

## Instruction Sheet for the Candidate

<b>Qualification</b>	Tunnel Farming, Greenhouse & Agribusiness(Level-5)
<b>Competency Standard</b>	Perform Nursery Marketing
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name_____
	Registration/Roll Number_____
<b>Guidance for Candidate</b>	<p><b>To meet this standard, you are required to complete the following within time frame (for practical demonstration &amp; assessment):</b></p> <ol style="list-style-type: none"> <li>1. Prepare plan for nursery transportation</li> <li>2. Perform conventional marketing</li> <li>3. Perform digital marketing</li> </ol>
<b>Time: 03 Hrs.</b>	<p>During a practical assessment, under observation by an assessor, you are required to:</p> <p><b>1.Prepare plan for nursery transportation</b></p> <ul style="list-style-type: none"> <li>• Arrange Implements for required task</li> <li>• Prepare plan for transportation</li> <li>• Ensure safety measures and hygienic conditions</li> </ul> <p><b>2. Perform conventional marketing</b></p> <ul style="list-style-type: none"> <li>• Perform identification of conventional marketing units</li> <li>• Perform advertisement strategy and follow-up</li> <li>• Calculate its potential via sale and expenses</li> </ul> <p><b>3.Perform digital marketing</b></p> <ul style="list-style-type: none"> <li>• Identify digital marketing sources</li> <li>• Advertisement on digital media as per standards and perform follow-up</li> <li>• Calculate its potential</li> </ul>
<b>Minimum Evidence Required</b>	

## Self-Assessment Checklist

<b>Candidate Name</b>	
<b>Registration No.</b>	
<b>Qualification</b>	Tunnel Farming, Greenhouse & Agribusiness(Level-5)
<b>Competency Standard</b>	Perform Nursery Marketing
<b>Purpose of Assessment</b>	Formative Assessment
<b>Assessment Task</b>	<ol style="list-style-type: none"> <li>1. Prepare plan for nursery transportation</li> <li>2. Perform conventional marketing</li> <li>3. Perform digital marketing</li> </ol>

I can.....

<b>Performance Criteria</b>	<b>Yes</b>	<b>No</b>
1. Arrange Implements for required task	<input type="checkbox"/>	<input type="checkbox"/>
2. Prepare plan for transportation	<input type="checkbox"/>	<input type="checkbox"/>
3. Ensure safety measures and hygienic conditions	<input type="checkbox"/>	<input type="checkbox"/>
4. Perform identification of conventional marketing units	<input type="checkbox"/>	<input type="checkbox"/>
5. Perform advertisement strategy and follow-up	<input type="checkbox"/>	<input type="checkbox"/>
6. Calculate its potential via sale and expenses	<input type="checkbox"/>	<input type="checkbox"/>
7. Identify digital marketing sources	<input type="checkbox"/>	<input type="checkbox"/>
8. Advertisement on digital media as per standard sand perform follow-up	<input type="checkbox"/>	<input type="checkbox"/>
9. Calculate its potential	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature\_\_\_\_\_ Assessor's Signature\_\_\_\_\_

Date: \_\_\_\_\_

## Assessors Judgment Guide

<b>Qualification</b>	Tunnel Farming, Greenhouse & Agribusiness(Level-5)
<b>Competency Standard</b>	Perform Nursery Marketing
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Signature: _____
<b>Assessment Outcome</b>	COMPETENT <input type="checkbox"/> NOT YETCOMPETENT <input type="checkbox"/> Name of the Assessor _____ Assessor's code: _____ Signature: _____

Assessment Summary (to be filled by the assessor)							
Activity	Method					Result	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✓				
Knowledge Assessment		✓					
Other Requirement							

## Observation Checklist

<b>Assessment Task</b>	1. Prepare plan for nursery transportation 2. Perform conventional nursery transportation 3. Perform modern nursery transportation			
<b>During the practical assessment, candidate demonstrated the following:</b>		<b>Yes</b>	<b>No</b>	<b>Remarks</b>
1.	Arrange Implements for required task	<input type="checkbox"/>	<input type="checkbox"/>	
2.	Prepare plan for transportation	<input type="checkbox"/>	<input type="checkbox"/>	
3.	Ensure safety measures and hygienic conditions	<input type="checkbox"/>	<input type="checkbox"/>	
4.	Perform identification of conventional marketing units	<input type="checkbox"/>	<input type="checkbox"/>	
5.	Perform advertisement strategy and follow-up	<input type="checkbox"/>	<input type="checkbox"/>	
6.	Calculate its potential via sale and expenses	<input type="checkbox"/>	<input type="checkbox"/>	
7.	Identify digital marketing sources	<input type="checkbox"/>	<input type="checkbox"/>	
8.	Advertisement on digital media as per standard and perform follow-up	<input type="checkbox"/>	<input type="checkbox"/>	
9.	Calculate its potential	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Competent</b> <input type="checkbox"/>		<b>Not Yet Competent</b> <input type="checkbox"/>		

## Knowledge Assessment

<b>Qualification</b>	Tunnel Farming, Greenhouse & Agribusiness(Level-5)
<b>Competency Standard</b>	Perform Nursery Marketing
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
<b>Assessment Outcome</b>	Name of the Assessor: _____ Assessor's code: _____ Signature of the Assessor: _____

Candidate's response is not required to be identical, but similar concepts and/or keywords must be used. Oral questioning may be used to clarify candidate understanding of topic and its application.

Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)		Satisfactory	Not Satisfactory
1.	What is the plan followed for nursery transportation?		
2.	What is meant by conventional marketing?		
3.	What is the meant by digital marketing?		

4.	Difference between conventional and digital marketing?		
5.	Which implements used for nursery transportation?		

Feedback to the Candidate	
Candidate's Signature_____ Assessor's Signature _____	