



QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR GEMS & JEWELLERY INDUSTRY

What are Occupational Standards(OS)?

OS describe what individuals need to do, know and understand in order to carry out a particular job role or function

OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

Contact Us: GJSCI, Mumbai

E-mail: coo@gjsci.org



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Introduction

Qualifications Pack-Sales & Exports Manager (Gemstones)

SECTOR: GEMS & JEWELLERY **SUB-SECTOR:** Gemstone Processing

OCCUPATION: Marketing

REFERENCE ID: G&J/Q6101

ALIGNED TO: NCO-2004/NIL

Sales and Exports Manager: Also known as Marketing Manager, the Sales and Exports Manager is responsible for generating local and overseas business.

Brief Job Description: The individual at work generates business for gemstones polished through several modes such as shows, distribution network, broker network, Internet and auction websites.

Personal Attributes: The job requires the individual to have: attention to details, ability to develop interpersonal relations, sharp memory and willingness to travel.



Qualifications Pack For Sales and Exports Manager



Job Details

Qualifications Pack Code	G&J/Q6101			
Job Role	Sales and Exports Manager			
Credits(NSQF)	TBD Version number 1.0			
Sector	Gems & Jewellery Drafted on 23/08/13			
Sub-sector	Gemstone Processing Last reviewed on 13/08/14			
Occupation	Marketing Next review date 12/08/15			

Job Role	Sales and Exports Manager Also known as 'Marketing Manager'	
Role Description	Selling gemstones polished by the company in domestic and overseas markets	
NSQF level	6	
Minimum Educational Qualifications Maximum Educational Qualifications	Minimum: 12 th Standard passed	
Training	Not applicable	
Experience	Preferably 3 years in sales	
Applicable National Occupational Standards (NOS)	Compulsory: 1. <u>G&J/N6101 Sell and market polished gemstones</u> 2. <u>G&J/N6103 Prepare documents for exports</u> 3. <u>G&J/N9920 Maintain IPR at work</u> 4. <u>G&J/N9923 Communicate with colleagues, customers and vendors</u> Optional: Not applicable	
Performance Criteria	As described in the relevant OS units	







Sell and market polished gemstones

National Occupational Standard



Overview

This unit is about selling polished gemstones in the domestic and overseas markets.







Sell and market polished	gemstones
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Unit Code	G&J/N6101
Unit Title (Task)	Sell polished gemstones of the company
Description	This OS unit is about generating business through selling polished gemstones of the company
Scope	This unit/task covers the following:
	Use different medium for making sale
	Negotiate pricing
	Maintain quality of transactions
	. ,
Performance Criteria(P	C) w.r.t. the Scope
Element	Performance Criteria
Using different medium for making sale	 To be competent, the user/individual on the job must be able to: PC1. use different medium for making sale such as direct sales; door-to-door sales; domestic and international shows; through agents; overseas office; Internet or web-based; e-auctions PC2. achieve orders received against target for the period PC3. create and manage distribution chains as per company's policy and target PC4. successfully organise shows in domestic and local market PC5. take care of logistics and security of gemstones on display for no loss PC6. take care of documents to the satisfaction of Customs Department PC7. manage sales staff working under their supervision for meeting target set PC8. create user-friendly website for ease of obtaining information on the product and secure transaction PC9. identify the types of product, e.g., high-value or special, for the right medium of selling PC10. successfully participate in web-based or e-auctions
Negotiating price	To be competent, the user/individual on the job must be able to: PC11. understand the terms and standards or bases used for rough pricing PC12. calculate value addition PC13. conduct research on market demand and supply PC14. assess changing market trends PC15. meet target margin and volume set for the gemstones PC16. generate long term contracts
Maintaining quality of transaction	To be competent, the user/individual on the job must be able to: PC17. check commercial terms agreed to against those adhered to PC18. check packaging for durability and attractiveness PC19. check packet details against order PC20. arrange for required insurance PC21. adhere to international norms for exports packaging and dispatch PC22. record transaction details



