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GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
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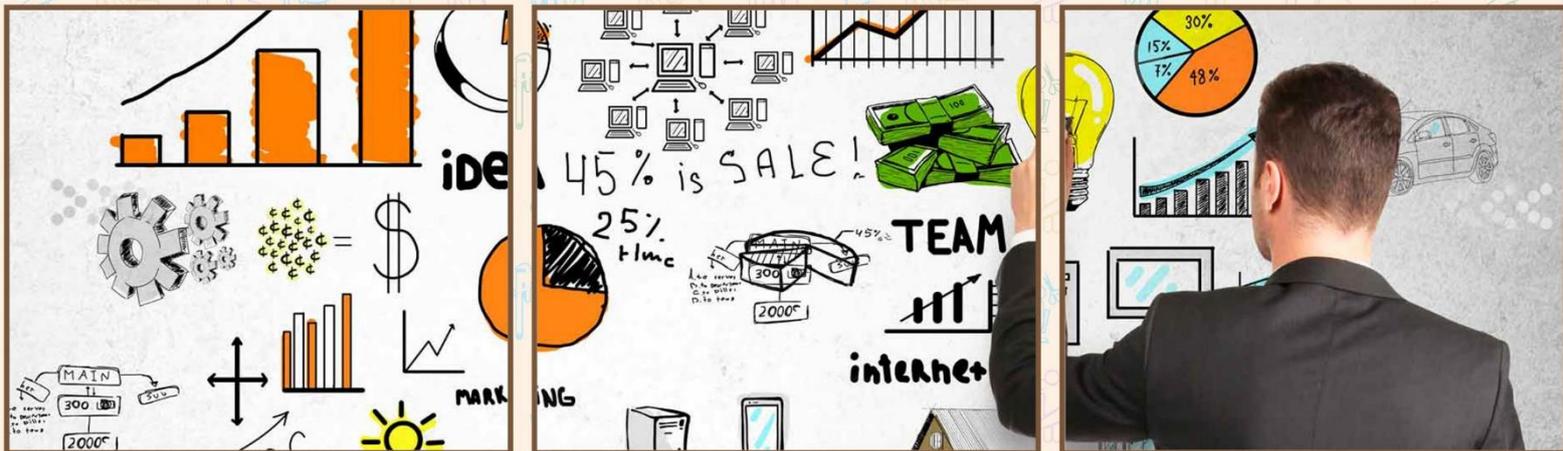
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Media & Entertainment Skills Council

Facilitator Guide



Sector
Media and Entertainment

Sub-Sector
Print, Television, Radio, Digital, Out-of-home

Occupation
Ad Sales/ Account Management/Scheduling/ Traffic

Reference ID: MES/ Q 0903, Version 1.0
NSQF Level 4

Sales Coordinator



Shri Narendra Modi

Prime Minister of India

“ Skilling is building a better India.
If we have to move India towards
development then Skill Development
should be our mission. ”

Acknowledgements

Media & Entertainment Skills Council (MESC) would like to express its gratitude to all the individuals and institutions who contributed in different ways towards the preparation of this “Facilitator Guide”. Without their contribution it could not have been completed. Special thanks are extended to those who collaborated in the preparation of its different modules. Sincere appreciation is also extended to all who provided peer review for these modules.

The preparation of this manual would not have been possible without the Media and Entertainment Industry’s support. Industry feedback has been extremely encouraging from inception to conclusion and it is with their input that we have tried to bridge the skill gaps existing today in the Industry.

This manual is dedicated to the aspiring youth who desire to achieve special skills which will be lifelong asset for their future endeavors.

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About this Guide

This Facilitator Guide is designed to enable training for the specific Qualification Pack (QP). Each National Occupational (NOS) is covered across Unit/s.

Key Learning Objectives for the specific NOS mark the beginning of the Unit/s for that NOS. The symbols used in this book are described below.

Symbols Used



Steps



Time



Tips



Notes



Objectives



Do



Ask



Explain



Elaborate



Field Visit



Practical



Lab



Demonstrat



Exercise



Team Activity



Facilitation Notes



Learning Outcomes



Say



Resources



Activity



Summary



Role Play



Example

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1. Introduction

Unit 1.1 - Introduction to the Media and Entertainment

Unit 1.2 - Duties and Responsibilities of a Sales Coordinator



Key Learning Outcomes

At the end of this module, you will be able to:

1. Explain the key features of the Media and Entertainment sector
2. Discuss various processes and products of Media & Entertainment sector
3. Learn about the role of Sales Coordinator in industry.
4. Identify the minimum requirement to become a certified Sales Coordinator.
5. Describe the work area of Sales Coordinator.
6. Identify the opportunities available for Sales Coordinator.

Icebreaker

Unit Objectives

At the end of this unit, you will be able to:

1. Introduce each other
2. Build rapport with fellow students and the trainer
3. Find the interest of students

Resources to be used

- Available objects such as a duster, pen, notebook etc.
- A small bag to be used as parcel

Do

- Make the students stand in a circle, close enough to the person each side of them that they can pass the parcel quickly.
- Say 'Stop' when the when students least expect it. The person who has the parcel at that time should get out.
- Those who get out should introduce themselves by providing their names and a little additional information such as favorite hobbies, likes, dislikes etc.
- The winner of the game should stand and introduce himself/herself at the end of the game.

