CURRICULUM

FOR THE TRADE OF

EQUITY FRONT DESK APPRENTICE

UNDER

APPRENTICESHIP TRAINING SCHEME



GOVERNMENT OF INDIA MINISTRY OF SKILL DEVELOPMENT& ENTREPRENEURSHIP DIRECTORATE GENERAL OF TRAINING

CONTENTS

SI. No.	Topics	Page No.
1.	Background 1.1 Apprenticeship Training under Apprentice Act 1961	3-4
	1.2 Changes in Industrial Scenario1.3 Reformation	
2.	Rationale	5
3.	Job roles: reference NCO	6
4.	General Information	7
5.	Course structure	8
6.	 Syllabus 6.1 Basic Training 6.1.1 Detail syllabus of Professional Skill & Professional Knowledge - Block – I 6.1.2 Employability Skill (General Information) 6.1.2.1 Syllabus of Employability skill - Block – I 6.2 Practical Training (On-Job Training) 6.2.1 Broad Skill Component to be covered during on-job training- Block – I 	9-18
7.	 Assessment Standard 7.1 Assessment Guideline 7.2 Final assessment-All India trade Test (Summative assessment) 	19-21
8.	Further Learning Pathways	22
9.	Annexure-I – Tools & Equipment for Basic Training	23
10.	Annexure-II – Tools & Equipment for Practical Training/On-Job Training	24
11.	Annexure-III - Guidelines for Instructors & Paper setter	25

1. BACKGROUND

1.1 Apprenticeship Training Scheme under Apprentice Act 1961

The Apprentices Act enacted in 1961 with the objective of regulating the program of training of apprentices in the industry by utilizing the facilities available therein for imparting on-the-job training. The Act makes it obligatory for employers in specified industries to engage apprentices in designated trades and in optional trades to impart Apprenticeship Training on the job in industry to school leavers, graduates/diploma and person having National Trade Certificate(ITI pass-outs) issued by National Council for Vocational Training (NCVT) to develop skilled manpower for the industry. There are five categories of apprentices namely; trade apprentice, graduate, technician, technician (vocational) apprentices and optional trade apprentice.

Qualifications and period of apprenticeship training of trade apprentices and optional trade apprentices vary from trade to trade. The apprenticeship training for trade apprentices and optional trade apprentices consists of basic training followed by practical training. At the end of the training, the apprentices are required to appear in a trade test conducted by NCVT and those successful in the trade tests are awarded the National Apprenticeship Certificate.

1.2 Changes in Industrial Scenario

Recently we have seen huge changes in the Indian industry. The Indian Industry registered an impressive growth during the last decade and half. The number of industries in India have increased manifold in the last fifteen years especially in services and manufacturing sectors. It has been realized that India would become a prosperous and a modern state by raising skill levels, including by engaging a larger proportion of apprentices, will be critical to success; as will stronger collaboration between industry and the trainees to ensure the supply of skilled workforce and drive development through employment. Various initiatives to build up an adequate infrastructure for rapid industrialization and improve the industrial scenario in India have been taken.

1.3 Reformation

The Apprentices Act, 1961 has been amended and brought into effect from 22nd December, 2014 to make it more responsive to industry and youth. Key amendments are as given below:

- Prescription of number of apprentices to be engaged at establishment level instead of trade-wise.
- Establishment can also engage apprentices in optional trades which are not designated, with the discretion of entry level qualification and syllabus.
- Scope has been extended also to non-engineering occupations.
- Establishments have been permitted to outsource basic training in an institute of their choice.
- The burden of compliance on industry has been reduced significantly.

2. RATIONALE

[Need for Apprenticeship in Equity Front Desk Apprentice]

- 1. It will enhance the ability to serve existing customers and establish new customers by planning and organizing daily work schedule to serve the existing and new customers.
- 2. It will enhance the ability to learn the trading system and know the types of orders
- 3. It will enhance the ability to learn basic of technical analysis and understand how to check and give confirmations
- 4. It will enhance the ability to interpret the chart patterns through technical analysis
- 5. It will enhance the ability to correctly process the payout requests and conduct payout obligations
- 6. It will enhance the ability collect data through cold calls and generate reference and how to close the call
- 7. It will enhance the ability to call and greet customers, resolve queries etc.
- 8. Will learn to check and complete the KYC form
- 9. It will enhance the ability to open trading and demat accounts of clients and educate them about do's and don'ts in investments
- 10. It will enhance the ability to understand how to make changes in the portfolio
- 11. Will be able to guide the client on financial planning and portfolio allocation and in return how to maximize his wealth

3. JOB ROLES: REFERENCE NCO

Brief description of Job roles:

Equity Front Desk Apprentice-

Equity dealers buy and sell investment and financial instruments on behalf of their clients. They also provide market insights and investments advice to potential and existing clients.

