

CURRICULUM

FOR THE TRADE OF

DISTRIBUTOR SALESMAN

UNDER

APPRENTICESHIP TRAINING SCHEME (ATS)



GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP
DIRECTORATE GENERAL OF TRAINING

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1. BACKGROUND

1.1 Apprenticeship Training Scheme under Apprentice Act 1961

The Apprentices Act, 1961 was enacted with the objective of regulating the programme of training of apprentices in the industry by utilizing the facilities available therein for imparting on-the-job training. The Act makes it obligatory for employers in specified industries to engage apprentices in designated trades to impart Apprenticeship Training on the job in industry to school leavers and person having National Trade Certificate issued by National Council for Vocational Training (NCVT) to develop skilled manpower for the industry. There are four categories of apprentices namely; **trade apprentice, graduate, technician and technician (vocational) apprentices.**

Qualifications and period of apprenticeship training of **trade apprentices** vary from trade to trade. The apprenticeship training for trade apprentices consists of basic training followed by practical training. At the end of the training, the apprentices are required to appear in a trade test conducted by NCVT and those successful in the trade tests are awarded the National Apprenticeship Certificate.

The period of apprenticeship training for graduate (engineers), technician (diploma holders and technician (vocational) apprentices is one year. Certificates are awarded on completion of training by the Department of Education, Ministry of Human Resource Development.

1.2 Changes in Industrial Scenario

Recently we have seen huge changes in the Indian industry. The Indian Industry registered an impressive growth during the last decade and half. The number of industries in India have increased manifold in the last fifteen years especially in services and manufacturing sectors. It has been realized that India would become a prosperous and a modern state by raising skill levels, including by engaging a larger proportion of

apprentices, will be critical to success; as will stronger collaboration between industry and the trainees to ensure the supply of skilled workforce and drive development through employment. Various initiatives to build up an adequate infrastructure for rapid industrialization and improve the industrial scenario in India have been taken.

1.3 Reformation

The Apprentices Act, 1961 has been amended and brought into effect from 22nd December, 2014 to make it more responsive to industry and youth. Key amendments are as given below:

- Prescription of number of apprentices to be engaged at establishment level instead of trade-wise.
- Establishment can also engage apprentices in optional trades which are not designated, with the discretion of entry level qualification and syllabus.
- Scope has been extended also to non-engineering occupations.
- Establishments have been permitted to outsource basic training in an institute of their choice.
- The burden of compliance on industry has been reduced significantly.

2. RATIONALE

Need for Apprenticeship in Retail trade

The retail sector has been at the helm of India's growth story. The sector has evolved dramatically from traditional village fairs, street hawkers, local Mom & Pop stores to magnificent malls, online retail - growing from strength to strength by providing an OMNIchannel shopping experience.

Popular channels of retailing comprise General trade and Modern Trade. General trade is traditional and conventional retail selling where small scale business target the consumers who opt day to day purchases in small quantity while the modern trade is about selling products to larger institutions. The Distributor Salesman plays a pivotal role in engaging with the retailers/trade, creating demand at the point of sales and providing relevant product offerings.

Therefore, it is imperative that the Distributor Salesman:

- Is updated on details of products and product portfolio
- Is aware of overall sales and productivity targets to ensure business growth and productivity
- Is able to make an effective sales call with the trade/retailers
- Is able to carry out product merchandising and deploy merchandising elements at the retail outlets
- Is able to check, analyse and ensure availability of stock at the distributor / retailer outlet
- Is able to develop capability on handling credit management of an outlet both receivables
- Is able to positive working relationships with trade/retailers

3. JOB ROLE: REFERENCE NCO

A Distributor Salesman interacts with traders/retailers to understand their needs and service them by effecting sales of relevant products. He/she is also known as Salesman; Feet on street in the market.

Individuals in this position visits retail/wholesale outlets as per daily route plan & makes sales call using relevant selling aids like handhelds to increase productivity and achieve sales targets, demonstrate commanding knowledge of the trade being serviced by him/her and the existing competitors. He/she identifies new outlets to increase sales of the products and provide service facilitating resolution of trade problems related to products and company being represented by the salesman. He/she creates demand at point of sale by creating visibility for products putting POSM (Point of Sales Material) and merchandising elements like counter top/shelves or racks depending on the category of product he/she sells. Hence, he/she needs to influence & own the execution standards of availability and in store visibility.

