13. discuss the complete application procedure, including where and how to apply

PC14. explain how the scheme will reach out to them for various skill-enhancing opportunities

PC15. elaborate on market support

PC16. the scheme envisages to incentivize digital transactions undertaken importance of digital transactions and the incentives they would receive for adopting this modern method

PC17. list other Government schemes which may cater to their various requirements

PC18. facilitate linking the beneficiaries with the suitable exporters and traders operating under this sector

Select and use the appropriate PPE

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

PC19. check the availability of appropriate Personal Protective Equipment (PPE), e.g. safety jacket, helmet, shoes, gloves, goggles, etc

PC20. examine the PPE to ensure it is in usable condition, and repair or replace the faulty PPE

PC21. use the appropriate PPE while performing various activities during brick masonry activities

Select and use the appropriate tools and equipment for tiling work

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

PC22. prepare different types of surfaces, e.g. masonry plastered surfaces, reinforced concrete surfaces, concrete block timber, and vinyl surfaces, for tiling work

PC23. use the wet marble cutter to cut tiles in the required design, shape and size to fit around obstacles, and into odd spaces and corners

PC24. apply and spread cement mortar, mastic, glue or other adhesives on the base of tiles using the appropriate tools

PC25. apply grout and sealant using the appropriate tool to seal the void or gap between the tiles, stones, marble, and granite

PC26. use the portable mixing machine to mix concrete

PC27. use a notched trowel effective and durable tiling work

PC28. use the tile levelling pliers to achieve accurate levelling

PC29. check the line, level and alignment in tiling work

PC30. use the cross-line laser level to project accurate horizontal and vertical laser lines

PC31. use the angle grinder with a polishing wheel to polish the tile surface for better aesthetics and smoother joints after the application of grout

Digital Literacy: Basics of using mobile phones (Feature phones and Smart Phones)

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

PC32.   identify and name basic parts of a smart phone and feature phone

PC33.   switch on and off the phone along with inserting sim card, charging the phone

PC34.   configure phone settings such as setting passwords, saving and transferring contacts, adjusting display, volume, mobile data, hotspot, back up etc

PC35.   transfer data from one mobile to another, recharge phones

PC36.   use camera features like photos and video recording and other features like dictation and voice recording

PC37.   use of one phone number especially for government schemes, banking, Aadhar etc

Digital Literacy: Using Basic Internet and mobile applications

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

PC38.   installing and configure applications such as whatsapp, gmail, google maps, paytm and other social media applications such as facebook and you tube

PC39.   using WhatsApp effectively

PC40.   creating a gmail account

PC41.   geo-tag your location your workshop/office location, shop

PC42.   setting up of account, and Upload and share content on social media like Facebook, You tube, Instagram, etc

PC43.   use platforms for skilling and learning, including government portals

PC44.   basics of Online Shopping and using digital payment modes such as Paytm, credit card etc

Digital Literacy: Privacy and security related to Internet and Mobile Phone

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

PC45.   identify and save oneself from cyber frauds

PC46.   use social media appropriately and ethically

PC47.   safeguard mobile phones and data by using passwords, not clicking on suspicious links and sharing data securely

Financial Literacy: Importance of being financially literate

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

PC48.   understand simple financial terms such as payments, receipts, income, expenses, etc

PC49.   know about business related financial transactions for taking decisions

PC50.   setting short term, medium term, and long-term financial goals

PC51.   understand the importance of savings and expenses

Financial Literacy: Process of opening and operating a bank account

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

PC52.   difference between savings and current account

PC53.   process of opening a bank account

PC54.   know-about required KYC documents like Aadhaar, PAN, GST, MSME certificate etc

PC55.   operate and manage bank accounts

Financial Literacy: Applying and managing loans

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

PC56. understanding of secured and unsecured loans

PC57. process of applying for loans

PC58. understanding the repayment schedule of the loan based on the interest rate and duration

PC59. impact of delayed payment of loan instalment

Financial Literacy: Using Digital Tools for Receipts and Payments

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

PC60. using UPI for digitally receiving and making payments

PC61. using QR Codes for digitally receiving and making payments

PC62. use internet and mobile banking for fund transfer and payment

PC63. perform transactions using ATM cum debit cards and credit cards, Rupay Card, etc

Financial Literacy: Selecting savings and insurance products

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

PC64. explain different saving products

PC65. select appropriate saving products

PC66. explain different types of insurance plans and products

Financial Literacy: Preparing and Maintaining Bahi- Khata (Book-keeping)

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

PC67. creating accounts for Bahi- Khata (Book-keeping)