ALIGNED TO: NCO-2015/ NIL

4. GENERAL INFORMATION

1.	Nam	e of the	e Trade	:	Equity Front Desk Apprentice
2.	Job F	Role Co	ode	:	APP/BFSI/04
3.	Dura	tion of	Apprenticeship Training	:	14 months
	(Brea	ak up o	f Apprenticeship Training)		
	3.1	For F	Fresher's (For 12 th pass):-		
		(i)	Duration of Basic Training	:	02 months
		(ii)	Duration of Practical Training/ On -job Training)	:	12 months
	3.2	For (Graduates-		
		(i)	Duration of Basic Training	:	Nil
		(ii)	Duration of Practical Training/ On -job Training)	:	12 months
4.	Entry	/ Qualif	ication	:	Passed 12th class examination under 10+2 system of education.
5.	Sele	ction of	f Apprentices	:	The apprentices will be selected as per Apprentice Act,1961 amended time to time.

Note: Industry may impart training as per above time schedule, however this is not fixed. The industry may adjust the duration of training considering the fact that all the components under the syllabus must be covered. However the flexibility should be given keeping in view that no safety aspect is compromised and duration of industry training to be remain as 1 year.

5. COURSE STRUCTURE

Training duration details: -

Time (in months)	1-2	3-14
Basic Training	Block– I	
Practical Training (On - job training)		Block – I

Components of Training	Duration of Training in Months													
\mathbf{I}	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Basic Training Block-I														
Practical Training Block - I														

6. SYLLABUS

6.1 BASIC TRAINING

<u>(BLOCK – I)</u>

DURATION: 2 MONTHS

GENERAL INFORMATION

1)	Name of the Trade	:	Equity Front Desk Apprentice
2)	Hours of Instruction	:	250 Hrs.
3)	Batch size	:	30
4)	Power Norms	:	N.A.
5)	Space Norms	:	400 Sq. ft.
6)	Examination	:	The internal assessment will be held on completion of the Block.
7)	Instructor Qualification	:	

i) Degree/Diploma in bachelor of commerce/business administration /retail management from recognized university/Board with one/two year post qualification experience respectively in the relevant field.

8) Tools, Equipment's& Machinery required : - As per Annexure - I

6.1 DETAIL SYLLABUS OF BASIC TRAINING

6.1.1 DETAIL SYLLABUS OF BASIC TRAINING

Block	- I
Basic	Training

Sr.	Module	Koy Learning Outeemas	Hours
No.	wodule	Key Learning Outcomes	HOUIS
1	Basics of Equity markets and market instruments	 Understand what is Stock markets & market instruments Appreciate role of stock markets in the economy, the importance of regulator (SEBI). Get an overview of primary and secondary markets Understand the difference between trading account and demat accounts Understand the role of brokers and process of membership in equity markets 	30
2	Know Your Customer Documents and procedures	 Understand what is KYC Identify what documents are required for KYC State alternatives in case certain documents are not available 	10
3	Form Filling – Manual & Electronic	Understand various formsBe able to fill various forms independently	20
4	Trading terminal	 Understand and learn how to use the trading terminal Learn how to Create a market watch Learn how to execute buy and sell transactions Know how to check the order book Understand how to check the demat holding statement Learn to practice technical analysis and fundamental analysis 	40
5	Punching orders on the terminal	 Understand types of order entries Learn short cuts of the trading terminal Know how to place orders and give confirmations 	10
6	Clearing and settlement procedures and pay-in, payout obligations	 Understand role of the clearing house and its members Be aware of method of pay in and pay-out obligations Learn how process pay in and pay-out requests 	10
7	Rules and regulations for Settlements	 Understand dematerialization and rematerialisation Know rules and regulations of demat accounts Be able to fill a demat slip Be able to punch in transfer of securities Learn the importance of POA Be able to settle off market trades 	10
8	Understand client positions and create reports	 Know what is the client's position Know the method of creating reports Should be able to interpret reports and client position 	10
9	Risks in Equity Markets	 Know about the risks in equity markets Understand the methods of reducing risks Be aware of human error risk and ways of resolving it 	10