Reference NCO: NCO-2015/5249.0200

4. GENERAL INFORMATION

1. **Name of the Trade** : Distributor Salesman

2. **Duration of Apprenticeship Training (Basic Training & Practical Training)** : 14 months

3. **Duration of Basic Training** : 2 months (320 hours)

4. **Duration of Practical Training (On-the- job Training)** : 12 months

5. **Entry Qualification** : Passed 10th class

6. **Rebate** : Trainees who are certified in “Distributor Salesman” job role under PMKVY: 2 months Basic Training



7. **Selection of Apprentices** : The apprentices will be selected as per the guidelines specified in the Apprenticeship Act amended time to time.

7. **Rebate for ITI passed trainees** : N.A.

Note: Industry may impart training as per above time schedule, however this is not fixed. The industry may adjust the duration of training considering the fact that all the components under the syllabus must be covered. However, the flexibility should be given keeping in view that no safety aspect is compromised and duration of industry training to be remain as 1 year

5. COURSE STRUCTURE

Time (in months)	2 months	12 months
Basic Training (Block I)	Block- I	-----
Apprenticeship Training (On-the-job training) (Block II)	----	Block-II

Components of Training	Duration of Training in Months 													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
														
Basic Training (Block I)														
Apprenticeship Training (Block II)														

6. SYLLABUS

6.1 BASIC TRAINING – DISTRIBUTOR SALESMAN BLOCK I DURATION: 2 MONTHS (320 HOURS)

GENERAL INFORMATION

1. **Name of Trade** : Distributor Salesman
2. **Hours of Instruction** : 280 Hrs. + 40 Hrs. = 320 Hrs.
3. **Batch size** : 20
4. **Space Norms** : Lab size 200 sq.ft.
: Classroom size 300 sq.ft.
5. **Examination** : The examination/ assessment will
be held on completion of each block
6. **Instructor Qualification** : Trainer pre-requisites for Distributor
Salesman

Minimum Educational Qualifications & Experience	12 th pass with 4 years <u>OR</u> Retail Diploma/Graduate with 2 years experience in Retail Store Operations or Sales or Retail Training
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7. **Tools, Equipment & Machinery required:** As per Annexure - I

6.2 DETAILED SYLLABUS – DISTRUTOR SALESMAN

BLOCK - I

This program is aimed at training candidates for the job of a “Distributor Salesman”, in the Retail Sector/Industry and aims at building the following key competencies amongst the learner.

Basic Training	Distributor Salesman
Pre-requisites to Training	10 th Pass
Training Outcomes	After completing this programme, participants will be able to: <ul style="list-style-type: none">• Update self on products, product portfolio and product details• Perform product merchandising and deploy merchandising elements• Make an effective sales call• Check availability of stock at the distributor• Update self on overall sales and productivity targets• Develop capability on handling credit management of an outlet both receivables• Build relationships with trade

Sr. No	Key Learning Outcomes
1.	To be updated on products to be sold and merchandising at outlets
	<ul style="list-style-type: none"> • Understand elements of product portfolio and product details-gram mages, price points and variants of own and competition products • Explain Category-wise product-wise placement norms • Explain Merchandising & Planogram norms • Knowledge of products, Unique Selling Proposition (USP) / benefits in relation to needs of the customers in comparison to competitive offerings • Explain ways to identify hotspots in an outlet and convince the retailer to provide these for displays and achieve high order visibility by correct deployment of merchandising material • Explain how to put branding materials on the area surrounding the rack and inside the rack • Explain how to stock products such as to maximise number of facings • Describe process for replacing damaged display materials • Explain how to benchmark own product with that of competition as per the norms • Understand how to make an effective sales call to convince the outlets to place order for focus Stock Keeping Unit (SKU)
2.	To have understanding of business and productivity targets and measures to achieve the same
	<ul style="list-style-type: none"> • Understand Productivity Parameters and targets • Explain product availability and product benchmarking norms • Gather knowledge of route plan with details of outlets in the route • Classification of outlets by type and outlet profile • Explain stock replenishment cycle of the organization • Explain organization's guidelines in case of stock out • Explain how to set beat and outlet wise targets to achieve launch targets • Explain concept of SKU • Explain how to check stock position of each SKU at the distributor point, estimate sales from the beat and optimize order as per stock available on hand • Explain how to check stock available at the shelves / selling area and backroom for reserves • Describe the concept of Stock Order Quantity (SOQ)
3.	To make an effective sales call
	<ul style="list-style-type: none"> • Explain sales call process and procedures of an organization • Explain techniques to make an effective sales call • Explain how to estimate stock requirement for the outlet