NOS National Occupational Standards



G&J/N6101	Sell and market polished gemstones
	 PC23. conform to agreed terms of dispatch or international trade standards, as applicable, with zero error PC24. generate repeat business from happy customers because of quality of service PC25. successfully conduct third-party or buyer representatives' inspections PC26. complete transactions in time by executing the shipment
Knowledge and Under	standing (K)
A. Organizational Context	 The user/individual on the job needs to know and understand: KA1. company's policies on: sales targets, growth strategy, rough procuring, pricing, stone loss at different stages of processing, integrity, and personnel management KA2. work flow involved in gemstones processing KA3. importance of the individual's role in the workflow KA4. reporting structure
B. Technical Knowledge	 The user/individual on the job needs to know and understand: KB1. basic knowledge of gemstones and 4Cs as well as newly popular gemstones KB2. rough pricing and margin calculations based on input costs such as labour, consumables, packaging, logistics and sales and advertising KB3. concepts such as lost-sales, relationship building, closing sale, forward cover KB4. technical aspects of exports sales such as role of Indian Missions; foreign market identification; products for exports; quoting price as ex-factory or FOB or CIF; trade show schedules and costing; temporary importation bonds (TIB) and ATA Carnet KB5. business ethics and vendor code of conduct KB6. market scenario in terms of demand and supply KB7. changing market trends, e.g., more demand for semi-precious, more NRI buyers or seasonal demand from domestic and overseas locations KB8. documentation for exports and insurance KB9. use of barcoding system KB10. use of computer systems
Skills (S) [Optional]	
A. Core Skills/	Communication skills
Generic Skills	The user/ individual on the job needs to know and understand how to:SA1. effectively communicate to initiate and conclude saleSA2. create effective marketing campaignsSA3. gather information from different stakeholdersSA4. communicate over e-mail, telephone and other meansSA5. communicate effectively to team about target, training and conflict resolutionSA6. correspond with seniors and make presentationsInterpersonal skillsThe user/individual on the job needs to know and understand how to:SA7. build relationships with superiors, clients, colleagues and vendors
	SA7. build relationships with superiors, clients, colleagues and vendorsSA8. handle Government agencies and related Departments



NOS National Occupational Standards



G&J/N6101	Sell and market polished gemstones	
B. Professional Skills	Selling and marketing	
	The user/individual on the job needs to know and understand how to:	
	SB1. use different medium for sale	
	SB2. cost and price the products	
	SB3. initiate sale, educate about product on offer, follow-up, quote price, assure of	
	quality, close transaction, ensure timely dispatch, meet service requirements	
	and follow-up for satisfaction report	
	SB4. conclude inspections by third party of buyer's representatives	
	SB5. ensure quality of sale as agreed	
	SB6. display gemstones at shows and on website	
	SB7. create and run marketing campaigns and strategic sale	
	SB8. manage smooth and efficient transaction	
	SB9. report non-compliance and take corrective action	
	Conducting market research	
	The user/individual on the job needs to know and understand how to:	
	SB10. conduct surveys to understand market demand-supply scenario	
	SB11. assess changing market trends and expected impact on sales	
	SB12. devise sales and marketing strategies based on market trends	
	SB13. compile and refine lists of prospective buyers as well as shows, etc.	
	Reflective thinking	
	The user/individual on the job needs to know and understand how to:	
	SB14. improve work processes for sales growth	
	SB15. anticipate problem areas and find solutions	







Sell and market polished gemstones

NOS Code	G&J/N6101			
Credits(NSQF)	TBD Version number 1.0			
Industry	Gems & Jewellery	Drafted on	23/08/13	
Industry Sub-sector	Gemstone Processing Last reviewed on 13/08/14			
		Next review date	12/08/15	







Prepare documents for exports

National Occupational Standard



Overview

This unit is about preparing and maintaining documentation for the purpose of exports of gemstones consignments so that international transactions and shows conclude without any disruptions.







