QUALIFICATION FILE – Micro Credentials

Fundamentals of livestock marketing practices

☒ **Public** ☐ **Private**

☒ **Upskilling** ☐ **Dual/Flexi Qualification** ☐ **For ToT** ☐ **For ToA**

☒**General** ☐ **Multi-skill (MS)** ☐ **Cross Sectoral (CS)** ☐ **Future Skills** ☐ **OEM**

NCrF/NSQF Level: 4

Submitted By:

Agriculture Skill Council of India

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Section 1: Basic Details

1.	Micro Credential-Qualification Name	Fundamentals of livestock marketing practices		
2.	Sector/s	Agriculture		
3.	National Qualification Register (NQR) Code & Version *(Will be issued after NSQC approval.)*	***NM-04-AG-02665-2024-V1-ASCI***	**4. NCrF/NSQF Level: 4**	
5.	Brief Description of the Micro Credential	This OS unit is about practices related to marketing of livestock.		
6.	Eligibility Criteria for Entry for Students/Trainee/Learner/Employee	**a. Entry Qualification & Relevant Experience**		

a. Entry Qualification & Relevant Experience

S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Relevant Experience (with Specialization - if applicable)
1	10th grade pass	3-year relevant experience in Agriculture and allied sectors
2	Previous relevant Qualification of NSQF Level 3.5	1.5-year relevant experience in Agriculture and allied sectors
3	Previous relevant Qualification of NSQF Level 3	3-year relevant experience in Agriculture and allied sectors

b. Age NA

7.	Credits Assigned to this Qualification, Subject to Assessment *(as per National Credit Framework (NCrF))*	1	8. Common Cost Norm Category (I/II/III) *(wherever applicable)*: **II**
9.	Any Licensing Requirements/ Pre-requisites for Undertaking Training *(wherever applicable)*	NA	
10.	Expected Outcomes of the Micro Credential	Terminal learning outcomes are: • Practice bio-security, safety, environment, and waste management • Prevent antimicrobial resistance • Assist in animal and human health management and ethical standards • Demonstrate effective communication, resilience, and partnership	

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11.	Training Duration by Modes of Training Delivery *(Specify **Total Duration** as per selected training delivery modes and as per requirement of the qualification)*				

☒ **Offline Only** ☐ **Online Only** ☐ **Blended**

Training Delivery Mode	Theory (Hours)	Practical (Hours)	Total (Hours)
Classroom (offline)	20	10	30
Online			

(Refer Blended Learning Annexure for Details)

12.	Assessment Criteria

Theory (Marks)	Practical (Marks)	Project (Marks)	Viva (Marks)	Total (Marks)	Passing %age
18	18		14	50	70

13.	Is the Qualification Amenable to Persons with Disability	☒ Yes ☐ No If **"Yes", specify applicable type of Disability: LD, SHI**
14.	How participation of women will be encouraged?	Endeavour to include women in the batches
15.	Other Indian Languages in which the Micro Credential will be implemented.	*Hindi*
16.	Is similar Micro Credential Qualification(s) available on NQR-if yes, justification for this qualification	☐ Yes ☒ No URLs of similar Qualifications:
17.	Name and Contact Details Submitting / Awarding Body SPOC	Name: Mr Srikanth Pampana Email: standards@asci-india.com Contact No.: 0124-4670029 Website: www.asci-india.com
18.	NSQC Approval Date: 30/05/2024	19. Validity Duration: 3 Years post NSQC Approval	20. Next Review Date: 30/05/2027

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Section 2: Training Related

1.	**Trainer's Qualification and experience in relevant sector (in years)** *(as per requirement and NCVET guidelines)*	Diploma in Veterinary/Animal Husbandry / Dairying with 5 years of relevant industry or training experience in Livestock marketing or related activities OR Graduate (Agriculture) with 4 years of relevant industry or training experience in Livestock marketing or related activities OR B. Tech (Dairy) with 3 years of relevant industry or training experience in Livestock marketing or related activities OR Bachelor of Veterinary Science (B. V. Sc.) with 1 of year relevant industry or training experience in Livestock marketing or related activities OR Post Graduate in Animal Science
2.	**Master Trainer's Qualification and experience in relevant sector (in years)** *(as per requirement and NCVET guidelines)*	5 years of training experience in Livestock marketing or related activities after Diploma in Veterinary/Animal Husbandry / Dairying with 5 years relevant industry or training experience OR 5 years of training experience in Livestock marketing or related activities after Graduation (Agriculture) with 4 years relevant industry or training experience in Livestock marketing OR 5 years of training experience in Livestock marketing or related activities after B. Tech (Dairy) with 3 years relevant industry or training experience OR 5 years of training experience in Livestock marketing or related activities after Bachelor of Veterinary Science (B. V. Sc.) with 1 year of relevant industry or training experience OR 5 years of training experience in Livestock marketing or related activities after Post Graduate in Animal Science
3.	**Tools and Equipment Required for Training**	☒ **Yes** ☐ **No** *(If "Yes", details to be provided in Annexure)*