Sr. No	Key Learning Outcomes
	<ul style="list-style-type: none"> • Understand how to analyse current stock on hand to avoid stock outs • Understand Freshness norms, Availability norms, Stock rotation & Stock return norms of the organization • Understand operation of various elements of palmtop/handheld device such as updation of route/outlet list, product list, scheme details, order capture, report generation, data syncing process • Understand the concept of First Manufactured First Out (FMFO) • Understand the process of capturing and closing orders
4.	To handle credit management of an outlet (receivables and payables)
	<ul style="list-style-type: none"> • Explain the concept of credit management • Understand the processes involved in credit management • Understand credit and collection norms of the distributor and organization • Display payment norms and delivery norms • Understand reconciliation of receivables and payables
5.	To effectively handle objections, issue resolutions and build positive relationships with trade
	<ul style="list-style-type: none"> • Learn about organisation's standards on appropriate appearance and behaviour. • Understand customer relationship management • Understand importance and techniques in effective communication • Learn about organisation's standards for timeliness in responding to Retailers questions and requests for information • Explain ways to handle objections effectively
	Assessment / Examination

6.3 EMPLOYABILITY AND ENTREPRENEURSHIP SKILLS MODEL CURRICULUM

Program Name	Employability and Entrepreneurship Skills		
Qualification Pack Name &	ALL		
Version No.	1.0	Version Update Date	
Pre-requisites to Training	NA		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Identify personal strengths and value systems: safe work habits, achievement motivation, time management, anger management, stress management. • Recall important tenets of digital literacy: fundamentals of computer terminology, parts of a computer and a keyboard, main applications of MS Office. • Discuss the essentials of matters pertaining to money: saving money, bank accounts, types of costs, investment options, insurance products, taxes. • Prepare for employment and self-employment: preparing for an interview, effective resume writing, basic workplace terminology. • Illustrate the basics of entrepreneurship and identify new business opportunities: effective leadership, effective speaking, effective listening, problem solving, business opportunities, types of entrepreneurs, entrepreneurial process and ecosystem, resilient entrepreneurs 		

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Introduction</p> <p>Theory Duration (hh:mm) 00:30</p> <p>Practical Duration (hh:mm) 00:00</p>	<ul style="list-style-type: none"> • Recognize the importance of general discipline in the class room (dos and don'ts) • List expectations from the program • Outline the objectives of the program 	Laptop, white board, marker, projector
2	<p>Personal Strengths and Value Systems</p> <p>Theory Duration (hh:mm) 04:00</p> <p>Practical Duration (hh:mm) 04:00</p>	<ul style="list-style-type: none"> • Identify common health issues and tips to prevent them • Discuss critical safety habits to be followed by employees • Understand motivation with the help of Maslow's Hierarchy of Needs • List the characteristics of entrepreneurs with achievement motivation • Discuss how to maintain a positive attitude • Discuss the role of attitude in self- analysis • List your strengths and weaknesses 	Workbook exercises on health standards, Laptop, activity on strengths and weaknesses, white board, marker, projector

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> • Describe the importance of honesty in entrepreneurs • List the characteristics of highly creative and innovative people • Discuss the benefits of time management • List the traits of effective time managers • Apply effective time management techniques • Apply tips for anger management and stress management 	
3	<p>Digital Literacy: A Recap</p> <p>Theory Duration (hh:mm) 01:00</p> <p>Practical Duration (hh:mm) 03:00</p>	<ul style="list-style-type: none"> • Identify the basic parts of a computer and keyboard • Recall basic computer terminology • Identify the functions of basic computer keys • Discuss the main applications of MS Office • Discuss the benefits of Microsoft Outlook • Identify the different types of e-commerce • Explain the benefits of e-commerce for retailers and customers • Discuss how the Digital India campaign will help boost e-commerce in India 	Laptop, white board, marker, projector, CPU, Monitor, keyboard, mouse, MS Office software, E-Wallet soft wares such as PayTM, SBI buddy etc.