Say

- Thank the students for their participation.

Notes for Facilitation

- You could ask the students who get out during the game to be the music keepers. They can start and stop the music as the game progresses.
- Encourage shy students to provide information about themselves by prompting them with questions such as 'what do you enjoy doing the most', 'what is your favorite movie or book' etc.

Unit 1.1: Introduction to Media and Entertainment Sector

Unit Objectives



At the end of this unit, students will be able to:

1. Describe the media and entertainment industry in India
2. Describe the growth expected in the media & entertainment industry
3. Explain the various products and processes of the industry
4. Identify some keywords used in the industry

Notes for Facilitation



- Ask the students to define what media and entertainment is.
- Give the students some time and let them discuss with each other to come up with best definition.
- Ask the students if they can find media and entertainment elements around them.
- Discuss about the media and entertainment industry of India and places where it is in force.
- Discuss the role of Bollywood and advertisement industry in India economy.
- Explain the acts, legislations and key bodies related to Media and Entertainment in India.
- Explain the major sub-sectors of media and entertainment sector.

Unit 1.2: Duties and Responsibilities of Sales Coordinator

Unit Objectives



At the end of this unit, students will be able to:

1. Learn about the role of Sales Coordinator in Media and Entertainment industry.
2. Identify the minimum requirement to become a certified Sales Coordinator.
3. Explain the work field of Sales Coordinator.
4. Identify the opportunities available for Sales Coordinator.

Explain



- Explain the job role of Sales Coordinator
- Describe the opportunities of Sales Coordinator
- Explain the key skills to be present in a Sales Coordinator
- Understand contents (stocks, amount, consumer, etc.) from the sales contracts.

Ask



- Ask the students about the job or work of Sales Coordinator.
- Ask the student about the need of Sales Coordinator in film and television industry.



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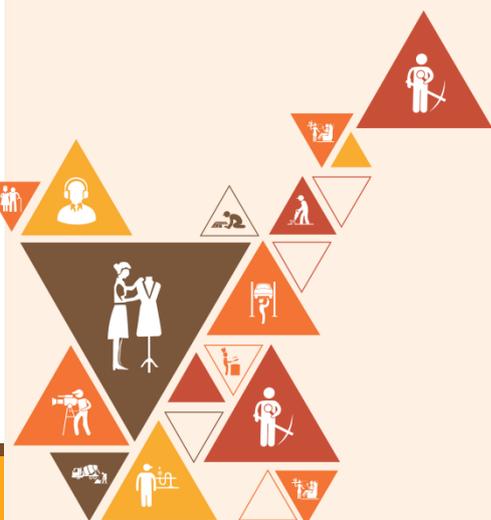
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2. Managing Sales

Unit 2.1 – Media Products

Unit 2.2 – Sales Documentation and Processes

Unit 2.3 – Microsoft Excel for Sales Processing



MES/N3501

Key Learning Outcomes



At the end of this module, students will be able to:

1. Understand the creative and technical requirements and expectations in terms of quality of deliverables and timelines.
2. Determine key post-production processes that would be involved to produce the de-sired outcome and chart-out the process workflow (Supervisor)
3. Translate expectations into effort estimates for each process and prepare a work plan, keeping in mind the impact on the production budget, timelines and technical viability (Supervisor)
4. Document post-production requirements that can serve as a reference
5. Document for circulation to the team
6. Document decisions on the processes involved and techniques to be used with rea-sons thereof
7. Document the project work-plan including the key deliverables, resources involved and timelines (Supervisor)
8. Document dos and don'ts for different machines and software for reference of the team
9. Document other areas (e.g. requirements of the target audience, market, end-product, reference links and videos) that may be relevant for the team

UNIT 2.1: Post-Production Processes

Unit Objectives

At the end of this unit, students will be able to:

1. Understand contents (stocks, amount, consumer, etc.) from the sales contracts.
2. Design the work schedule, if applicable.
3. Increase statements and insert information into the sales program on account of stocks sold, develop and arrange sites/ stocks trackers as applicable.
4. Produce analyze and generate service orders based on ROs taken from customers/agencies.
5. Create and manage reports on buyers, opponents, missing customers etc. and forward these reports to consistent company for follow up.

Explain

- Explain contents (stocks, amount, consumer, etc.) from the sales contracts
- Explain information into the sales program on account of stocks sold, develop and arrange sites/ stocks trackers as applicable.
- Create and manage reports on buyers, opponents, missing customers etc.
- forward these reports to consistent company for follow up

Practical

- Make a chart / a collection book of different types of media's.



UNIT 2.2 Sales Documentation and Processes

Unit Objectives

At the end of this unit, students will be able to:

1. Understand contents (stocks, amount, consumer, etc.) from the sales contracts.
2. Design the work schedule, if applicable.
3. Increase statements and insert information into the sales program on account of stocks sold, develop and arrange sites/ stocks trackers as applicable.
4. Produce analyze and generate service orders based on ROs taken from customers/agencies.
5. Create and manage reports on buyers, opponents, missing customers etc. and forward these reports to consistent company for follow up.