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Section 3: Assessment Related

1.	**Assessor's Qualification and experience in relevant sector (in years)** *(as per requirement and NCVET guidelines)*	Diploma in Veterinary/Animal Husbandry / Dairying with 5 years of relevant industry experience in Livestock marketing or related activities OR Graduate (Agriculture) with 4 years of relevant industry experience in Livestock marketing or related activities OR B. Tech (Dairy) with 3 years of relevant industry experience in Livestock marketing or related activities OR Bachelor of Veterinary Science (B. V. Sc.) with 1 of year relevant industry experience in Livestock marketing or related activities OR Post Graduate in Animal Science with 1 year of relevant industry experience in Livestock marketing or related activities
2.	**Proctor's Qualification and experience in relevant sector (in years)** *(as per requirement and NCVET guidelines)*	Post Graduate in Animal Science with 10 years of relevant industry experience in Livestock marketing or related activities
3.	**Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years)** *(as per requirement and NCVET guidelines)*	Post Graduate in Animal Science
4.	**Assessment Mode** *(Specify the assessment mode)*	**Mode:** ☐ **Online Only** ☒ **Offline Only** ☐ **Blended**
5.	**Tools and Equipment Required for Assessment**	☒ **Same as for training** ☐ **Yes** ☐ **No** *(details to be provided in Annexure-if it is different for Assessment)*

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Section 4: Evidence of Need of the Micro Credential

As per the NCVET Guidelines for evidence of need, provide the required Annexure/Supporting documents.

1.	Government /Industry initiatives/ requirement (Yes/No): Yes. Scoping Study done for identification of critical skills in Indian agriculture, with the support of Department of Education, Australian Government and ASCI in collaboration with Adelaide University as principal partner and a few other Australian and Indian partners.
2.	Number of Industry validation provided: 8
3.	Estimated number of people to be trained: *100/Year*

Section 5: Annexure Check List

Specify Annexure Number and Name.

1.	**Annexure:** NCrF/NSQF level justification based on NCrF/NSQF descriptors *(Mandatory)*	Annexure-1
2.	**Annexure:** List of tools and equipment relevant for NOS *(Mandatory, except in case of online course)*	Annexure-2
3.	**Annexure:** Performance and Assessment Criteria *(Mandatory)*	*Annexure-6*
4.	**Annexure:** Assessment Strategy *(Mandatory)*	*Annexure-7*
5.	**Annexure:** Blended Learning *(Mandatory, in case selected Mode of delivery is Blended Learning)*	*NA*
6.	**Annexure:** Acronym and Glossary *(Optional)*	

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| 7. | **Annexure/Supporting Document:** Standalone NOS-Performance Criteria Details Annexure/Document with PC-wise detailing as per NOS format (Mandatory- Public view) | *Annexure-5* |
| 8. | **Supporting Document:** Model Curriculum *(Mandatory – Public view)* | *Annexure-8* |

Annexure 1: Evidence of Level

NCrF/NSQF Level Descriptors	Key requirements of the job role/ outcome of the qualification	How the job role/ outcomes relate to the NCrF/NSQF level descriptor	NCrF/NSQF Level
Professional Theoretical Knowledge/Process	The individual has knowledge of market specifications for the livestock, potential livestock markets, price risks involved and sales strategies to be employed.	Possesses specialized operational knowledge and understanding of the work.	4
Professional and Technical Skills/ Expertise/ Professional Knowledge	The individual is able to • Determine sales characteristics and demand • Arrange for the transport and sale of the livestock • Assess sales performance	Can apply the required knowledge for successfully implementing or applying techniques/processes in a specific field/ job role.	4
Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	The individual is able to negotiate with agents, brokers and buyers to secure a profitable selling price and assess sales performance.	Has good skills for self-employment and entrepreneurship skills/entrepreneurial Mind-set which may potentially create job for more persons	4
Broad Learning Outcomes/Core Skill	The individual is able to determine sales characteristics and demand and raise livestock accordingly. The individual is able to review regulatory requirements for	Able to identify the problems and a wider possible range of solutions with pros and cons in production.	4

