

# Model Curriculum

## Export Assistant

**SECTOR: APPAREL, MADE-UPS AND HOME FURNISHING**  
**SUB-SECTOR: Apparel**  
**OCCUPATION: Export Operations**  
**REF ID: AMH/Q1601, V1.0**  
**NSQF LEVEL: 4**



## Certificate

### CURRICULUM COMPLIANCE TO QUALIFICATION PACK-NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

**APPAREL MADE-UPS AND HOME FURNISHING SECTOR SKILL COUNCIL**

for the

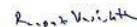
### MODEL CURRICULUM

Complying to National Occupational Standards of  
Job Role/ Qualification Pack: **'Export Assistant'** QP No. : **AMH/Q1601, NSQF Level 4**

Date of Issuance: **Feb 11, 2019**

Valid up to: **Feb 11, 2023**

\* Valid up to the next review date of the Qualification Pack



Authorized Signatory  
(Apparel Made-ups Home Furnishing Sector Skill Council)

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# Export Assistant

## CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Export Assistant”, in the “Apparel, Made-Ups and Home Furnishing” Sector/Industry and aims at building the following key competencies amongst the learner

<b>Program Name</b>	<b>Export Assistant</b>		
<b>Qualification Pack Name &amp; Reference ID.</b>	AMH/Q1601, V1.0		
<b>Version No.</b>	1.0	<b>Version Update Date</b>	11/02/2019
<b>Pre-requisites to Training</b>	Preferably Class 12 <sup>th</sup>		
<b>Training Outcomes</b>	<p><b>After completing this program, participants will be able to:</b></p> <ul style="list-style-type: none"> <li>• Carry out export marketing operations.</li> <li>• Complete the export process and documents.</li> <li>• Apply industry, regulatory and organizational procedures in work.</li> <li>• Carry out the process of foreign trade logistics.</li> <li>• Maintain a healthy, safe and secure working environment in the organization.</li> </ul>		

This course encompasses 5 out of 5 National Occupational Standards (NOS) of “Export Assistant” Qualification Pack issued by “APPAREL, MADE-UPS AND HOME FURNISHING SECTOR SKILL COUNCIL”.

Sr. No	Module	Key Learning Outcomes	Equipment Required
1	<p><b>Introduction and Orientation</b></p> <p><b>Theory Duration</b> (hh:mm) 01:00</p> <p><b>Practical Duration</b> (hh:mm) 00:00</p> <p><b>Corresponding NOS Code</b> Bridge Module</p>	<ul style="list-style-type: none"> <li>Identify the export market of apparel sector in India.</li> <li>Describe the role of export department in an organization.</li> <li>Identify the job responsibilities of an export assistant.</li> </ul>	White / black board, marker, duster, computer
2	<p><b>Carry out export marketing operations</b></p> <p><b>Theory Duration</b> (hh:mm) 25:00</p> <p><b>Practical Duration</b> (hh:mm) 60:00</p> <p><b>Corresponding NOS Code</b> AMH/N1601</p>	<ul style="list-style-type: none"> <li>Describe the framework of export marketing management.</li> <li>Examine the impact of internet marketing on exports.</li> <li>Select product for exporting.</li> <li>Select the market for the product.</li> <li>Identify the strategies like pricing decision, distribution factors to enter the selected export market.</li> <li>Apply export promotion strategies best suited for the product.</li> <li>Explain the Institutional Framework of EPC (Export Promotional Council) and WTO (World Trade Organization).</li> <li>Explain the process of coordination with EPC (Export Promotional Council)/ Ministry of Commerce and Industry for formalities related to affiliation and documentation.</li> <li>Select the most suitable export scheme to be used for exporting the product.</li> <li>Explain the various methods of export financing like export credit.</li> <li>Select the terms of payment for exporting the product.</li> <li>Analyze the factors that affect cost in export marketing.</li> <li>Calculate the currency rate for the export transaction.</li> </ul>	computer with computer table and chairs and peripherals, printer, photocopier, projector / lcd, garment sample, made-ups and home furnishing articles, measuring tape, basic stationary, calculator, fabric/ accessories/ trims swatch file, buyer requirement/ comment sheet (for documentation), books related to foreign trade policies/international marketing etc, students manual, teacher's table teacher's chair, white board/blackboard, dustbin, students' chairs with table arms, board duster /with marker/chalk, industrial single needle lock stitch machine set, export documents