Explain

- Explain the Sales Documentation.
- Describe Sales Process.
- Explain Processing Orders.
- Describe & brief how to create or make sales order.

Practical

- Visit of a SAP software

Notes for Facilitation

- Ask the students Sales Documentation.
- Ask your students What are the five stages of Sales process and describe
- Ask the students Processing Orders & Create Sales Order.

UNIT 2.3 Microsoft Excel for Sales Processing

Unit Objectives

At the end of this unit, students will be able to:

1. Understand contents (stocks, amount, consumer, etc.) from the sales contracts.
2. Design the work schedule, if applicable.
3. Increase statements and insert information into the sales program on account of stocks sold, develop and arrange sites/ stocks trackers as applicable.
4. Produce analyze and generate service orders based on ROs taken from customers/agencies.
5. Create and manage reports on buyers, opponents, missing customers etc. and forward these reports to consistent company for follow up.

Explain

- Explain the Sales Processing using MS Excel.
- Describe software an organization uses to store their sales data
- Explain name of some formats or templates used in Sales Processing
- Describe tracking sold items and profit earned per item.

Practical

- Visit of a Excel software

Notes for Facilitation

- Ask the students Sales Documentation.
- Ask the students What are the five stages of Sales process and describe
- Ask the students template should be used to track your organization's progress



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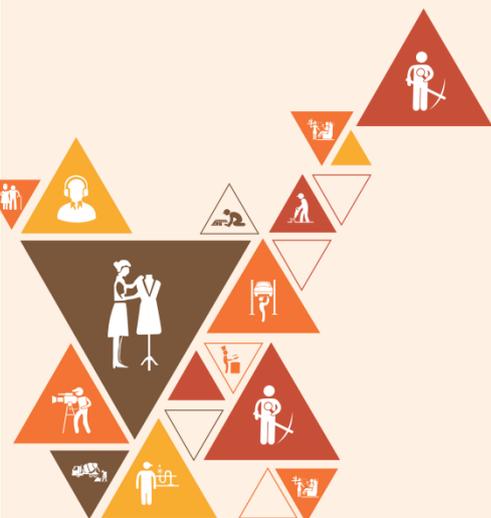
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3. MIS Report

Unit 3.1 – Data Compilation and MIS in MS Excel



MES/N3502

Key Learning Outcomes



At the end of this module, students will be able to:

- Understand the various categories of reports proposed by the authority/other internal affairs.
- Arrange and submit data in the detailed format to satisfy the demands.
- Answer positively to comments and changes in requirements.
- Constantly analyze the report to describe trending key points and other differences.
- Suggest information in an easy way to explain formats, which is satisfactory for the organization.

Unit 3.1: Data Compilation and MIS in MS Excel

Unit Objectives

At the end of this unit, students will be able to:

1. Understand the various categories of reports proposed by the authority/other internal affairs.
2. Arrange and submit data in the detailed format to satisfy the demands.
3. Answer positively to comments and changes in requirements.
4. Constantly analyze the report to describe trending key points and other differences.
5. Suggest information in an easy way to explain formats, that is satisfactory for the organization.

Notes for Facilitation

- Discuss the about Management Information System.
- Discuss the use of Excel Import Data from another workbook, Extract parts from data entries Format adjustments etc.....
- Discuss the analyze wrong entries entered in organization's data

Explain

- Explain the import a data from another files.
- Discuss the use of formula's in excel.
- Explain the remove duplicates with the help of tools.
- Discuss the Combine data sets.

Ask

- Ask the students if they analyze wrong entries entered in organization's data?
- Ask the students if they extract a particular data from data entries?

Practical

- Export and import a media file in Photoshop and After Effect.
- Trace a object for compositing in After Effect software.

Summarize



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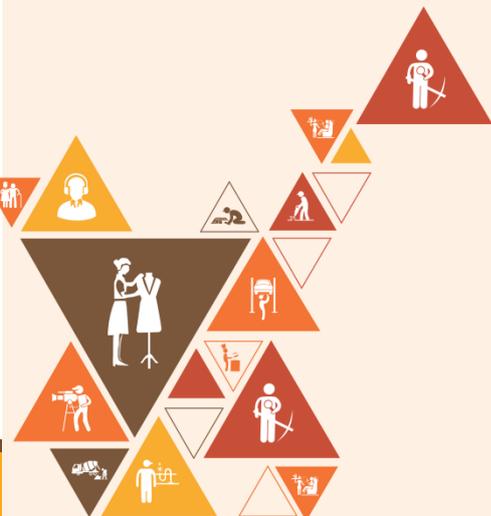
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4. Assistance in Payment Collection

Unit 4.1 – Payment Processing and Collection Methods



MES/N3506

Key Learning Outcomes



At the end of this module, students will be able to:

1. Create and manage reports on billings and collections.
2. Give assistance to the sales team representatives in collections by arranging and dispatching reminders and report to customers and agencies.
3. Understand contents (stocks sold, consumer, etc.) from the sales contracts.
4. Analyze traffic orders based upon ROs collected from consumers/agencies where applicable.
5. Answer positively to feedback and development in specification.