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	market entry to ensure quality assurance and fitness for sale.		
Responsibility	The individual is able to analyse sales strategies to maximize future returns and build upon the marketing plan.	Can perform all non-standard procedures and non-routine tasks with confidence.	4

Annexure 2: Learning Outcomes and Assessment Criteria

Detailed learning outcomes and assessment criteria for the qualification are as follows:

Assessment Criteria Passing %: 70	ASSESSMENT MARKS				
Elements	Theory	Practical	Project	Viva	Total
Determine sales characteristics and demand	**10**	**6**		**6**	**22**
PC1. Identify different markets for sale of livestock including online platforms					
PC2. Identify potential purchasers and their purchasing requirements from available market information					
PC3. Observe current and recent sales to monitor market trends and patterns					
PC4. review regulatory requirements for market entry to ensure quality assurance and fitness for sale					

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PC5. Determine ability to deliver product to meet market demand and requirements					
Arrange for the transport and sale of the livestock	6	10		6	22
PC6. examine sale logistics and incorporate into the marketing plan					
PC7. Consult sale outlets about market prospects and inform them of preferred sale method					
PC8. Complete transport arrangements in time for sale					
PC9. prepare the livestock for transport					
PC10. prepare the required documentation for sale					
PC11. negotiate with agents, brokers and buyers to secure a profitable selling price					
PC12. use the appropriate payment method for making and accepting payments, including electronic payment methods such as BHIM UPI, payment apps, e-wallet, etc.					
Assess sales performance	2	2		2	6
PC13. Obtain and analyse sales data to assess the sales performance against marketing plan and enterprise requirements					
PC14. Review sales strategies to maximise future returns					
PC15. Record data for future reference					

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TOTAL		18	18		14	50

Annexure 3: Assessment Strategy

This section includes the processes involved in identifying, gathering, and interpreting information to evaluate the Candidate on the required competencies of the program.

1. **Assessment System Overview**

In Agriculture Sector it is of ultimate importance that individuals dealing with crop production or livestock have the requisite knowledge and competencies to undertake the task. Based on the Assessment Criteria, SSC in association with empanelled AAs, define the test structure for the given job roles to cover the required skills and competencies. Assessment strategy consists of the following:

1. <u>Multiple Choice Questions</u> : To assess basic knowledge (Objective/Subjective)
2. <u>Viva</u> : To assess awareness on processes (Oral and/or written questioning)
3. <u>Practical</u> : To evaluate skills and identify competencies.(Observation)

Assessments for knowledge and awareness on processes may be conducted through 'real time' internet based evaluation or by conducting the same 'offline' through TABs. Skills and competencies are to be assessed by conducting 'practical' on ground through qualified and ToA certified assessors.

While it is important that an individual has adequate knowledge and skills to perform a specific task, weight age for different aspects for assessment are given as follows:

Multiple Choice Questions: 20%-30%, depending on the specific QP

Viva: 20%

Practical: 50% - 60% (Involves demonstrations of applications and presentations of procedures/tasks and other components)

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Assessment will be carried out by certified assessors through empanelled assessment partners. Based on the results of assessment; ASCI will certify the learners/candidates

2. **Testing Environment**

Assessments are conducted on laptops, Mobiles and android tablets via both offline and online mode depending on the internet connectivity at assessment location.

In remote locations/villages, assessments get delivered through tablets without the requirement of Internet.

- Multilingual assessments (ASCI is conducting assessments in 13 + languages pan India)
- Rubric driven assessments in Practical/Viva sections and responses recorded accordingly
- All responses, data, records and feedback stored digitally on cloud
- Advanced auto-proctoring features – photographs, time-stamp, geographic-tagging, toggle-screen/copy-paste disabled, etc.
- Android based monitoring system
- End to end process from allocation of a batch to final result upload, there is no manual intervention
- Assessment will normally be fixed for a day after the end date of training / within 7 days of completion of training.
- Assessment will be conducted at the training venue
- Room where assessment is conducted will be set with proper seating arrangements with enough space to curb copying or other unethical activities
- Question bank of theory and practical will be prepared by ASCI /assessment agency and approved ASCI. Only from approved Question Bank assessment agency will prepare the question paper. Theory testing will include multiple choice questions, pictorial question, etc. which will test the trainee on his theoretical knowledge of the subject.
- The theory, practical and viva assessments will be carried out on same day. In case of more number of candidates, number of assessors and venue facilitation be increased and facilitated

Assessment			
Assessment Type	**Formative or Summative**	**Strategies**	**Examples**

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Theory	Summative	MCQ/Written exam	Knowledge of facts related to the job role and functions. Understanding of principles and concepts related to the job role and functions
Practical	Summative	Structured tasks/Demonstration	Practical application /Demonstration /Application tasks
Viva	Summative	Questioning and Probing	Mock interviews on usability of job roles/advantages /importance of adherence to procedures. Viva will be used to gauge trainee's confidence and correct knowledge in handling job situation

The question paper pre-loaded in the computer /Tablet and it will be in the language as requested by the training partner.