3	<p><b>Complete the export process and documents</b></p> <p><b>Theory Duration</b> (hh:mm) 27:00</p> <p><b>Practical Duration</b> (hh:mm) 70:00</p> <p><b>Corresponding NOS Code</b> AMH/N1602</p>	<ul style="list-style-type: none"> <li>• Identify the documents related to pre- and post-shipment.</li> <li>• Create export sales contract.</li> <li>• Explain the coordination with central customs clearance: office.</li> <li>• Explain the process of executing an export order.</li> <li>• Identify the role of various regulatory bodies like DGFT (Director General of Foreign Trade).</li> <li>• Prepare all pre- and post-shipment documents like invoice, packing list, GR form, AR-4/ AR4-A form, license, acceptance of contract, LOC (letter of credit), Quality Control Certificate.</li> <li>• Complete the EXIM (Export Import) documents file.</li> <li>• Maintain EXIM (Export Import) documents pertaining to pre- and post-shipment.</li> <li>• Discuss the steps involved in coordinating with customs and excise officials.</li> <li>• Explain the export incentives schemes introduced by the government.</li> <li>• Select freight forwarders, CHA (Customs House Agent), transporters for shipping goods.</li> <li>• Identify suitable methods of sharing information with suppliers, consignee, agents, and transporters.</li> <li>• Describe the methods of following up with logistics companies to ensure timely shipment of goods.</li> <li>• Demonstrate coordination and negotiation with customs department for freight rates and customs clearance.</li> </ul>	<p>computer with computer table and chairs and peripherals, printer, photocopier, projector /lcd, garment sample, made-ups and home furnishing articles, measuring tape, basic stationary, calculator, fabric/accessories/trims, swatch file, buyer requirement/comment sheet, (for documentation), books related to foreign trade policies / international, marketing etc, students manual, whiteboard/ black board, dustbin, students' chairs with table arms, board duster / with marker/chalk, industrial single needle lock stitch machine set, export documents</p>
4	<p><b>Apply industry, regulatory and organizational procedures in work</b></p> <p><b>Theory Duration</b> (hh:mm) 10:00</p> <p><b>Practical Duration</b> (hh:mm) 05:00</p> <p><b>Corresponding NOS Code</b> AMH/O104</p>	<ul style="list-style-type: none"> <li>• Apply legislation and regulations, organizational guidelines and procedures while carrying out work related functions.</li> <li>• Apply appropriate methods to seek clarifications pertaining to policies and procedures, from the supervisor or other authorized personnel.</li> </ul>	<p>computer, computer peripherals, documents related to compliance</p>