Sr. No	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> • Describe how you will sell a product or service on an e-commerce platform • Elaborate on the need for digital transactions • Identify the modes of digital transactions • Explain the uses of digital transactions 	
4	<p>Money Matters</p> <p>Theory Duration (hh:m m) 06:00</p> <p>Practical Duration (hh:m m) 02:00</p>	<ul style="list-style-type: none"> • Recognize the importance and benefits of saving money • Discuss the main types of bank accounts • Illustrate the process of opening a bank account • Differentiate between fixed and variable costs • Describe the main types of investment options • Identify the different types of insurance products and types of taxes • Discuss the uses of online banking • Describe the main types of electronic funds transfers 	<p>Laptop, white board, marker, projector, Passport, Driving License, Voter ID card, PAN card, Aadhaar card, sample KYC document, bank opening form (can be downloaded from the Internet)</p>

Sr. No	Module	Key Learning Outcomes	Equipment Required
5	<p>Preparing for Employment and Self-Employment</p> <p>Theory Duration (hh:m m) 02:00</p> <p>Practical Duration</p>	<ul style="list-style-type: none"> • Follow the steps to prepare for an interview • Create an effective Resume • Identify the most frequently asked interview questions 	<p>Laptop, white board, marker, projector, sample CVs, Mock interviews, role plays, role play briefs, FAQs, quiz on basic workplace technologies.</p>
6	<p>Entrepreneurship Theory</p> <p>Duration (hh:mm) 04:30</p> <p>Practical Duration (hh:mm) 09:00</p>	<ul style="list-style-type: none"> • Discuss the concept and significance of entrepreneurship and the characteristics of an entrepreneur • List the qualities of an effective leader and the benefits of effective leadership • List the traits of an effective team • Apply techniques of effective listening • Apply techniques of effective speaking • Solve problems by identifying important problem solving traits • Discuss how to identify new business opportunities within your business • Describe the different types of entrepreneurs 	

Sr. No	Module	Key Learning Outcomes	Equipment Required
	<p>Entrepreneurs hip Theory</p> <p>Duration (hh:mm) 04:30</p> <p>Practical Duration (hh:m m) 09:00</p>	<ul style="list-style-type: none"> • State the characteristics of entrepreneurs • Recall entrepreneur success stories • Discuss how to answer the most frequently asked interview questions • Identify basic workplace terminology • Follow the entrepreneurial process and explain the entrepreneurship ecosystem • Recognize the purpose of the Make in India campaign • Identify key schemes to promote entrepreneurs • Define the relationship between entrepreneurship and risk appetite and entrepreneurship and resilience • Discuss the characteristics of a resilient entrepreneur Identify techniques of dealing effectively with failure 	<p>Laptop, white board, marker, projector, SWOT activity: pen and paper individual exercise, charts, coloured pens, Group Activity: poster making on entrepreneurship ecosystem. Activity: SMART Goal writing</p>

Sr. No	Module	Key Learning Outcomes	Equipment Required
	Total Duration Theory Duration 18:00 Practical Duration 22:00	Unique Equipment Required: Laptop, white board, marker, projector	

Grand Total Course Duration: **40 Hours, 0 Minutes**

6.4 APPRENTICESHIP TRAINING (ON-THE-JOB TRAINING)

(BLOCK II)

DURATION: 12 MONTHS

1. **Name of Trade** : Distributor Salesman
2. **Duration of On-Job Training** : 12 Months
3. **Entry Qualification** : Passed 10th class
4. **Examination** : NCVT exam will be conducted at the end of Apprenticeship Training
5. **Selection of Apprentices** : The apprentices will be selected as per the guidelines specified in the Apprenticeship Act amended time to time.

