

## **Content Writer Guidelines**

As per the mandate of the council, ASCI has developed NSQF aligned Qualification Packs (QP) and Model Curriculums (MC) for several job roles relevant to Agriculture and Allied Sector. These skill qualifications have been approved by Govt. of India nominated overarching regulator, National Council for Vocational Education & Training (NCVET) and will form the basis for content development for specific job roles. The approved qualifications have also been placed by NCVET in the National Qualifications Register (NQR).

**Content has to be developed in line with these approved QP and MC.**

All Content developed by Agriculture Skill Council of India (ASCI) is as per the format provided by National Skill Development Corporation (NSDC) and approved by Ministry of Skill Development & Entrepreneurship (MSDE). The process of developing content for any Qualification Pack (QP) commences post approval of the 'Model Curriculum' (MC). While the QP lists out all the Performance Criteria (PC), Knowledge and Skills required to acquire competency in a specific occupation, the MC, being a derivative of Qualification Pack of a particular job role, lays down the time duration for each module (theoretical and practical), key learning outcomes and tools required to undertake the course.

Content is developed to cater to the needs of both trainees and trainers in the form of Participant Hand Book (PHB) and Facilitator Guides (FG). NSDC has mandated that the content be prepared in English, for approval, and translated to Hindi. Translation of content in other Indian languages is demand based.

Following essentials are to be adhered for content development:

- Content is job role specific and is outcome based.
- It is a consolidation of text, images, and activities.
- It is prepared in a modular design and as per approved format.
- It must include exercises for participant self - assessment at the end of each module.

The formats for the development of content has been approved for 2 basic models:

- (a) Participant Hand Book (PHB) for the usage of the trainees.
- (b) Facilitator Guide (FG) for capacity building of Trainers.

1.Participant Hand Book (PHB): This is for the trainees / candidates. The books have to be developed, considering the targeted audience (individuals with basic education levels / low education levels, school dropouts, limited exposure to the role, fresh entrants for the skill envisaged).

- Use of simple words & short sentences are essential for better grasp and understanding.
- Examples / case studies should be in Indian context.
- Photographs, illustrations, animations, charts, and sketches for better assimilation must be included.
- Follow key learning outcomes as mentioned in Model Curriculum for each module.

2.Facilitator Guide (FG): This is for the trainer. The content should be usable across different geographical areas within the country.

- Include case studies, current practices, sketches / diagrams for easy delivery of the subject.
- All information should be in Indian perspective. However, where essential / desirable, global best practices may be included for exposure of trainees for a broader view.
- Key learning outcomes should be same as in Model Curriculum and PHB.

### 3.Other binding rules / procedures

3.1. About the book: (Should be submitted with the completed content). This is the introduction part for both the books (PHB & FG). Should elaborate how the books facilitate the learner to grasp the essentials of the Job Role by giving out the broad outline of the modules, units, and sub topics and for the trainer the essentials / key features that will be instrumental in developing the skill traits of the candidates for the specific Job Role

3.2. Training Delivery Plan (TDP): Preparation of a Training Delivery Plan for every qualification is a mandatory and essential requirement and is to be prepared as per format developed by National Skill Development Corporation (NSDC).

Points to be kept in mind while preparing TDP:

- Module name should be same as mentioned in the Model Curriculum.
- Divide a module in sub units / sessions. These sub-modules (sessions) will have different nomenclature.
- The objective of each module should start with a verb.
- Outcomes of the module should be listed in bullet form.

- All the PCs, KA/KB and SA/SBs in the given QP (NOS) have to be included in the TDP.
- Against each session (sub – module) indicate the training aids / tools required for that session.
- The duration of training, in a single day is for a maximum of 8 hours. It has to therefore be ensured that any one session, in a single sitting, does not exceed 8 hours. In case of long duration session, it may be split in a number of sub sessions.

3.3. As per NSDC guidelines, the content must be instructionally designed as per the Blooms' taxonomy. (Reference document will be facilitated by ASCI).

3.4. The content for each job role has to be developed in English. *Content development in Hindi may also be considered.*

3.5. Both PHB and FG have to be prepared simultaneously in word.doc format (PHB and FC cannot be developed separately in different time frames as both are to be approved simultaneously as a package). Entire the content will be prepared in both word and pdf versions and will be shared with ASCI.

3.6. Exercises in the form of both open ended and closed ended (MCQ, Fill in the blanks, T/F etc.) to be prepared unit wise for each module and incorporated in PHB and their key solutions will be mentioned in FG.

3.7. References:

- The latest data/information to be used.
- Should be from valid sources and duly mentioned.
- All references in the text should appear as footnote of each page of respective reference

3.8. Illustrations:

- The content of Participant Handbook should be more pictographic with high resolution images /illustrations, flowcharts/ info graphics /steps and procedures with minimum text keeping in view the learner education level.
- Original images/ pictures from the Indian context are to be included. Only high resolution pictures and images will be used and also have to be shared in separate folder with ASCI to ensure high quality print. Submission of only relevant photographs and clear line drawings is permitted. Please provide high resolution images when using figures from external sources (e.g. jpeg or png).

- Do not provide scanned or photocopies of illustrations / graphs or line drawings to avoid poor quality printing

3.9. The prepared material need to be thoroughly reviewed for editing and copyediting, instructional designing, endorsed/validated from minimum 5 industry experts.

3.10. Some successful case studies to be incorporated in the content books.

3.11. Content should be plagiarism free. A plagiarism report has to be shared by writer while submitting the content.

3.12. Content will not be submitted in parts, nor will the same be accepted by ASCI. Only final and complete content must be submitted, with distinct file names. Post submission correction, revision, amendments etc. by the content writer, in the content will not be accepted.

3.13. Content will be submitted to ASCI only as soft copy through e-mail / CDs for review.

3.14. All the necessary rectifications after review and feedback from ASCI has to be duly incorporated for final approval of content.

3.15. Copyright and Permissions:

- Copyright and other Intellectual Property Rights (IPR) of the entire content developed under this partnership shall vest and remain with ASCI for which separate “No Objection Certificate” has to be agreed and signed by content writer mentioning that all the content ownership belongs to ASCI. The content writer will provide all copyright permissions to ASCI.
- Content writer, in case using any figure, quote, image, photograph in the content of any other author / source will cite original source and be responsible to seek permission / obtain copyright clearance. The proof of permission should be submitted along with the manuscript.
- Once the content is submitted to ASCI, no part of the content can be reproduced, shared in any form (print/digital) with third party without written permission to ASCI.

3.15. The content should be usable across different zones of the country.

3.16. The submission date of the content will be mutually agreed before the commencement of the contract.

**NOTE:**

- 1. The skilling content (Participant Handbook (PHB) & Facilitator Guide (FG) along with detailed session wise Training Delivery Plan (TDP)) has to be strictly in the format prescribed by NSDC.**
- 2. The soft copy of the all the reference documents (Qualification Pack and Model Curriculum) and the prescribed format will be shared by ASCI for facilitation in preparing the mentioned books.**
- 3. Late submission, non-submission, part submission, incomplete content development, plagiarized matter, infringement of IPR, is not acceptable and may result in withdrawal of contract including return of any advances.**