

Instruction Sheet for the Candidate

Qualification	Tunnel Farming, Greenhouse & Agribusiness(Level-5)
Competency Standard	1. Market products and service 2. Sale harvested produce
Purpose of Assessment	Summative Assessment
Candidate Details	Name_____
	Registration/Roll Number_____
Guidance for Candidate	To meet this standard, you are required to complete the following within time frame (for practical demonstration & assessment): “Devise strategies to explore market niches of produce in Pakistan keeping in view its commercial purposes.”
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to :
• Minimum Evidence Required	<ol style="list-style-type: none"> 1. Perform market survey 2. Select an appropriate market 3. Perform transportation of produce 4. Collect information about sales and marketing of harvested produce 5. Implement market guidelines keeping in view the strengths and weakness of product 6. Adopt all Pests/Disease management practices during transportation 7. Identify and evaluate marketing factors 8. Evaluate market performance of produce 9. Create promotional materials that enhance the produce and commercial presentation 10. Adopt promotional strategies to enhance commercial value of product

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Tunnel Farming, Greenhouse & Agribusiness(Level-5)
Competency Standard	1. MARKET PRODUCTS AND SERVICE 2. SALE HARVESTED PRODUCE
Purpose of Assessment	Summative Assessment
Assessment Task	Devise strategies to explore market niches of produce in Pakistan keeping in view its commercial purposes.”

I can.....

Performance Criteria	Yes	No
1. Perform market survey	<input type="checkbox"/>	<input type="checkbox"/>
2. Select an appropriate market	<input type="checkbox"/>	<input type="checkbox"/>
3. Perform transportation of produce	<input type="checkbox"/>	<input type="checkbox"/>
4. Collect information about sales and marketing of harvested produce	<input type="checkbox"/>	<input type="checkbox"/>
5. Implement market guidelines keeping in view the strengths and weakness of product	<input type="checkbox"/>	<input type="checkbox"/>
6. Adopt all Pests/Disease management practices during transportation	<input type="checkbox"/>	<input type="checkbox"/>
7. Identify and evaluate marketing factors	<input type="checkbox"/>	<input type="checkbox"/>
8. Evaluate market performance of produce	<input type="checkbox"/>	<input type="checkbox"/>
9. Create promotional materials that enhance the produce and commercial presentation	<input type="checkbox"/>	<input type="checkbox"/>
10. Adopt promotional strategies to enhance commercial value of product	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature _____ Assessor's Signature _____

Date: _____

Assessors Judgment Guide

Qualification	Tunnel Farming, Greenhouse & Agribusiness(Level-5)
Competency Standard	1. MARKET PRODUCTS AND SERVICE 2. SALE HARVESTED PRODUCE
Purpose of Assessment	Summative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Signature: _____
Assessment Outcome	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <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

Assessment Task	Devise strategies to explore market niches of produce in Pakistan keeping in view its commercial purposes.		
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks
Comments	Yes	No	Remarks
1. Perform market survey	<input type="checkbox"/>	<input type="checkbox"/>	
2. Select an appropriate market	<input type="checkbox"/>	<input type="checkbox"/>	
3. Perform transportation of produce	<input type="checkbox"/>	<input type="checkbox"/>	
4. Collect information about sales and marketing of harvested produce	<input type="checkbox"/>	<input type="checkbox"/>	
5. Implement market guidelines keeping in view the strengths and weakness of product	<input type="checkbox"/>	<input type="checkbox"/>	
6. Adopt all Pests/Disease management practices during transportation	<input type="checkbox"/>	<input type="checkbox"/>	
7. Identify and evaluate marketing factors	<input type="checkbox"/>	<input type="checkbox"/>	
8. Evaluate market performance of produce	<input type="checkbox"/>	<input type="checkbox"/>	
9. Create promotional materials that enhance the produce and commercial presentation	<input type="checkbox"/>	<input type="checkbox"/>	
10. Adopt promotional strategies to enhance commercial value of product	<input type="checkbox"/>	<input type="checkbox"/>	

Knowledge Assessment

Qualification	Tunnel Farming, Greenhouse & Agribusiness(Level-5)
Competency Standard	1. MARKET PRODUCTS AND SERVICE 2. SALE HARVESTED PRODUCE
Purpose of Assessment	Summative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
Assessment Outcome	<div style="display: flex; justify-content: space-around; align-items: center;"> COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> </div> 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 will be the criteria for selecting an appropriate market?		
2.	How to reduce marketing/ transportation cost?		
3.	Discuss role of value addition in better selling strategies?		

4.	What should be the promotional strategies to enhance commercial value of produce?		
5.	How pricing data can be helpful for the selection of better market?		
6.	What are the criteria for produce to be marketed?		
7	What are the advantages of harvesting crop at proper maturity stage?		
9	What are the appropriate methods for transporting harvested crop to the market?		
10	Discuss the basic principles of sales and marketing of harvested produce?		

11	Discuss the major factors involved in loss of sale produce?		
12	Give importance of value addition and packaging to attain better price?		

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