PC68. maintain Bahi-Khata

PC69. prepare income statement

Financial Literacy: Awareness and prevention of financial frauds

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

PC70. identify potential fraudulent transactions

PC71. apply preventive measures to avoid financial frauds

Financial Literacy: Filing complaints on business related issues with appropriate authority

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

PC72. reporting of fraud to the appropriate authority

Marketing and Branding: Know the benefits of Marketing and Branding for Products and Services

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

PC73. give accurate meaning for branding, marketing, and sales

PC74. provide the reason for obtaining quality certifications like ISI mark, Agmark, and Hallmark

PC75. create photographs and videos that effectively represent the overall brand identity

PC76. use social media platforms effectively for marketing of products and services

PC77. select preferred social media, online or traditional marketing platforms/ channel as per the needs of the customer

PC78. include geotagged videos and pictures appropriately to enhance the advertisement's effectiveness

PC79. design and develop printed marketing materials (pamphlets, brochures, banners) that are visually appealing and informative

PC80. plan and implement promotional offers and campaigns customized to local festive seasons and special occasions

Marketing and Branding: Engaging with customers to establish long-term relationships

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

PC81.   maintain a well-groomed and presentable appearance and behavior

PC82.   engage effectively with customers to gather information about their specific needs

PC83.   identify and confirm customers' expectations

PC84.   recognize the value of customer feedback in improving products and services

PC85.   gather feedback from customers that will help in improving customer service

PC86.   develop long term relationship with customers to increase business profitability

PC87.   evaluate the effectiveness of incentive plans, deals, offers etc. in retaining and engaging customers

Marketing and Branding: Physical and Digital Marketplaces

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

PC88.   conduct market research to identify marketplaces relevant to the products and services

PC89.   define the terms Physical and Digital marketplace

PC90.   give the benefits of setting up shops, and stalls in events like melas, exhibitions, trade shows, etc

PC91.   demonstrate the process of registering and listing the products or services on the digital marketplaces

PC92.   use of social media platforms effectively for the sale of goods and services

Marketing and Branding: Benefits of doing business collectively

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

PC93.   identify the benefits of collectively doing Business

PC94.   apply the best practices of the organizations like "Amul", "Lijjat", "Javed Habib" etc. for coming together to produce a product or service and help people get out of poverty

PC95.   give an overview on these success stories that has helped these companies succeed, grow, and remain in business

Self-Employment: Introduction to Self-Employment

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

PC96.   explain the meaning of self-employment and its benefits

PC97.   identify and categorize various types of self-employments

Self-Employment: Making a plan for small business

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

PC98.   create a plan for a small business with defined goals, customers, costs, competitors, resource utilization etc

PC99.   develop a cost sheet planning the utilization of INR 1 Lakh loan amount to start their business and the roadmap ahead

PC100.   summarize the legal pre-requisites set by the local authority for starting and operating a small business

Self-Employment: Managing and expanding business

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

PC101.   manage effectively and efficiently various resources such as money, labour, raw materials, tools and machinery, etc. using the loan fund and mitigate risks

PC102. develop ways to increase sales, maintain quality of products and services and healthy customer relations

Self-Employment: Knowing Government schemes and using ecommerce platforms

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

PC103. identify various relevant Government schemes for small businesses and self-employed individuals and explain their terms and conditions

PC104. list various e-commerce platforms such as on ONDC, Amazon, Flipkart, India Mart, Urban Clap, Yes Madam, etc. and register as vendor on the same

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. PM Vishwakarma Scheme vision, components, benefits, and beneficiaries

KU2. the importance of using the appropriate PPE, e.g. safety jacket, helmet, shoes, gloves, goggles, etc., in tiling work

KU3. the process of preparing different types of surfaces, e.g. masonry plastered surfaces, reinforced concrete surfaces, concrete block timber, and vinyl surfaces, for tiling work

KU4. the benefits and use of the wet marble cutter for cutting tiles in different designs, shapes and sizes

KU5. the application of cement mortar, mastic, glue and other adhesives on the base of tiles using the appropriate tools

KU6. the application of grout and sealant using the appropriate tools to seal the void or gap between the tiles, stones, marble, and granite

KU7. the benefits and use of the portable mixing machine for mixing concrete

KU8. the benefits and use of notched trowel and levelling pliers for durable tiling and accurate levelling respectively

KU9. the importance and process of checking the line, level and alignment in tiling work