5	<p><b>Carry out the process of foreign trade logistics</b></p> <p><b>Theory Duration</b> (hh:mm) 14:00</p> <p><b>Practical Duration</b> (hh:mm) 33:00</p> <p><b>Corresponding NOS Code</b> AMH/N1604</p>	<ul style="list-style-type: none"> <li>• Check documents related to shipment.</li> <li>• Describe maritime transportation.</li> <li>• Select the multimodal transportation, required for shipping.</li> <li>• Identify the process of containerization for shipping.</li> <li>• Select the ICDs (Inland Container Depots)/CFS (Container Freight Station) to be used for transportation.</li> <li>• Calculate the cost of logistics according to different types of shipment mode.</li> <li>• Select the final mode of shipment.</li> <li>• Explain the method of tracking the shipment and follow-up for payment.</li> <li>• Identify the suitable method of communication with logistic agency, buying offices and buyers.</li> </ul>	<p>computer with computer table and chairs and peripherals, printer, photocopier, projector /lcd, garment sample, made-ups and home furnishing articles, measuring tape, basic stationary, calculator, fabric/,accessories/trims, swatch file, buyer requirement/ comment sheet for documentation, books related to foreign trade policies / international marketing etc, students manual, teacher's table teacher's chair, white board/ black board, dustbin, first aid kit, students' chairs with table arms, board duster/with marker/chalk machine set, export documents</p>
6	<p><b>Maintain a healthy, safe and secure working environment in the organization</b></p> <p><b>Theory Duration</b> (hh:mm) 10:00</p> <p><b>Practical Duration</b> (hh:mm) 10:00</p> <p><b>Corresponding NOS Code</b> AMH/N1605</p>	<ul style="list-style-type: none"> <li>• Identify methods to be vigilant for potential risks and threats associated with the workplace like electric shocks.</li> <li>• Perform emergency procedures such as first-aid and Cardio Pulmonary Resuscitation (CPR).</li> <li>• Demonstrate the process involved in mock-drills and/or shutting down/evacuation at the workplace in case of emergency.</li> <li>• Demonstrate correct and safe handling of fire extinguishers.</li> <li>• Apply emergency response processes.</li> <li>• Describe the ways to maintain a healthy lifestyle and prevent dependency on intoxicants.</li> </ul>	<p>First-aid kit and fire extinguisher</p>
7	<p><b>Soft Skills</b></p> <p><b>Theory Duration</b> (hh:mm) 03:00</p> <p><b>Practical Duration</b> (hh:mm) 02:00</p> <p><b>Corresponding NOS Code</b> Bridge Module</p>	<ul style="list-style-type: none"> <li>• Illustrate the steps followed for personal grooming and hygiene.</li> <li>• Apply organization procedures and maintain personal health and hygiene and avoid habits like gutkha, tobacco etc.</li> <li>• Demonstrate effective interaction with the group.</li> <li>• Demonstrate time management at work.</li> <li>• Prepare your resume.</li> <li>• Demonstrate the preparation for the interviews.</li> </ul>	<p>computer, whiteboard, marker</p>

	<p><b>Total Duration</b> <b>270:00</b></p> <p><b>Theory Duration</b> <b>90:00</b></p> <p><b>Practical Duration</b> <b>180:00</b></p>	<p><b>Unique Equipment Required:</b> computer with computer table and chairs and peripherals ,printer, projector /lcd, garment sample/made-ups and home furnishing articles, measuring tape, basic stationary, calculator, fabrics/trims/accessories swatch file, buyer requirement/comment sheet, books related to foreign trade policies/ international marketing etc., students manual/notes, white board/ black board ,dustbin, first aid kit, students' chairs with table arms, board duster with marker/chalk ,export documents (various types and techpack) ,fire extinguisher</p>
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Grand Total Course Duration: **270 Hours, 0 Minutes**

(This syllabus/ curriculum has been approved by APPAREL MADE-UPS AND HOME FURNISHING SECTOR SKILL COUNCIL)