Prepare documents for exports

Unit Code	G&J/N6103
Unit Title (Task)	Prepare documentation for exports of gemstone consignments
Description	This OS unit is about preparing and maintaining documents required by Government authorities such as Customs Department for smooth transactions during international: sale or sample display at shows and exhibitions
Scope	This unit/task covers the following:
	Prepare documents for sale or sample
	Prepare documents for exports or imports
Performance Criteria(P	C) w.r.t. the Scope
Element	Performance Criteria
Preparing documents for sale	To be competent, the user/individual on the job must be able to: PC1. prepare purchase orders, destination purchase orders PC2. prepare bond obligations
	PC3. apply for duty free imports
	PC4. prepare bill of entry and white bill of entry
	PC5. do the labelling and marking on export cartons
	PC6. prepare shipment on consignment basis
Preparing documents	To be competent, the user/individual on the job must be able to:
for exports	PC1. prepare pre-shipment export documents
	PC2. prepare principal export documents such as commercial invoice, packing list,
	Certificate of Orgin, shipping advice, e.g., airway bill of bill of lading
	PC3. prepare insurance policy and bill of exchange
	PC4. prepare proforma invoice
	PC5. send intimation for inspection, shipping instructions PC6. obtain Mate's receipt, letter to bank for collection
	PC6. Obtain Mate's receipt, letter to bank for conjection PC7. obtain and prepare Application for Certificate of origin (GSP)
	PC8. ensure that documents are correctly filled
	PC9. ensure that documents are dispatched along with shipping consignment or as required
	PC10. achieve smooth delivery of consignment to destination of export or show
Knowledge and Unders	standing (K)
B. Organizational	The user/individual on the job needs to know and understand:
Context	KA1. company's policies on: import, exports, sample display for shows, sales and
	marketing plan, rough procuring, pricing, integrity, and personnel management
	KA2. work flow involved in gemstone processing
	KA3. importance of the individual's role in the workflow
	KA4. reporting structure
	Unit Title (Task) Description Scope Performance Criteria(P Element Preparing documents for sale Preparing documents for exports Stor exports



NOS National Occupational Standards



G&J/N6103	Prepare documents for exports	
B. Technical	The user/individual on the job needs to know and understand:	
Knowledge	KB1. basic knowledge of gemstones	
	KB2. rough pricing and margin calculations	
	KB3. technical aspects of exports sales such as role of Indian Missions; foreign	
	markets; foreign trade agreements; India's foreign policy and any incentives;	
	products meant for exports; quoting price as ex-factory or FOB or CIF; trade	
	show schedules and costing; temporary importation bonds (TIB) and ATA	
	Carnet	
	KB4. scope for error in documentation and changes in rules and tariffs on exports and imports of gemstones	
	KB5. business ethics and vendor code of conduct	
	KB6. documents required to fulfil import, export and insurance obligations	
	KB7. Government departments involved in import, export clearance and foreign	
	trade policy making	
	KB8. international labelling standards and use of barcoding system	
	KB9. use of computer systems	
Skills (S) [Optional]		
A. Core Skills/	Reading and writing skills	
Generic Skills	The user/ individual on the job needs to know and understand how to:	
	SA9. read and correctly interpret Government regulations and rules	
	SA10. fill forms and write memos as required	
	SA11. communicate with consignee or Government Department or C&F agents	
B. Professional Skills	Packing and labelling skills	
	The user/individual on the job needs to know and understand how to:	
	SB12. apply international standards of packing and labelling	
	SB13. prepare consignment on shipment basis	
	Reflective thinking	
	The user/individual on the job needs to know and understand how to:	
	SB14. improve work processes for greater productivity and error-free shipments	
	1	







Prepare documents for exports

NOS Code	G&J/N6103			
Credits(NSQF)	TBD Version number 1.0			
Industry	Gems & Jewellery	Drafted on	23/08/13	
Industry Sub-sector	Gemstone Processing Last reviewed on 13/08/14			
		Next review date	12/08/15	







Maintain IPR at work

National Occupational Standard



Overview

This unit is about respecting intellectual property rights of the company's products and designs.







Maintain	IPR	at	work

Unit Code	G&J/N9920
Unit Title (Task)	Maintain IPR at work
Description	This OS unit is about protecting company's Intellectual Property Rights
Scope	This unit/task covers the following:
	 Protect company's Intellectual Property Rights (IPR)
Performance Criteria(P	C) w.r.t. the Scope
Element	Performance Criteria
Maintaining IPR	 To be competent, the user/individual on the job must: PC1. prevent leak of new designs/ plans to competitors by reporting on time PC2. be aware of any of company's product, process or design patents PC3. report IPR violations observed in the market, to supervisor or company heads PC4. be aware of patents and IPR PC5. not be involved in IPR violations
Knowledge and Unders	standing (K)
A. Organizational Context	 The user/individual on the job needs to know and understand: KA1. company's policies on: integrity, IPR and personnel management KA2. work flow involved in gemstone processing of company KA3. importance of the individual's role in the organisation KA4. reporting structure
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. patents and IPR laws KB2. how IPR protection is important for competitiveness of a company KB3. market trends
Skills (S) [Optional]	
C. Core Skills/	Communication skills
Generic Skills	The user/ individual on the job needs to know and understand how to: SA1. effectively communicate any observed IPR violations or order leaks
D. Professional Skills	Decision making
	The user/individual on the job needs to know and understand: SB1. when and how to report potential sources of violations
	Reflective thinking
	The user/individual on the job needs to know and understand how to: SB2. learn from past mistakes and report IPR violations on time
	Critical thinking
	The user/individual on the job needs to know and understand how to: SB3. spot signs of violations and alert authorities in time