6.5 BROAD SKILL COMPONENT TO BE COVERED DURING ON-THE-JOB TRAINING

DURATION : 12 MONTHS (52 WEEKS)	
SL NO	LIST OF PRACTICAL SKILLS TO BE COVERED DURING ON JOB TRAINING
1	<p>Update self and products to be sold at outlets and their merchandising</p> <ul style="list-style-type: none"> • Update self with product portfolio and product details – grammages, price points and variants of own and competition products • Update self on channel wise, category wise, outlet type wise schemes • Carry market planner and outlet wise plans made prior to the market visit and be aware of focus categories and plans for sale of specific category/SKUs by outlet • Cover target outlets/ entire route and take note of new outlets / closed outlets in the beat • Identify hotspots in an outlet and try to convince the retailer to provide these for displays • Achieve high order visibility by correct deployment of merchandising material • Put branding materials on the area surrounding the rack and inside the rack • Obtain natural visibility by clearing cluttered space and stocking company's products • Replace damaged display materials • Benchmark own product with that of competition as per the norms and accordingly make own products available at an outlet
2	<p>Update self on business and productivity targets and take measures to achieve the same</p> <ul style="list-style-type: none"> • Update self on sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed • Place products next to the competitor brand and maintain category and competition adjacency • Stock products such as to maximise number of facings • Place products next to the competitor brand and maintain category and competition adjacency • Articulate features and benefits of new products to the retailer • Ensure availability of new launch products as per availability norms • Everyday check stock position of each SKU at the distributor point. • Check the stock available in the selling area / shelves

	<ul style="list-style-type: none"> • Check stocks available in the backroom for reserves • Check stock for all brand and capture order as per Stock Order Quantity (SOQ)
3	<p>Make an effective sales call</p> <ul style="list-style-type: none"> • Demonstrate physical and professional etiquettes while interacting with the retailers • Analyse current stock on hand and sales of the outlets. • Make an effective sales call to convince the outlets to place order for focus SKU • Advise retailers for optimum order depending on the need to avoid stock outs • Communicate all benefits which would accrue to the retailer in short and concise manner • Perform range selling by leveraging on own brand already available in the retail outlet and strengthen portfolio presence in the outlet • Access and update route list & outlet list in the palmtop/handheld device • Access Product list & Scheme details available in the palmtop/handheld device • Check physical condition of stock and its freshness • Arrange stock as per FMFO and even educate retailer on FMFO • Carryout stock rotation in case stock movement is very low • Replace damaged or expired goods with fresh stocks and enter information about damaged goods in the handheld device • Enter ordered quantity against each SKU ordered • Submit the orders and check summary of the order • Communicate the order value to the retailer
4	<p>To handle credit management of an outlet (receivables and payables)</p> <ul style="list-style-type: none"> • Each day before starting the beat collect details of pending invoices from the distribution point. • Gather credit ageing information of retailer bills and set beat objectives accordingly • Keep track of pending display payments and inform the distributor and concerned authority in the organization • Reconcile receivables and payables and resolve queries
5	<p>To effectively handle objections, issue resolutions and build positive relationships with trade</p> <ul style="list-style-type: none"> • Develop a rapport with retailers by demonstrating punctuality, regularity, courtesy and interest in the retailer's business

- | | |
|--|---|
| | <ul style="list-style-type: none">• Explain the benefits that the retailer will have from the sale• Handle objection and resolve issues within purview and escalate issues that are beyond purview to supervisor |
|--|---|

7. ASSESSMENT STANDARD

7.1 Assessment Guideline:

Appropriate arrangements should be made to ensure that there will be no artificial barriers to assessment. The nature of special needs should be taken into account while undertaking assessment. Due consideration to be given while assessing for team work, avoidance/reduction of scrape/wastage and disposal of scarp/wastage as per procedure, behavioral attitude and regularity in training.

The following marking pattern to be adopted while assessing:

a) Weightage in the range of 60-75% to be allotted during assessment under following performance level:

For this grade, the candidate with occasional guidance and showing due regard for safety procedures and practices, has produced work which demonstrates attainment of an acceptable standard of craftsmanship.

In this work there is evidence of:

- good skill levels in the use of hand tools, machine tools and workshop equipment
- many tolerances while undertaking different work are in line with those demanded by the component/job.
- a fairly good level of neatness and consistency in the finish
- occasional support in completing the project/job.

b) Weightage in the range of above75%- 90% to be allotted during assessment under following performance level:

For this grade, the candidate, with little guidance and showing due regard for safety procedures and practices, has produced work which demonstrates attainment of a reasonable standard of craftsmanship.