Unit 4.1: Payment Processing and Collection Methods

Unit Objectives

At the end of this unit, students will be able to:

1. Create and manage reports on billings and collections.
2. Give assistance to the sales team representatives in collections by arranging and dispatching reminders and report to customers and agencies.
3. Understand contents (stocks sold, consumer, etc.) from the sales contracts.
4. Analyze traffic orders based upon ROs collected from consumers/agencies where applicable.
5. Answer positively to feedback and development in specification.

Notes for Facilitation

- Explain the Payment Collection Procedure.
- Discuss the Payment Collection Method.
- Explain the Accounts Receivable Aging Report.
- Explain the advantages of online payment collection method.

Practical

- Make a sheet in MS Excel with formatting for procedure of Payment Collection.

Summarize

- Summarize the collection proceeding for Non Payers.

Key Learning Outcomes



At the end of this module, students will be able to:

1. Identify the common safety measures while working in studio.
2. Describe the benefits of health.
3. Describe the measures to be taken to maintain hygiene in workshop.
4. Describe about the common accidents that occur in workshop.
5. Describe the preventive measures to be taken to minimize accidents.
6. Learn the procedure to use fire extinguisher
7. Learn the ingredients of First-Aid Kit.
8. Learn the methods of giving First-Aid in case of accident.

Unit5.1: Maintain Workplace Health and Safety

Unit Objectives

At the end of this unit, students will be able to:

1. State some common reasons of accidents at site.
2. State common accidents and prevention techniques
3. State ways to stay healthy and hygienic (personal hygiene)
4. Describe the common accidents that occur in studio.
5. Describe the preventive measures to be taken to minimize accidents.
6. Learn the procedure to use fire extinguisher
7. Learn the ingredients of First-Aid Kit.
8. Learn the methods of giving First-Aid in case of accident.

Notes for Facilitation

- Discuss the importance of safety at the workplace. Give some live examples if you have.
- Discuss what PPE (Personal Protective Equipment) is.
- Ask the students to discuss the important things to be taken care of while working in workshop.
- Ask the student what is the definition of health.
- Tell the correct definition of health and discuss its importance.

5.1.1: General Safety Rules

Say



- There are some safety rules which are common on every type of manufacturing work. Like, you should never drink liquor when you are on work.
- You should not ignore the safety rules as it may cause injury to you and your colleagues nearby.

Do



- Explain to the participants the importance safety rules.
- Divide the class into two groups and ask them to tell general safety rules one by one.
- If first group is not able to suggest safety rule then pass it to other.
- Give points to the groups on each correct safety rule suggested for engraving studio.

Demonstrate



- Rearrange the desks in the classroom in random way so that there is very narrow passage to pass through them.
- Ask one student to run through the passage and ask the other student to run behind him to catch.
- Soon the student will get stuck in the passage or hit the desk. Tell the students if the things were arranged properly this should not have happened.

Steps: General Safety Rules



- Work intelligently.
- Keep studio space neat and orderly.
- Ensure appropriate ventilation.
- Have proper protective gear and cleaning supplies available.
- Wash hands and other exposed body parts after working, and before eating or using the bathroom.
- Maintain your health and fitness.

Summarize



- Summarize the general safety rules.

5.1.2: Health

Say



- There is a famous proverb “Health is Wealth” which means if a person is healthy he/she can do work and earn wealth.
- As defined by World Health Organization (WHO), Health is a "State of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity."
- We should always stay healthy by mind, body and soul.

Explain



- Explain to the participants the importance of health.
- Explain the methods to stay mentally healthy.
- Explain the methods to stay physically healthy.
- Explain why it is important to be healthy by soul means having good thoughts for work as well as your colleagues.

Demonstrate



- Demonstrate the ill effects of bad habits on health via videos and encourage the students to quit bad habits if they have any.

Summarize



- Summarize the methods to stay healthy and fit.

5.1.3: Maintaining Personal Hygiene

Say



- Personal hygiene is a very important aspect of human which differentiate us from animals.
- Personal hygiene involves very basic things like taking bath regularly, brushing teeth etc.

Explain



- Explain the importance of maintaining personal hygiene.
- Explain how we can maintain personal hygiene.

Demonstrate



- Demonstrate the effect of not maintaining personal hygiene with the help of videos.

Summarize



- Summarize the methods to maintain personal hygiene.

5.1.4: What is an Accident?

Say



- An **accident** is a specific, unpredictable, unusual and unintended external action which occurs in a particular time and place, with no apparent and deliberate cause but with marked effects.

Explain



- Explain the types of accidents.

Demonstrate



- Demonstrate the common occurring accidents through videos or chart.

Summarize



- Summarize the types of accidents and measures to be taken to stop them.

5.1.5: What is a Fire Extinguisher?

Say



- Fire extinguishers are fire protection device used to extinguish or control small fires.

Explain



- Explain the types of fire extinguishers.
- Explain the use of different type of fire extinguishers.
- Explain the importance of proper pressure in the fire extinguisher and how to read pressure.

Demonstrate



- Demonstrate the types of fire extinguishers.
- Demonstrate the parts of fire extinguisher and use of each part.