KU10. the benefits and use of the cross-line laser level

KU11. the use of angle grinder with a polishing wheel to polish the tile surface

KU12. basic features of smart and feature phones and various apps

KU13. basics of privacy and security related to Internet and Mobile Phone

KU14. basic arithmetic calculations

KU15. basic accounting concepts

KU16. awareness of financial frauds and authorities handling them

KU17. differences between Marketing, Branding and Sales

KU18. different marketing tools and platforms

KU19. techniques to build good customer relationships

KU20. methods and benefits of doing collective business

KU21. awareness about self-employment and its benefits

KU22. components of a Business Plan for a small unit

KU23. different Government schemes and e-commerce platforms

Generic Skills (GS)

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

GS1. communicate effectively using appropriate language

GS2. behave politely and appropriately with all

GS3. perform basic calculations

GS4. solve problems effectively

GS5. be careful and attentive at work and maintain safety norms

GS6. use time effectively

GS7. maintain hygiene and sanitation

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Overview of PM Vishwakarma Scheme: Introduction to PM Vishwakarma scheme	-	-	-	**5**
PC1. hon'ble Prime Minister's vision for artisans and craftspeople, who work with their hands and tools, are usually self-employed and are generally considered to be a part of the informal or unorganized sector of the economy	-	-	-	-
PC2. understanding of the scheme objective - to improve the quality and reach to ensure that the Vishwa karmas are integrated with the domestic and global value chains	-	-	-	-
PC3. • explain the scheme components: • recognition: PM Vishwakarma Certificate and ID Card • skill Upgradation • toolkit Incentive • credit Support • incentive for Digital Transactions • marketing Support	-	-	-	-
PC4. list the 18 trades covered under the scheme	-	-	-	-
Overview of PM Vishwakarma Scheme: Benefits under PM Vishwakarma Scheme	-	-	-	**10**
PC5. importance of the PM Vishwakarma Certificate and ID Card, emphasizing their role in giving artisans a unique identity and validating their skills and legacy	-	-	-	-
PC6. highlight the core aim of Basic Training to enable the Vishwa karmas to improve their skill levels through exposure to modern tools and best practices, designs, introduction to the larger value chain of the sector; digital, financial, and soft skills; and imbibed with marketing and entrepreneurial knowledge	-	-	-	-
PC7. discuss the importance of digital and financial literacy in today's era and how these open new avenues	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC8. offer insights into the various ways the 1 lakh loan can be utilized for buying advanced tools, attending specialized workshops, or setting up a small workspace	-	-	-	-
PC9. highlight the core aim of Advanced Training: discuss the transition from an artisan to an entrepreneur, hands-on training on advanced tools	-	-	-	-
PC10. discuss the option for availing 2 lakh loan and the potential areas of its investment	-	-	-	-
PC11. discuss the importance of self-assessment: to check their achievements against the identified goals and upskill to stay updated in one's craft and business	-	-	-	-
PC12. understand the credit and market support provided under the scheme	-	-	-	-
Overview of PM Vishwakarma Scheme: Processes and Procedures	**-**	**-**	**-**	**5**
PC13. discuss the complete application procedure, including where and how to apply	-	-	-	-
PC14. explain how the scheme will reach out to them for various skill-enhancing opportunities	-	-	-	-
PC15. elaborate on market support	-	-	-	-
PC16. the scheme envisages to incentivize digital transactions undertaken importance of digital transactions and the incentives they would receive for adopting this modern method	-	-	-	-
PC17. list other Government schemes which may cater to their various requirements	-	-	-	-
PC18. facilitate linking the beneficiaries with the suitable exporters and traders operating under this sector	-	-	-	-
Select and use the appropriate PPE	**10**	**15**	**-**	**2**
PC19. check the availability of appropriate Personal Protective Equipment (PPE), e.g. safety jacket, helmet, shoes, gloves, goggles, etc	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC20. examine the PPE to ensure it is in usable condition, and repair or replace the faulty PPE	-	-	-	-
PC21. use the appropriate PPE while performing various activities during brick masonry activities	-	-	-	-
Select and use the appropriate tools and equipment for tiling work	**20**	**45**	**-**	**8**
PC22. prepare different types of surfaces, e.g. masonry plastered surfaces, reinforced concrete surfaces, concrete block timber, and vinyl surfaces, for tiling work	-	-	-	-
PC23. use the wet marble cutter to cut tiles in the required design, shape and size to fit around obstacles, and into odd spaces and corners	-	-	-	-
PC24. apply and spread cement mortar, mastic, glue or other adhesives on the base of tiles using the appropriate tools	-	-	-	-
PC25. apply grout and sealant using the appropriate tool to seal the void or gap between the tiles, stones, marble, and granite	-	-	-	-
PC26. use the portable mixing machine to mix concrete	-	-	-	-
PC27. use a notched trowel effective and durable tiling work	-	-	-	-
PC28. use the tile levelling pliers to achieve accurate levelling	-	-	-	-
PC29. check the line, level and alignment in tiling work	-	-	-	-
PC30. use the cross-line laser level to project accurate horizontal and vertical laser lines	-	-	-	-
PC31. use the angle grinder with a polishing wheel to polish the tile surface for better aesthetics and smoother joints after the application of grout	-	-	-	-
Digital Literacy: Basics of using mobile phones (Feature phones and Smart Phones)	**10**	**20**	**-**	**-**