Maintain IPR at work

NOS Code	G&J/N9920			
Credits(NSQF)	TBD	Version number	1.0	
Industry	Gems & Jewellery	Drafted on	23/08/13	
Industry Sub-sector	Gemstone Processing	Last reviewed on	13/08/14	
		Next review date	12/08/15	







Communicate with colleagues, customers and vendors

National Occupational Standard



Overview

This unit is about level of communication with colleagues or customers, Government departments and vendors in order to derive the best quality products available at maximum profit margin to the company. It is also about the Manager's ability to work as a team in order to achieve the required deliverables on schedule.





Communicate with colleagues, customers and vendors



G&J/N9923

Unit Code	G&J/N9923
Unit Title (Task)	Communicate with colleagues, customers and vendors
Description	This OS unit is about communicating with colleagues, customers, vendors and Government departments in order to maintain smooth and hazard-free work flow
Scope	This unit/task covers the following:
	Interact with seniors
	Interact with colleagues
	Interact with Government departments, auditors, customers and/or vendors
Performance Criteria(P	PC) w.r.t. the Scope
Element	Performance Criteria
Interaction with	To be competent, the user/individual on the job must be able to:
seniors	PC1. receive instructions, plans and targets
	PC2. devise strategy for customer or vendor management
	PC3. understand the deliverables to customers
	 PC4. understand the contracts, regulatory and audit requirements PC5. company's procurement and production norms
	PC6. communicate any potential hazards or expected disruptions
	PC7. understand the work output requirements
	PC8. comply with company policy and rule
	PC9. comply with Government regulations
	PC10. deliver quality work on time as required by reporting any anticipated reasons
	for delays
Interactions with	To be competent, the user/individual on the job must be able to:
colleagues,	PC11. work as a team by understanding their requirements
customers and/or	PC12. share skills and train
vendors	PC13. communicate and discuss work flow related difficulties in order to find solutions with mutual agreement
	PC14. receive feedback and address concerns in order to complete work on time
	PC15. put team over individual goals
	PC16. resolve conflicts and meet requirements to the customer's/ colleagues' /
	vendor's satisfaction
	PC17. act on contract, audit or Government related queries and legal disputes
Interactions with	To be competent, the user/individual on the job must be able to:
Government	PC1. assess their requirements and devise strategy accordingly
departments,	PC2. to communicate company's quality, quantity and contractual requirements
auditors	PC3. select the best alternative that suits the customer, the vendor and the
	company
	PC4. keep oneself update on market movements and regulatory changes







G&J/N9923	Communicate with colleagues, customers and vendors	
	PC5. comply with audit and documentation requirements	
Knowledge and Unders	standing (K)	
 A. Organizational Context (Knowledge of the company / organization and its processes) 	 The individual on the job needs to know and understand: KA1. company's policies on personnel management KA2. work flow involved in company's jewellery manufacturing process KA3. importance of the individual's role in the workflow KA4. reporting structure 	
B. Technical Knowledge	The individual on the job needs to know and understand: KB1. how to communicate effectively KB2. how to build team coordination KB3. how to develop networks across the market	
Skills (S) [Optional]		
A. Core Skills/	Teamwork and some multitasking	
Generic Skills	 The individual on the job needs to know and understand how: SA1. to motivate team to work SA2. to convince seniors about significant process changes SA3. to share work load as required SA4. to deliver product to next work process on time 	
B. Professional Skills	Decision making	
	 The individual on the job needs to know and understand: SB1. how to report potential areas of disruptions to work process SB2. when to report to senior and when to deal with a colleague depending on the type of concern SB3. when to escalate customer or vendor related problems to seniors 	
	Reflective thinking	
	The individual on the job needs to know and understand:	
	SB4. how to improve work process	
	Critical thinking	
	The individual on the job needs to know and understand:	
	SB5. how to spot process disruptions and delays	







Communicate with colleagues, customers and vendors

NOS Code	G&J/N9923			
Credits(NSQF)	TBD	Version number	1.0	
Industry	Gems & Jewellery	Drafted on	23/08/13	
Industry Sub-sector	Gemstone Processing	Last reviewed on	13/08/14	
		Next review date	12/08/15	