Summarize



- Summarize the types of accidents and measures to be taken to stop them.

Activity



- Ask the students to assemble together.
- Explain the purpose and duration of the activity.
- Set guidelines pertaining to discipline and expected tasks.

Skill Practice	Time	Resources
Use of different type of Fire Extinguisher	6 hours	Fire Extinguisher, wood, plastic, electric supply and arrangement for short circuit, petrol to set mock fire

Do



- Ask the volunteer to come forward for using Fire Extinguisher.
- Ask the rest of students to keep a safe distance from the mock test area and watch very carefully.
- Go around and make sure the distance is safe.
- Handle different type of fire extinguishers to volunteers.
- Charge different type of mock fires in the open area and ask volunteers to extinguish the fire.

5.1.7: Personal Protective Equipment (PPE)

Say



- Personal protective equipment (PPE) refers to protective clothing, helmets, goggles, or other garments or equipment designed to protect the wearer's body from injury or infection. The hazards addressed by protective equipment include physical, electrical, heat, chemicals, biohazards, and airborne particulate matter

Explain



- Explain the importance of PPE.

Demonstrate



- Demonstrate the components of personal protective equipment.



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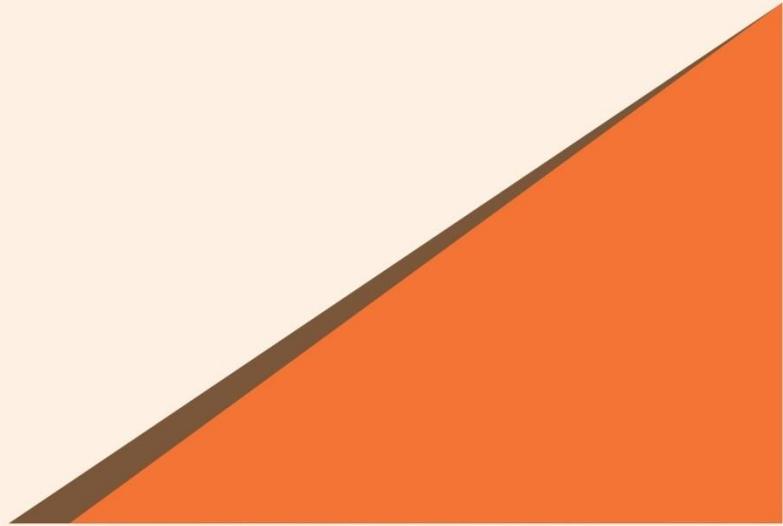
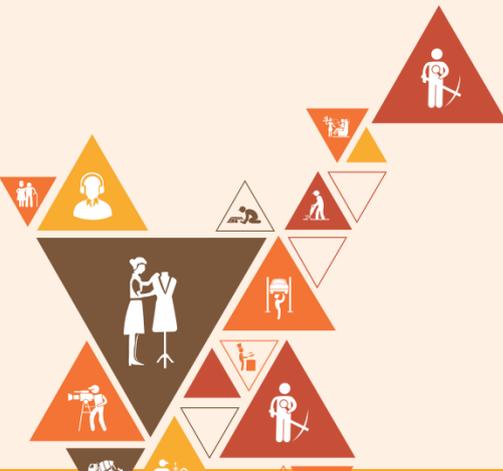


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7. Annexures

Annexure I: Training Delivery Plan

Annexure II: Assessment Criteria



Annexure I

Training Delivery Plan

Training Delivery Plan			
Program Name:	Sales Coordinator		
Qualification Pack Name & Ref. ID	Sales Coordinator & Ref ID: MES/ Q 0204		
Version No.	1.0	Version Update Date	20/3/2020
Pre-requisites to Training	Experience: Class XII to Graduate		
Training Outcomes	<p>By the end of this program, the participants would have achieved the following competencies:</p> <ul style="list-style-type: none"> • Understand details (inventory, rate, customer etc.) from the sales contracts • Create an operations schedule, if appropriate • Raise invoices and enter information into the sales system on the basis of inventory sold, creating and distributing site/inventory trackers as appropriate • Prepare, check and generate Traffic Orders based on ROs received from clients/agencies • Generate and maintain reports on debtors, competitors, lost clients etc, and forward these reports to relevant parties for follow-up • Gather raw data from the various advertising systems used by the individual • Interpret information by performing different analyses and draw suitable insights • Present information in an easy to understand format, that is acceptable to the organisation • Understand details (inventory, rate, customer etc.) from the sales contracts • Check Traffic Orders based on ROs received from clients/agencies, where appropriate • Generate and maintain reports on billing and collections • Assist sales team members in collections by preparing and dispatching reminders and reconciliation reports to agencies and clients • Respond positively to feedback and changes in requirements • Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency. • Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms. • Ensure own personal health and safety, and that of others in the workplace through precautionary measures 		