## Trainer Prerequisites for Job role: “Export Assistant” mapped to Qualification Pack: “AMH/Q1601”, version 1.0”

Sr. No.	Area	Detail
1	<b>Job Description</b>	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with Qualification Pack “ <u>AMH/Q1601</u> ”
2	<b>Personal Attributes</b>	The candidate should have aptitude for conducting training, pre /post work to ensure competent, employable candidates at the end of training. Strong communication skills, interpersonal skills, ability to work as team; diligent and is passionate for maintaining the quality in content and training delivery methodology. Candidate should have basic understanding of English language; however this should not be a restrictive criterion as long as the candidate is willing and open to learn. He/she must be able to speak, read and write in the local language.
3	<b>Minimum Educational Qualifications</b>	<ul style="list-style-type: none"> <li>• Diploma of minimum 1 year duration in the relevant trade</li> <li>• ITI in relevant trade</li> <li>• Graduate in the relevant trade</li> </ul>
4a	<b>Domain Certification</b>	Certified for Job Role: “ <u>Export Assistant</u> ” mapped to QP “ <u>AMH/Q1601</u> ” version 1.0. Minimum accepted score as per SSC guidelines is 80%.
4b	<b>Platform Certification</b>	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “ <u>MEP/Q2601</u> ”. Minimum accepted % as per respective SSC guidelines is 80%.
5	<b>Experience</b>	<ul style="list-style-type: none"> <li>• Diploma of minimum 1 year duration in the relevant trade with 2 years of work experience in relevant trade.</li> <li>• ITI in relevant trade with minimum 2 years of work experience in relevant trade.</li> <li>• Graduation in relevant trade with minimum 2 years of work experience in relevant trade.</li> <li>• He should be able to communicate in English and local language.</li> <li>• He should have knowledge of equipment, tools, material, safety, health and hygiene.</li> </ul>

## Annexure: Assessment Criteria

**Job Role** Export Assistant

**Qualification Pack** AMH/Q1601, V1.0

**Sector Skill Council** AMHSSC

### Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2. The assessment for the theory part will be based on knowledge bank of questions approved by the SSC
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination / training center based on this criteria
6. To pass the Qualification Pack, every trainee should score a minimum of 70% aggregate in a QP
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack

		Total Marks	Marks Allocation			
			Out Of	Theory	Skills Practical	Viva
<b>1. AMH/N1601 (Manage export marketing operations)</b>	PC1. Analyse the export marketing business & the operations involved	100	8	4	2	2
	PC2. Interpret the export marketing terms & understand the processes involved		8	3	3	2
	PC3. Apply export-market entry strategies		8	4	2	2
	PC4. Analyse the factors that affect cost in export marketing		8	4	2	2
	PC5. Be adept in understanding foreign currencies & conversion		8	4	2	2
	PC6. Be updated on current market trade in respect of various foreign currencies		8	2	4	2
	PC7. Manage the export distribution across geography		8	4	2	2
	PC8. Understand the Institutional Framework for Export Promotional Council & World Trade Organization		7	2	4	1
	PC9. Coordinate with Export Promotional Council/Minister of commerce & Industry for affiliation & documentation formalities'		4	1	2	1
	PC10. Understand & interpret the various export schemes		6	2	1	3
	PC11. Interpret Export Financing Methods and Terms of Payment		6	2	2	2
	PC12. Carry out Export Credit and Foreign Exchange Risk Management		8	4	3	1
	PC13. Apply export promotional strategies where appropriate		6	2	3	1
	PC14. Carry out all export marketing functions effectively		7	2	3	2
		<b>Total</b>	<b>100</b>	<b>40</b>	<b>35</b>	<b>25</b>
<b>2. AMH/N 1602 Carry out export processes and complete documentation</b>	PC1. Create and manage Documentation related to pre & post shipment		8	2	4	2