10	Handling client	Understand basics of Opening a Call	10
10	calls and punching	 Be aware of standard Opening Greetings 	10
	trades	 Practice Opening a Call 	
		 Learn how to take the clients trade 	
		 Practice punching the trades onto the system 	
		 Learn how to give confirmation for the trades executed 	
	Understanding	Understand pitching of trading accounts	
11	Products	 Understand pitching of demat accounts 	20
	and pitching		20
	products	Understand pitching of PMS services Practice the excitet for mutual funds and other financial	
	producto	 Practice the script for mutual funds and other financial instruments 	
12	Handling Client	Know various objections being raised by customers	05
	queries	 Practice handling various objections by customers 	
		 Learn how to solve client queries 	
13	Tele calling and	 Understand how to open a call 	25
	Client acquisition	 Practice calls end to end 	
		 Learn how to close a call 	
		 Learn how to schedule meetings 	
14	Client meetings	 Understand how to schedule client meetings 	10
		 Practice how to speak at a client meeting 	
		• Learn how to convince the opposite person to become a	
		client	
		Follow up with the client	
15	Client retention	 Learn to obtain a list of inactive clients 	10
	and	• Learn how to speak to clients and understand the reason for	
	Activating inactive	inactivity	
	clients	Understand and make changes to activate inactive clients	
16	Review client	 Learn how to review client portfolios 	20
	positions and	 Know how to help them make changes 	
	margins	 Help your client make a well diversified portfolio 	
		 Help your clients comply with margin requirements 	
		Total	250

6.1.2 EMPLOYABILITY SKILLS

GENERAL INFORMATION

1) Name of the subject	:	EMPLOYABILITY SKILLS
2) Applicability	:	Basic Training - Mandatory for fresher only
3) Hours of Instruction	:	110 Hrs.
4) Examination	:	The internal assessment will be held on completion of the Basic Training.
5) Instructor Qualification	:	
 MBA/BBA with two years years' experience. 	s' exper	ience or graduate in commerce with two And
Must have studied in English	and Ba	sic Computer at 12 th / diploma level

6.1.2.1 SYLLABUS OF EMPLOYABILITY SKILLS

A. Block – I Employability Skills

Topic No.	Торіс	Duration (in hours)
	English Literacy	15
1	Pronunciation : Accentuation (mode of pronunciation) on simple words, Diction (use of word and speech)	
2	Functional Grammar Transformation of sentences, Voice change, Change of tense, Spellings.	
3	Reading Reading and understanding simple sentences about self, work and environment	
4	Writing Construction of simple sentences Writing simple English	
5	Speaking / Spoken English Speaking with preparation on self, on family, on friends/ classmates, on know, picture reading gain confidence through role-playing and discussions on current happening job description, asking about someone's job habitual actions. Cardinal (fundamental) numbers ordinal numbers. Taking messages, passing messages on and filling in message forms Greeting and introductions office hospitality, Resumes or curriculum vita essential parts, letters of application reference to previous communication.	
	I.T. Literacy	15
1	Basics of Computer Introduction, Computer and its applications, Hardware and peripherals, Switching on-Starting and shutting down of computer.	
2	Computer Operating System Basics of Operating System, WINDOWS, The user interface of Windows OS, Create, Copy, Move and delete Files and Folders, Use of External memory like pen drive, CD, DVD etc., Use of Common applications.	
3	Word processing and Worksheet Basic operating of Word Processing, Creating, opening and closing Documents, use of shortcuts, Creating and Editing of Text, Formatting the Text, Insertion & creation of Tables. Printing document. Basics of Excel worksheet, understanding basic commands, creating simple worksheets, understanding sample worksheets, use of simple formulas and functions, Printing of simple excel sheets	
4.	Computer Networking and INTERNET Basic of computer Networks (using real life examples), Definitions of Local Area Network (LAN), Wide Area Network (WAN), Internet, Concept of Internet (Network of Networks), Meaning of World Wide Web (WWW), Web Browser, Web Site, Web page and Search Engines. Accessing the Internet using Web Browser, Downloading and Printing Web Pages, Opening an email account and use of email. Social media sites and its implication. Information Security and antivirus tools, Do's and Don'ts in Information Security, Awareness of IT - ACT, types of cyber-crimes.	