S. No.	Module	Sessions	Session Objectives	NOS Reference	Methodology	Training Tools/Aids	Hr
1	Introduction to Trade	Introduction to Sales Coordinator Course	<ul style="list-style-type: none"> Learn about the role of Sales Coordinator in industry. Identify the minimum requirement to become a certified Sales Coordinator. Describe the work area of Sales Coordinator. Identify the opportunities available for Sales Coordinator. 		<ul style="list-style-type: none"> Instructor Led Training Demonstration 	Laptop, PowerPoint & Hand-outs, posters, film clips, white board, marker, projector	4 Hr
		Practical Session	Group Discussion on benefits of becoming Sales Coordinator. Also, discuss about the foreign job opportunities.		<ul style="list-style-type: none"> Group Discussion Visit to an animation studio 	-	8Hr
2	Managing Sales	Media Products	<ul style="list-style-type: none"> Understand details (inventory, rate, customer etc.) from the sales contracts Create an operations schedule, if appropriate Raise invoices and enter information into the sales system on the basis of inventory sold, creating and distributing site/inventory trackers as appropriate Prepare, check and generate Traffic Orders based on ROs received from clients/agencies Generate and maintain reports on debtors, competitors, lost clients etc, and forward these reports to relevant parties for follow-up 	MES/N0210 PC1,PC2,PC3,PC4,PC5,KA1,KA2,KB1,KB2,KB3,KB4,KB5,KB6	<ul style="list-style-type: none"> Instructor Led Training Group Discussion Demonstration 	Laptop, PowerPoint & white board, marker, projector	12 Hr
		Practical Session 1	<ul style="list-style-type: none"> Visit an advertisement firm and note down the types of products they sell. Also prepare a budget for the products. 	MES/N0210 PC1,PC2,PC3,PC4,PC5,SA1,SA2,SA3,SA4,SA5,SA6,SA7,SA8,SB1,SB2,SB3,SB4,SB5,SB6,SB7,SB8	Hands on Practical individually	Laptop, PowerPoint & white board, marker, projector, Notebook	16 Hr

		<ul style="list-style-type: none"> Understand details (inventory, rate, customer etc.) from the sales contracts Create an operations schedule, if appropriate Raise invoices and enter information into the sales system on the basis of inventory sold, creating and distributing site/inventory trackers as appropriate Prepare, check and generate Traffic Orders based on ROs received from clients/agencies Generate and maintain reports on debtors, competitors, lost clients etc, and forward these reports to relevant parties for follow-up 	MES/N0210 PC1,PC2,PC3,PC4,PC5,KA1,KA2,KB1,KB2,KB3,KB4,KB5,KB6		Laptop, PowerPoint & white board, marker, projector, Notebook	12 Hr
	Practical Session 2	<ul style="list-style-type: none"> Prepare sales documents manually 	MES/N0210 PC1,PC2,PC3,PC4,PC5,SA1,SA2,SA3,SA4,SA5,SA6,SA7,SA8,SB1,SB2,SB3,SB4,SB5,SB6,SB7,SB8		Laptop, PowerPoint & white board, marker, projector, Notebook, SAP	16 Hr
	Microsoft Excel For Sales Processing	<ul style="list-style-type: none"> Understand details (inventory, rate, customer etc.) from the sales contracts Create an operations schedule, if appropriate Raise invoices and enter information into the sales system on the basis of inventory sold, creating and distributing site/inventory trackers as appropriate Prepare, check and generate Traffic Orders based on ROs received from clients/agencies Generate and maintain reports on debtors, competitors, lost clients etc, and forward these reports to relevant parties for follow-up 	MES/N0210 PC1,PC2,PC3,PC4,PC5,KA1,KA2,KB1,KB2,KB3,KB4,KB5,KB6		Laptop, PowerPoint & white board, marker, projector, Notebook, Microsoft Excel	12 Hr
	Practical Session 3	<ul style="list-style-type: none"> Prepare sales documents on Microsoft Excel 	MES/N0210 PC1,PC2,PC3,PC4,PC5,SA1,SA2,	Hands on Practical individually	Laptop, PowerPoint & white board, marker,	24 Hr

				SA3,SA4,SA5,SA6,SA7,SA8,SB1,SB2,SB3,SB4,SB5,SB6,SB7,SB8		projector	
3	MIS Report	Data Compilation and MIS in MS Excel	<ul style="list-style-type: none"> Gather raw data from the various advertising systems used by the individual Interpret information by performing different analyses and draw suitable insights Present information in an easy to understand format, that is acceptable to the organisation Refresh information with latest data from time to time Understand the different types of reports expected by the management/other internal functions Prepare and present information in the defined format to meet requirements Respond positively to feedback and changes in requirements Continuously review the reports to identify key trends and other variances 	MES/ N 0216 PC1,PC2,PC3,PC4,PC5,PC6,PC7,PC8,KA1,KA2,KB1,KB2,KB3,KB4,KB5,KB6	<ul style="list-style-type: none"> Instructor Led Training Group Demonstration Multimedia 	Laptop, PowerPoint & white board, marker, projector, Notebook, MS Excel	16 Hr
		Practical Session	Compile all the sales data of a organization and generate the MIS report	MES/ N 0216 PC1,PC2,PC3,PC4,PC5,PC6,PC7,PC8,SA1,SA2,SA3,SA4,SA5,SB1,SB2,SB3,SB4,SB5,SB6,SB7	<ul style="list-style-type: none"> Hands on Practical Individually 	Laptop, PowerPoint & white board, marker, projector, Notebook, MS Excel	24 Hr
4	Assistance in Payment Collection	Payment Processing and Collection Methods	<ul style="list-style-type: none"> Understand details (inventory, rate, customer etc.) from the sales contracts Check Traffic Orders based on ROs received from clients/agencies, where appropriate Generate and maintain reports on billing and collections Assist sales team members in collections by preparing and dispatching reminders and 	MES/N0217 PC1,PC2,PC3,PC4,PC5,KA1,KA2,KA3,KA4,KB1,KB2,KB3,KB4,KB5,KB6	<ul style="list-style-type: none"> Instructor Led Training Group Demonstration 	Laptop, PowerPoint & white board, marker, projector	16 Hr