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC32. identify and name basic parts of a smart phone and feature phone	-	-	-	-
PC33. switch on and off the phone along with inserting sim card, charging the phone	-	-	-	-
PC34. configure phone settings such as setting passwords, saving and transferring contacts, adjusting display, volume, mobile data, hotspot, back up etc	-	-	-	-
PC35. transfer data from one mobile to another, recharge phones	-	-	-	-
PC36. use camera features like photos and video recording and other features like dictation and voice recording	-	-	-	-
PC37. use of one phone number especially for government schemes, banking, Aadhar etc	-	-	-	-
Digital Literacy: Using Basic Internet and mobile applications	**10**	**30**	**-**	**-**
PC38. installing and configure applications such as whatsapp, gmail, google maps, paytm and other social media applications such as facebook and you tube	-	-	-	-
PC39. using WhatsApp effectively	-	-	-	-
PC40. creating a gmail account	-	-	-	-
PC41. geo-tag your location your workshop/office location, shop	-	-	-	-
PC42. setting up of account, and Upload and share content on social media like Facebook, You tube, Instagram, etc	-	-	-	-
PC43. use platforms for skilling and learning, including government portals	-	-	-	-
PC44. basics of Online Shopping and using digital payment modes such as Paytm, credit card etc	-	-	-	-
Digital Literacy: Privacy and security related to Internet and Mobile Phone	**10**	**20**	**-**	**-**