3. Assessment Quality Assurance framework

Assessment Framework and Design:

Based on the Assessment Criteria, SSC in association with AAs will define the test structure for the given roles to cover the required skills and competencies. ASCI offer a bouquet of tools for multi- dimensional evaluation of candidates covering language, cognitive skills, behavioral traits and domain knowledge.

Theoretical Knowledge - Item constructs and types are determined by theoretical understanding of the testing objectives and published research about the item-types and constructs that have shown statistical validity towards measuring the construct. Test item types which have been reported to be coachable are not included. Based on these, items are developed by domain experts. They are provided with comprehensive guidelines of testing objectives of each question and other quality measures.

Type – Questions based on Knowledge Required, Case-based practical scenario questions and automated simulation based questions.

Practical Skills - The practical assessments are developed taking into consideration two aspects: what practical tasks is the candidate expected to perform on the job and what aspects of the job cannot be judged through theoretical assessments. The candidates shall be asked to perform either an entire task or a set of subtasks depending on the nature of the job role

Type – Standardized rubrics for evaluation against set of tasks in a demo/practical task

Viva Voce - Those practical tasks which cannot be performed due to time or resource constraints are evaluated through the viva mode. Practical tasks are backed up with Viva for thorough assessment and complete evaluation

Type – Procedural questions, do's and don'ts, subjective questions to check understanding of practical tasks.

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Assessor has to go through orientation program organized by Assessment Agency. The training would give an overview to the assessors on the overall framework of QP evaluation. Assessor shall be given a NOS and PC level overview of each QP as applicable. Overall structure of assessment and objectivity of the marking scheme will be explained to them. The giving of marks will be driven by an objective framework which will maintain standardization of marking scheme.

4. **Type of Evidence and Evidence Gathering Protocol:**

During the assessment the evidences collected by AAs and ASCI are:

- Geo Tagging to track ongoing assessment
- AA's coordinator emails the list of documents and evidences (photos and videos) to the assessor one day prior to the assessment. List is mentioned below:
    - Signed Attendance sheet
    - Assessor feedback sheet
    - Candidate feedback sheet
    - Assessment checklist for assessor
    - Candidate Aadhar/ID card verification
    - Pictures of classroom, labs to check the availability of adequate equipment's and tool to conduct the training and assessment
    - Pictures and videos of Assessment, training feedback and infrastructure.
- Apart from the Assessor, Technical assistant popularly known as Proctor also ensures the proper documentation and they verify each other's tasks.
- To validate their work on the day of assessment, regular calls and video calls are done.
- On-boarding and training of assessor and proctor is done on timely basis to ensure that quality of the assessment should be maintained.
- Training covers the understanding of QP, NSQF level, NOS and assessment structure

5. *Methods of Validation*

- Morning Check (Pre-Assessment): Backend team of AA calls and confirms assessor/technical spoc event status. Assessor/Technical spoc are instructed to reach the centre on time by 9:30 AM / as decided with TC and delay should be highlighted to the Training Partner in advance.
- Video Calls: Random video calls are made to the technical spoc/assessor so as to keep check on assessment quality and ensure assessment is carried out in fair and transparent manner
- Aadhar verification of candidates
- Evening Check (Post Assessment): Calls are made to the ground team to ensure event is over by what time and the documentation is done in proper manner or not.
- TP Calling: To keep check on malpractice activity, independent audit team calls to TP on recorded line to take confirmation if there was any malpractice activity

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observed in assessment on part of AA/SSC team. If calls are not connected, email is send to TP Spoc for taking their confirmation

- <u>Video and Picture Evidence:</u> Backend team collects video and pictures for assessment on real time basis and highlights any issue like, Students sitting idle/trainer allowed for helping out candidates during assessment.
- <u>Surprise Visit:</u> Time to time SSC/AA Audit team can visit the assessment location and do surprise audit for assessment process carried out by ground team.
- <u>Geo Tagging:</u> On day of assessment, each technical spoc is required to login in our internal app which is Geo tagged. Any deviation with centre address needs to be highlighted to assessment team on real-time basis.