Keywords /Terms	Description		
Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.		
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.		
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.		
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or an area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS.		
Sub-function	Sub-functions are sub-activities essential to fulfil the achieving the objectives of the function.		
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.		
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.		
Performance Criteria	Performance criteria are statements that together specify the standard of performance required when carrying out a task.		
National Occupational Standards (OS)	NOS are occupational standards which apply uniquely in the Indian context.		
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.		
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'		
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.		
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.		
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.		
Knowledge and	Knowledge and understanding are statements which together specify the		
Understanding	technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.		
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.		
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.		
Core Skills/ Generic	Core skills or generic skills are a group of skills that are the key to learning		





Skills	and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.	
Keywords /Terms	Description	
NOS	National Occupational Standard(s)	
NVQF	National Vocational Qualifications Framework	
NSQF	National Qualifications Framework	
NVEQF	National Vocational Education Qualifications Framework	
QP	Qualifications Pack	



Qualifications Pack For Sales and Exports Manager



Annexure

Nomenclature for QP and NOS



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The following acronyms/codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
Handmade gold and gems-set jewellery	01-20
Cast and diamond-set jewellery	21-40
Diamond processing	41-60
Gemstone processing	61-80
Jewellery retailing	81-98

Sequence	Description	Example
Three letters	Industry name	G&J
Slash	/	/
Next letter	Whether Q P or N OS	N
Next two numbers	Occupation code	01
Next two numbers	OS number	01





Job Role Sales & Export Manager Qualification Sales & Export Manager Pack Sales & Export Manager Sector Skill GEMS & JEWELLERY	
Pack Sales & Export Manager Sector Skill	
Sector Skill	
To pass the Assessment, a candidate needs to score 50% in Theory and 70% in Practical	
Assessment Strategy Marks Allocation	001
NOS Elements Performance Criteria Theory Practic	
PC.1 achieve orders received against target for the period 1 10	
PC.2 create and manage distribution chains as per company's policy and target 1 10	
PC.3 successfully organise shows in domestic and local market 2 8	
Using different PC.4 take care of logistics and security of gemstones on display for no loss 1 8	
medium for making PC.5 take care of documents to the satisfaction of Customs Department 1 6	
PC.6 manage sales staff working under their supervision for meeting target set 1 6	
PC.7 create user-friendly website for ease of obtaining information on the product	
and secure transaction	
PC.8 identify the types of product, e.g., high-value or special, for the right medium 1 4	
of selling	
PC.9. Successfully participate in web-based or e-auctions	
PC10. meet target margin and volume set for the gemstones 0 2	
PCT1. generate long term contracts 0 2	
PC12. conform to agreed terms of dispatch or international trade standards, as 0 2	l
applicable, with zero error	
Checking quality of PC13. generate repeat business from happy customers because of quality of 0 2	
transaction Service	
PC14. successfully conduct third-party or buyer representatives' inspections 0 1	
PC15. complete transactions in time by executing the shipment 0 1	
Sub Total 10 70	
PC1. ensure that documents are correctly filled 1 1	
2. G&J/N6103 Preparing documents PC2. ensure that documents are disptached along with shipping consignment or as	
Prepare for sale and exports required	l
Documents for PC3 achieve smooth delivery of consignment to destination of export or show 1 0	
Exports Sub Total 4 2	
3. G&J/N8001 Reducing stone loss PC1. be aware of patents and IPR 2 0	
Maintain IPR at and maintaining IPR PC2. not be involved in IPR violations 1 0	
work Sub Total 3 0	
4. G&J/N8004 Interaction with PC1. understand the work output requirements 0 2	





	C	RITERIA FOR ASSESSMENT OF TRAINEES		
Communicate	seniors	PC2. comply with company policy and rule	1	1
with colleagues,		PC3. comply with Government regulations	1	1
customers and vendors		PC4. deliver quality work on time as required by reporting any anticipated reasons for delays	0	1
Interactions with colleagues, customers and/or vendors	Interactions with	PC5. put team over individual goals	0	1
	colleagues, customers and/or	PC6. resolve conflicts and meet requirements to the customer's/ colleagues' / vendor's satisfaction	1	1
	vendors	PC7. act on contract, audit or Government related queries and legal disputes	0	1
		Sub Total	3	8
		Total	20	80