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC45. identify and save oneself from cyber frauds	-	-	-	-
PC46. use social media appropriately and ethically	-	-	-	-
PC47. safeguard mobile phones and data by using passwords, not clicking on suspicious links and sharing data securely	-	-	-	-
Financial Literacy: Importance of being financially literate	**-**	**-**	**-**	**5**
PC48. understand simple financial terms such as payments, receipts, income, expenses, etc	-	-	-	-
PC49. know about business related financial transactions for taking decisions	-	-	-	-
PC50. setting short term, medium term, and long-term financial goals	-	-	-	-
PC51. understand the importance of savings and expenses	-	-	-	-
Financial Literacy: Process of opening and operating a bank account	**-**	**-**	**-**	**10**
PC52. difference between savings and current account	-	-	-	-
PC53. process of opening a bank account	-	-	-	-
PC54. know-about required KYC documents like Aadhaar, PAN, GST, MSME certificate etc	-	-	-	-
PC55. operate and manage bank accounts	-	-	-	-
Financial Literacy: Applying and managing loans	**-**	**-**	**-**	**10**
PC56. understanding of secured and unsecured loans	-	-	-	-
PC57. process of applying for loans	-	-	-	-
PC58. understanding the repayment schedule of the loan based on the interest rate and duration	-	-	-	-
PC59. impact of delayed payment of loan instalment	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Financial Literacy: Using Digital Tools for Receipts and Payments	-	-	-	**10**
PC60. using UPI for digitally receiving and making payments	-	-	-	-
PC61. using QR Codes for digitally receiving and making payments	-	-	-	-
PC62. use internet and mobile banking for fund transfer and payment	-	-	-	-
PC63. perform transactions using ATM cum debit cards and credit cards, Rupay Card, etc	-	-	-	-
Financial Literacy: Selecting savings and insurance products	-	-	-	**5**
PC64. explain different saving products	-	-	-	-
PC65. select appropriate saving products	-	-	-	-
PC66. explain different types of insurance plans and products	-	-	-	-
Financial Literacy: Preparing and Maintaining Bahi-Khata (Book-keeping)	-	-	-	**5**
PC67. creating accounts for Bahi- Khata (Book-keeping)	-	-	-	-
PC68. maintain Bahi-Khata	-	-	-	-
PC69. prepare income statement	-	-	-	-
Financial Literacy: Awareness and prevention of financial frauds	-	-	-	**3**
PC70. identify potential fraudulent transactions	-	-	-	-
PC71. apply preventive measures to avoid financial frauds	-	-	-	-
Financial Literacy: Filing complaints on business related issues with appropriate authority	-	-	-	**2**
PC72. reporting of fraud to the appropriate authority	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Marketing and Branding: Know the benefits of Marketing and Branding for Products and Services	-	**15**	-	**5**
PC73. give accurate meaning for branding, marketing, and sales	-	-	-	-
PC74. provide the reason for obtaining quality certifications like ISI mark, Agmark, and Hallmark	-	-	-	-
PC75. create photographs and videos that effectively represent the overall brand identity	-	-	-	-
PC76. use social media platforms effectively for marketing of products and services	-	-	-	-
PC77. select preferred social media, online or traditional marketing platforms/ channel as per the needs of the customer	-	-	-	-
PC78. include geotagged videos and pictures appropriately to enhance the advertisement's effectiveness	-	-	-	-
PC79. design and develop printed marketing materials (pamphlets, brochures, banners) that are visually appealing and informative	-	-	-	-
PC80. plan and implement promotional offers and campaigns customized to local festive seasons and special occasions	-	-	-	-
Marketing and Branding: Engaging with customers to establish long-term relationships	-	**5**	-	**5**
PC81. maintain a well-groomed and presentable appearance and behavior	-	-	-	-
PC82. engage effectively with customers to gather information about their specific needs	-	-	-	-
PC83. identify and confirm customers' expectations	-	-	-	-
PC84. recognize the value of customer feedback in improving products and services	-	-	-	-
PC85. gather feedback from customers that will help in improving customer service	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC86. develop long term relationship with customers to increase business profitability	-	-	-	-
PC87. evaluate the effectiveness of incentive plans, deals, offers etc. in retaining and engaging customers	-	-	-	-
Marketing and Branding: Physical and Digital Marketplaces	**-**	**10**	**-**	**5**
PC88. conduct market research to identify marketplaces relevant to the products and services	-	-	-	-
PC89. define the terms Physical and Digital marketplace	-	-	-	-
PC90. give the benefits of setting up shops, and stalls in events like melas, exhibitions, trade shows, etc	-	-	-	-
PC91. demonstrate the process of registering and listing the products or services on the digital marketplaces	-	-	-	-
PC92. use of social media platforms effectively for the sale of goods and services	-	-	-	-
Marketing and Branding: Benefits of doing business collectively	**-**	**-**	**-**	**5**
PC93. identify the benefits of collectively doing Business	-	-	-	-
PC94. apply the best practices of the organizations like "Amul", "Lijjat", "Javed Habib" etc. for coming together to produce a product or service and help people get out of poverty	-	-	-	-
PC95. give an overview on these success stories that has helped these companies succeed, grow, and remain in business	-	-	-	-
Self-Employment: Introduction to Self-Employment	**5**	**5**	**-**	**-**
PC96. explain the meaning of self-employment and its benefits	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC97. identify and categorize various types of self-employments	-	-	-	-
Self-Employment: Making a plan for small business	**10**	**20**	-	-
PC98. create a plan for a small business with defined goals, customers, costs, competitors, resource utilization etc	-	-	-	-
PC99. develop a cost sheet planning the utilization of INR 1 Lakh loan amount to start their business and the roadmap ahead	-	-	-	-
PC100. summarize the legal pre-requisites set by the local authority for starting and operating a small business	-	-	-	-
Self-Employment: Managing and expanding business	**10**	**30**	-	-
PC101. manage effectively and efficiently various resources such as money, labour, raw materials, tools and machinery, etc. using the loan fund and mitigate risks	-	-	-	-
PC102. develop ways to increase sales, maintain quality of products and services and healthy customer relations	-	-	-	-
Self-Employment: Knowing Government schemes and using ecommerce platforms	**5**	**15**	-	-
PC103. identify various relevant Government schemes for small businesses and self-employed individuals and explain their terms and conditions	-	-	-	-
PC104. list various e-commerce platforms such as on ONDC, Amazon, Flipkart, India Mart, Urban Clap, Yes Madam, etc. and register as vendor on the same	-	-	-	-
NOS Total	**90**	**230**	**-**	**100**

National Occupational Standards (NOS) Parameters

NOS Code	CON/N0156
NOS Name	Tile Mason - Basic
Sector	Construction
Sub-Sector	Masonry
Occupation	Masonry
NSQF Level	2.5
Credits	1.5
Version	1.0
Last Reviewed Date	14/09/2023
Next Review Date	14/09/2028
NSQC Clearance Date	14/09/2023

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for this NOS 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.

3. Assessment will be conducted for this NOS

4. To pass this NOS, every trainee should score a minimum of 50% in aggregate.

Minimum Aggregate Passing % at QP Level : 50

(**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
CON/N0156.Tile Mason - Basic	90	230	-	100	420	100
Total	**90**	**230**	**-**	**100**	**420**	**100**

Acronyms

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

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.

Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.