			reconciliation reports to agencies and clients				
			<ul style="list-style-type: none"> Respond positively to feedback and changes in requirements 				
		Practical Sessions	<ul style="list-style-type: none"> Create traffic orders, billing and collection reports. 	MES/N0217 PC1,PC2,PC3,PC4,PC5,SA1,SA2,SA3,SA4,SA5,SA6,SB1,SB2,SB3,SB4,SB5, SB6	<ul style="list-style-type: none"> Hands on Practical Group Discussion 	Laptop, PowerPoint & white board, marker, projector	16 Hr
			<ul style="list-style-type: none"> Comply with health and safety related instructions applicable to the workplace Use and maintain personal protective equipment as per protocol Carry out own activities in line with approved guidelines and procedures Maintain a healthy lifestyle and guard against dependency on intoxicants Follow environment management system related procedures Store materials and tools in line with manufacturer's and organizational requirements Safely handle and move waste and debris Minimize health and safety risks to self and others due to own actions Seek clarifications, from supervisors or other authorized personnel in case of perceived risks Monitor the workplace and work processes for potential risks and threats Carry out periodic walk-through to keep work area free from hazards and obstructions, if assigned 			Laptop, white board, marker, projector, Work safety and ergonomics chart, Fire Extinguisher First-Aid Kit	
	Importance of Safety, Health & Hygiene	Safety, Health and Hygiene		MES/ N 0104 PC1,PC2,PC3,PC4,PC5,PC6,PC7,PC8,PC9,PC10,PC11,PC12,KA1,KA2,KA3,KA4,KB1,KB2,KB3,KB4,KB5,KB6,SB1,SB2,SB3,SB4,SB5,SA1,SA2,SA3,SA4,SA5	<ul style="list-style-type: none"> Instructor Led Training Demonstration Multimedia Group Discussion 		8 Hr
5		Quiz Test	Quiz on Personal health management and Group Discussion on Personal Protective Equipment (PPE)	MES/ N 0104 PC1,PC2,PC3,PC4,PC5,PC6,PC7,PC8,PC9,PC10,PC11,PC12,KA1,K	Quiz Group Discussion	Quiz sheet with questions and answers, PPE	8 Hr

			A2, KA3,KA4,KB1,K B2,KB3,KB4,KB5 ,KB6, SB1,SB2,SB3,SB 4,SB5,SB6,SB7,S A1, SA2,SA3,SA4,SA 5			
	First Aid	<ul style="list-style-type: none"> • Report hazards and potential risks/ threats to supervisors or other authorized personnel • Participate in mock drills/ evacuation procedures organized at the workplace • Undertake first aid, fire-fighting and emergency response training, if asked to do so • Take action based on instructions in the event of fire, emergencies or accidents • Follow organisation procedures for evacuation when required 	MES/ N 0104 PC1,PC2,PC3,PC 4,PC5,PC6,PC7, PC8,PC9,PC10,P C11,PC12,KA1,K A2, KA3,KA4,KB1,K B2,KB3,KB4,KB5 ,KB6, SB1,SB2,SB3,SB 4,SB5,SB6,SB7,S A1, SA2,SA3,SA4,SA 5	<ul style="list-style-type: none"> • Instruc tor Led Trainin g • Demon stratio n 	PPTs, Handbook, PPE, Fire Extinguishe r, First-Aid Kit	8 Hr
	Practical Session 1	Practical on use of Fire Extinguisher on different type of fires	MES/ N 0104 PC1,PC2,PC3,PC 4,PC5,PC6,PC7, PC8,PC9,PC10,P C11,PC12,KA1,K A2, KA3,KA4,KB1,K B2,KB3,KB4,KB5 ,KB6, SB1,SB2,SB3,SB 4,SB5,SB6,SB7,S A1, SA2,SA3,SA4,SA 5	<ul style="list-style-type: none"> • Hands on Practic al in group 	Fire Extinguishe r	8 Hr
	Practical Session 2	Role Play on First Aid and Group Discussion	MES/ N 0104 PC1,PC2,PC3,PC 4,PC5,PC6,PC7, PC8,PC9,PC10,P C11,PC12,KA1,K A2,	<ul style="list-style-type: none"> • Hands on Practic al in group • Group Discuss 	First-Aid Kit	8 Hr