Method for assessment documentation, archiving, and Access:

- ASCI has fully automated result generation process in association with multiple AAs
- Theory, Practical and Viva marks forms the basis of the results and encrypted files generated to avoid data manipulation. All responses captured and stored in System with Time-Stamps at the end of AAs and SSC. NOS-wise and PC-wise scores can be generated.
- Maker Checker concept: 1 person prepares results and other audit result which is internally approved by AA at first and then gets vetted at the end of SSC
- All soft copy of documents is received from the on-ground tech team over mail. The same are downloaded by our internal backend team and saved in Repository. The repository consists of scheme wise folders. These scheme wise folders have job role specific folders. These specific folders have Year wise and Month wise folders where all documents are saved in Batch specific folders. All Hard copies are filed and stored in storeroom.
- **Result Review & Recheck Mechanism –**
- Time stamped assessment logs
- Answer/Endorsement sheets for each candidate
- Attendance Sheet
- Feedback Forms: Assessor feedback form, Candidate feedback form, TP feedback form
- The results for each of the candidate shall be stored and available for review (retained for 5 years/ till conclusion of project or scheme)

Annexure 4: Tools and Equipment

List of Tools and Equipment

Batch Size: 30

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size
1	White board	Nos	1
2	Marker	Nos	2

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3	Overhead projector	Nos	1
4	Laptop	Nos	1
5	Internet access		

Classroom Aids:

The aids required to conduct sessions in the classroom are:

1. White board
2. Marker
3. Overhead projector
4. Laptop
5. Internet access

Annexure 5: Industry Validations Summary

S. No	Organization Name	Representative Name	Designation	Contact Address	Contact Phone No	E-mail ID	LinkedIn Profile *(if available)*
1	Livelihood Alternatives(LA) Private Limited	Ratnakar Panigrahi	Director	Bhubaneswar, Odisha	9810687493	ratnakar@livehoodalternatives.com	
2	Siddha Development Research and Consultancy (SDRC)	Ranjana Pandey Panigrahi	Managing Director	Punjabi Colony, Satyanagar, Bhubaneswar, Odisha	7682883102	ranjana@sdrc.co.in	

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3	Society for the Upliftment of Villagers & Development of Himalayan Areas (SUVIDHA)	Santosh Pandey	Director	Dwarahat, District: Almora, Uttarakhand	7409888999	santosh@suvidha.org.in	
4	Professional Assistance for development Action (Pradan)	Amulya Kumar Khandai	Integrator	Bhubaneswar, Odisha	8757593259	amulyakhandai@pradan.net	
5	Regional Rainfed Lowland Rice Research Station, ICAR-National Rice Research Institute	Dr Kanchan Saikia	Principal Scientist & Incharge Head	Kamrup, Assam	9436108770	kanchansaikia@yahoo.com	
6	Krishi Vigyan Kendra, Rewa	Dr A K Pandey		Rewa, Jabalpur, MP	9977879360	kvk-rewa@rediffmail.com	
7	Seven Sisters Development Assistance(SeSTA)	Rohan Ahmed	SMS	Guwahati, Kamrup (M), Assam	9007456276	rohan@sesta.org	
8	KVK, Golaghat	Dr Bhabesh Chandra Deka	Senior Scientist and Head	Khumtai	9435340387	kvk_golaghat@aau.ac.in	

Annexure 6: Training Details

Training Projections:

Year	Estimated Training # of Total Candidates	Estimated training # of Women	Estimated training # of People with Disability
2024-25	100	20	
2025-26	100	20	
2026-27	100	20	

Data to be provided year-wise for next 3 years.

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Annexure 7: Acronym and Glossary

Acronym

Acronym	Description
AA	Assessment Agency
AB	Awarding Body
NCrF	National Credit Framework
NOS	National Occupational Standard(s)
NQR	National Qualification Register
NSQF	National Skills Qualifications Framework

Glossary

Term	Description
National Occupational Standards (NOS)	NOS define the measurable performance outcomes required from an individual engaged in a particular task. They list down what an individual performing that task should know and also do.
Qualification	A formal outcome of an assessment and validation process which is obtained when a competent body determines that an individual has achieved learning outcomes to given standards
Qualification File	A Qualification File is a template designed to capture necessary information of a Qualification from the perspective of NSQF compliance. The Qualification File will be normally submitted by the awarding body for the qualification.
Sector	A grouping of professional activities on the basis of their main economic function, product, service or technology.

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