In this work there is evidence of:

- good skill levels in the use of hand tools, machine tools and workshop equipment

- The majority of tolerances while undertaking different work are in line with those demanded by the component/job.
- a good level of neatness and consistency in the finish
- little support in completing the project/job

c)Weightage in the range of above 90% to be allotted during assessment under following performance level:

For performance in this grade, the candidate, with minimal or no support in organization and execution and with due regard for safety procedures and practices, have produced work which demonstrates attainment of a high standard of craftsmanship.

In this work there is evidence of:

- high skill levels in the use of hand tools, machine tools and workshop equipment
- Tolerances while undertaking different work being substantially in line with those demanded by the component/job.
- A high level of neatness and consistency in the finish.
- Minimal or no support in completing the project

FURTHER LEARNING PATHWAYS

On successful completion of this course, the candidates shall be gainfully employed in the following industries:

- FMCG
- Retail Store Operations
- E-commerce Retail
- Self – employment (Retail Business)

ANNEXURE – 1

Tools & Equipment for Basic Training

Equipment Name	Minimum number of Equipment required (per batch of 20 trainees)	Unit Type	Is this a mandatory Equipment to be available at the Training Center (Yes/No)	Dimension/Specification/ Description of the Equipment
Display Racks - Gondola / Shelves	1	Piece	Yes	Size 3' X 1.5' X 5, Non Branded
Calculator	1	Piece	Yes	Casio or equivalent
Dummy DSRs	25	Nos.	Yes	Printouts of dummy DSR, Non Branded
Dummy products for merchandising	30	Nos.	Yes	Random assortment of FMCG Stock, Multibranded
Dummy Product Detailers / Product Catalog	10	Nos.	Yes	Dummy detailers, Non Branded
Product signages	10	Nos.	Yes	Information on product category
Pre - Printed Bill Book With Product Details	5	Piece	Yes	Orientation purpose
Sample route plan	2	Nos.	Yes	Customised
Product Hamper Kit	5	Nos.	Yes	(Assortment of Products packed together to create an offer hamper)
Handheld Palm device with basic DSR information	2	Nos.	Yes	Palmtop, Multibranded
Software to run DSR on palmtop - demo version	1	Nos	Yes	Software created and licensed through standard vendors- demo version

ANNEXURE – II

Tools & Equipment for On-the-Job Training

Equipment Name	Minimum number of Equipment required (per batch of 20 trainees)	Unit Type	Is this a mandatory Equipment to be available at the Training Center (Yes/No)	Dimension/Specification/ Description of the Equipment
Display Racks - Gondola / Shelves	1	Piece	Yes	Size 3' X 1.5' X 5, Non Branded
Calculator	1	Piece	Yes	Casio or equivalent
Dummy DSRs	25	Nos.	Yes	Printouts of dummy DSR, Non Branded
Dummy products for merchandising	30	Nos.	Yes	Random assortment of FMCG Stock, Multibranded
Dummy Product Detailers / Product Catalog	10	Nos.	Yes	Dummy detailers, Non Branded
Product signages	10	Nos.	Yes	Information on product category
Pre - Printed Bill Book With Product Details	5	Piece	Yes	Orientation purpose
Sample route plan	2	Nos.	Yes	Customised
Product Hamper Kit	5	Nos.	Yes	(Assortment of Products packed together to create an offer hamper)
Handheld Palm device with basic DSR information	2	Nos.	Yes	Palmtop, Multibranded
Software to run DSR on palmtop - demo version	1	Nos	Yes	Software created and licensed through standard vendors- demo version

ANNEXURE III

INFRASTRUCTURE FOR APPRENTICESHIP TRAINING

TRADE: DISTRIBUTOR SALESMAN

For a Batch of 20 APPRENTICES

Actual training will depend on the existing facilities available in the establishments. However, the industry should ensure that the broad skills defined against Apprenticeship Training part (i.e. 12 months) are imparted.

ANNEXURE IV

GUIDELINES FOR INSTRUCTORS AND PAPER SETTERS

Due care to be taken for proper & inclusive training delivery in the batch.

1. Some of the following method of delivery may be adopted:

A) LECTURE

B) LESSON

B) DEMONSTRATION

C) PRACTICAL

D) DISCUSSION WITH PEER GROUP

E) PROJECT WORK

F) STORE VISIT

2. Maximum utilization of latest form of training viz., audio visual aids, integration of IT, etc. may be adopted.

3. The total hours to be devoted against each topic may be decided with due diligence to safety & with prioritizing transfer of required skills.