				KA3,KA4,KB1,KB2,KB3,KB4,KB5,KB6,SB1,SB2,SB3,SB4,SB5,SB6,SB7,SA1,SA2,SA3,SA4,SA5	ion		
6	Entrepreneurship and Soft skills	<ul style="list-style-type: none"> Personal Strengths & Value Systems Digital Literacy: A Recap Money Matters Preparing for Employment & Self Employment Understanding Entrepreneurship Preparing to be an 	<ul style="list-style-type: none"> Explain the meaning of health List common health issues Discuss tips to prevent common health issues Explain the meaning of hygiene Understand the purpose of Swacch Bharat Abhiyan Recall the functions of basic computer keys Discuss the main applications of MS Office Discuss the benefits of Microsoft Outlook Discuss the different types of e-commerce List the benefits of e-commerce for retailers and customers Discuss how the Digital India campaign will help boost e-commerce in India Explain how you will sell a product or service on an e-commerce platform Discuss the need for CRM Discuss the benefits of CRM Discuss the need for networking Discuss the benefits of networking Understand the importance of setting goals Differentiate between short-term, medium-term and long-term goals Discuss how to write a business plan Explain the financial planning process 		<ul style="list-style-type: none"> Instructor Led Training Demonstration 	Handbook, White board, marker, computer system, projector, PPTs	40 Hr

		Entrepreneur					
		Practice sessions	<ul style="list-style-type: none"> 1 Project under trainer guidance on sales coordination 		Hands on Practical under guidance of instructor	All used in previous sessions	24 Hr

Annexure II

Assessment Criteria

CRITERIA FOR ASSESSMENT OF TRAINEES

Assessment Criteria	
Job Role	Sales Coordinator
Qualification Pack	MES/ Q 0204, v1.0
Sector Skill Council	Media & Entertainment

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by the Media and Entertainment 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 each PC.
2	Each NOS will be assessed both for theoretical knowledge and practical
3	The assessment for the theory & Practical part will be based on knowledge bank of questions created by the AA and approved by SSC.
4	Individual assessment agencies will create unique question papers for theory and skill practical part for each candidate at each examination/training centre
5	To pass the Qualification Pack, every trainee should score a minimum of 60% in every NOS
6	In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack

	NOS	NOS NAME	Weightage
1	MES/ N 0210	Manage sales operations	30%
2	MES/ N 0216	Prepare MIS reports	30%
3	MES/ N 0217	Assist in collections	30%
4	MES/ N 0104	Maintain workplace health and safety Description	10%
			100%

Job Role	Sales Coordinator				
Assessment Outcomes	Assessment Criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
MES/ N 0210 (Manage sales operations)	PC1.Understand details (inventory, rate, customer etc.) from the sales contracts	100	20	10	50
	PC2.Create an operations schedule, if appropriate		20	10	
	PC3.Raise invoices and enter information into the sales system on the basis of inventory sold, creating and distributing site/inventory trackers as appropriate		20	10	
	PC4.Prepare, check and generate Traffic Orders based on ROs received from clients/agencies		20	10	
	PC5.Generate and maintain reports on debtors, competitors, lost clients etc., and forward these reports to relevant parties for follow-up		20	10	
		Total	100	50	50
Assessment Outcomes	Assessment Criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
MES/ N 0216 (Prepare MIS reports)	PC1.Gather raw data from the various advertising systems used by the individual	100	15	10	50
	PC2.Interpret information by performing different analyses and draw suitable insights		15	5	
	PC3.Present information in an easy to understand format, that is acceptable to the organization		10	5	
	PC4.Refresh information with latest data from time to time		10	5	
	PC5.Understand the different types of reports expected by the management/ other internal functions		10	5	
	PC6.Prepare and present information in the defined format to meet requirements		15	10	
	PC7.Respond positively to feedback and changes in requirements		10	5	
	PC8.Continuously review the reports to identify key trends and other variances		15	5	
		Total	100	50	50
Assessment Outcomes	Assessment Criteria for outcomes	Total	Out	Marks Allocation	
				Theory	Skills

		Mark	Of		Practical
MES/ N 0217 (Assist in collections)	PC1.Understand details (inventory, rate, customer etc.) from the sales contracts	100	20	10	50
	PC2.Check Traffic Orders based on ROs received from clients/agencies, where appropriate		20	10	
	PC3.Generate and maintain reports on billing and collections		20	10	
	PC4.Assist sales team members in collections by preparing and dispatching reminders and reconciliation reports to agencies and clients		20	10	
	PC5.Respond positively to feedback and changes in requirements		20	10	
		Total	100	50	50
Assessment outcomes	Assessment criteria for outcomes	Marks Allocation			
		Total mark	Out of	Theory	Skills Practical
MES/ N 0104 (Maintain workplace health and safety Description)	PC1. Understand and comply with the organisations current health, safety and security policies and procedures	100	10	5	50
	PC2. Understand the safe working practices pertaining to own occupation		10	5	
	PC3. Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises		5	3	
	PC4. Participate in organization health and safety knowledge sessions and drills		5	2	
	PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency		10	5	
	PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	
	PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety		10	5	
	PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures		10	5	
	PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person		5	3	
	PC10. Report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected		10	5	



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