	PC2. Create and manage Export Sales Contra	100	7	3	3	1
	PC3. Handle the Central Excise/Customs Clearance: Regulations, Procedures and Documentation		6	2	2	2
	PC4. Do Processing of an Export Order		8	4	3	1
	PC5. Use the correct tools and equipment's		8	4	2	2
	PC6. Prepare & check all pre-shipment documents including: <ul style="list-style-type: none"> <li>• invoice</li> <li>• packing list</li> <li>• gr form</li> <li>• ar-4/ ar4a form</li> <li>• licence</li> <li>• indent</li> <li>• acceptance of contract</li> <li>• letter of credit (loc)</li> <li>• qc certificate</li> <li>• port trust date</li> <li>• any other</li> <li>• sign of inspector/ customs div</li> </ul>		8	4	2	2
	PC7. To complete, file and maintain EXIM documents pertaining to Pre and Post Shipment.		6	3	2	1
	PC8. Liaise with customs and excise officials		7	2	3	2
	PC9. Handle duty backward matters		6	3	1	2
	PC10. Take care of applications for export incentives		7	3	2	2
	PC11. Obtaining advance license from Jt. DGFT Director General of Foreign Trade), Adherence with contracts and agreements		6	3	2	1
	PC12. Looking after freight forwards, CHA (Customs House Agent), Transporter		7	3	2	2
	PC13. Communication with suppliers, consignee, agents, transporters		7	2	2	3
	PC14. To follow up regularly & diligently with logistics companies to ensure timely shipments of goods		5	1	2	2
	PC15. Negotiation & co-ordination with customs agents for Freight Rates, Customs clearances		4	1	2	1
	<b>Total</b>		<b>100</b>	<b>40</b>	<b>34</b>	<b>26</b>

<b>3. AMH/N0104 Comply with industry, regulatory and organizational requirements</b>	PC1. Carry out work functions in accordance, with legislation and regulations, organizational guidelines and procedures	50	10	4	4	2
	PC2. Seek and obtain clarifications on policies and procedures, from your Supervisor or other authorized personnel		10	4	4	2
	PC3. Apply and follow these policies and procedures within your work practices		10	5	3	2
	PC4. Provide support to your supervisor and team members in enforcing these considerations		10	3	3	4
	PC5. Identify and report any possible deviation to these requirements		10	3	4	3
	<b>Total</b>		<b>50</b>	<b>19</b>	<b>18</b>	<b>13</b>
<b>4. AMH/N1604 Analyze the foreign trade logistics</b>	PC1. Check pre shipment document	50	7	3	2	2
	PC2. Understand and identify the best suitable logistics as per buyer's standard		8	5	2	1
	PC3. Interpret and negotiate the logistics cost with different type of shipment mode		7	2	2	3
	PC4. Track the shipment and follow up for payment		8	2	4	2
	PC5. Communicate with logistic agency, buying offices and buyers		5	2	2	1
	PC6. Apply knowledge of different types of Transport and the best suitable method		7	1	5	1
	PC7. Manage logistics processes as per norms		8	2	5	1
	<b>Total</b>	<b>50</b>	<b>17</b>	<b>22</b>	<b>11</b>	
<b>5. AMH/N1605 Maintaining a healthy, safe and secure working environment in the organization</b>	PC1. Comply with health and safety related instructions applicable to the workplace		4	1	2	1
	PC2. Carryout own activities in line with approved guidelines and procedures		4	1	2	1

	PC3. Maintain healthy lifestyle and guard against dependency on intoxicants	50	5	2	2	1
	PC4. Follow environment management system related procedures		3	1	1	1
	PC5. Minimize health and safety risks to self and others due to own actions		4	1	1	2
	PC6. Seek clarifications from supervisors or other authorized personnel in case of perceived risks		4	1	1	2
	PC7. Monitor the workplace and work processes for potential risks and threats		3	1	1	1
	PC8. Carryout periodic walk-through to keep work area free from hazards and obstructions, if assigned		3	1	1	1
	PC9. Report hazards and potential risks/ threats to supervisors or other authorized personnel		3	1	1	1
	PC10. Participate in mock drills/ evacuation procedures organized at the workplace		5	1	3	1
	PC11. Undertake first aid, fire-fighting and emergency response training, if asked to do so		5	1	3	1
	PC12. Take action based on instructions in the event of fire, emergencies or accidents		4	1	2	1
	PC13. Follow organization procedures for shutdown and evacuation when required		3	1	1	1
	<b>Total</b>		<b>50</b>	<b>14</b>	<b>21</b>	<b>15</b>
	<b>Grand Total</b>		<b>350</b>	<b>130</b>	<b>130</b>	<b>90</b>