	Communication Skill	25
1	Introduction to Communication Skills	
	Communication and its importance	
	Principles of Effective communication	
	Types of communication - verbal, non-verbal, written, email, talking on phone.	
	Nonverbal communication -characteristics, components-Para-language	
	Body - language Barriers to communication and dealing with barriers.	
	Handling nervousness/ discomfort.	
	Case study/Exercise	
2	Listening Skills	
_	Listening-hearing and listening, effective listening, barriers to effective	
	listening guidelines for effective listening.	
	Triple- A Listening - Attitude, Attention & Adjustment.	
	Active Listening Skills.	
3	Motivational Training	
	Characteristics Essential to Achieving Success	
	The Power of Positive Attitude	
	Self-awareness	
	Importance of Commitment	
	Ethics and Values	
	Ways to Motivate Oneself	
	Personal Goal setting and Employability Planning.	
4	Case study/Exercise Facing Interviews	
4	Manners, Etiquettes, Dress code for an interview	
	Do's & Don'ts for an interview	
5	Behavioral Skills	
	Organizational Behavior	
	Problem Solving	
	Confidence Building	
	Attitude	
	Decision making	
	Case study/Exercise	
	Entrepreneurship skill	15
1	Concept of Entrepreneurship	
	Entrepreneurship - Entrepreneurship - Enterprises:-Conceptual issue	
	Entrepreneurship vs. Management, Entrepreneurial motivation. Performance &	
	Record, Role & Function of entrepreneurs in relation to the enterprise & relation to	
	the economy, Source of business ideas, Entrepreneurial opportunities, The	
2	process of setting up a business. Project Preparation & Marketing analysis	
2	Qualities of a good Entrepreneur, SWOT and Risk Analysis. Concept &	
	application of Product Life Cycle (PLC), Sales & distribution Management.	
	Different Between Small Scale & Large Scale Business, Market Survey, Method of	
	marketing, Publicity and advertisement, Marketing Mix.	
3	Institutions Support	
	Preparation of Project. Role of Various Schemes and Institutes for self-	
	employment i.e. DIC, SIDA, SISI, NSIC, SIDO, Idea for financing/ non financing	
	support agencies to familiarizes with the Policies /Programs& procedure & the	
	available scheme.	

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	Quality Tools	10			
1	Quality Consciousness :				
	Meaning of quality, Quality Characteristic				
2	Quality Circles :				
	Definition, Advantage of small group activity, objectives of quality Circle, Roles				
	and function of Quality Circles in Organization, Operation of Quality circle.				
	Approaches to starting Quality Circles, Steps for continuation Quality Circles.				
3	Quality Management System :				
	Idea of ISO 9000 and BIS systems and its importance in maintaining qualities.				
4	House Keeping :				
	Purpose of Housekeeping, Practice of good Housekeeping.				
5	Quality Tools				
	Basic quality tools with a few examples				

6.2 PRACTICAL TRAINING (ON-JOB TRAINING)

<u>(BLOCK – I)</u>

DURATION: 12 MONTHS

GENERAL INFORMATION

1)	Name of the Trade	:	Equity Front Desk Apprentice		
2)	Batch size	:	a)	Apprentice selection as per Apprenticeship Guidelines	
			b)	As per NAPS Guidelines	
3)	Examination	:	a)	The internal assessment will be held on completion of the block	
4)	Instructor Qualification	:			

i) Degree/Diploma in bachelor of commerce/business administration /retail management from recognized university/Board with one/two year post qualification experience respectively in the relevant field.

5) Infrastructure for On-Job Training : - As per Annexure - II

6.2.1 BROAD SKILL COMPONENT TO BE COVERED DURING ON-JOB TRAINING

BLOCK – I

- 1. Customer handling at the branch
- 2. Tele-calling inbound and outbound
- 3. Client meetings and Account opening
- 4. Independent Client Servicing & Advising

DURATION: 12 MONTHS (52 WEEKS)						
SL. NO LIST OF PRACTICAL SKILLS TO BE COVERED DURING ON JOB						
SL. NU	TRAINING					
4						
1	Receiving calls from clients to buy or sell equity shares or any listed financial instrument.					
2	Providing necessary information which could help the customer make					
2	decisions on the trades					
3	Punching the trades in the system& Giving trade confirmations					
4	Placing orders (limit, market, stop loss etc.) on behalf of the clients					
5	Checking limits of each client & Giving the client net positions with daily profit & loss					
6	Follow up for cheque collection / online transfer for pay-in obligations					
7	Take pay-out requests and follow up for pay-out obligations					
8	Follow up for cheque collection / online transfer for pay in obligations.					
9	Take pay-out requests and follow up for pay-out obligations.					
10	Send ledgers and profit and loss statements to clients.					
11	Provide views to clients with the help of technical charts.					
12	Open the call, Greet the customers, introduce the company and the products and close the call.					
13	Follow up with customer, Handling queries, Taking personal appointments, Getting the accounts opened, Filling the account opening forms and taking the necessary signatures.					
14	 Taking the required documents and completing the KYC requirements. Verification of KYC documents. Take the account opening cheque. Process the documents and get the account opened. Give the client his trading and demat account details. Guide the client on the procedure of investing /trading. 					
15	Follow up with inactive customers.					
	Guide them about their portfolios.					
16	Provide customers guidance on how to improve their portfolio.					

7. ASSESSMENT STANDARD

7.1 Assessment Guideline:

Appropriate arrangements should be made to ensure that there will be no artificial barriers to assessment. The nature of special needs should be taken into account while undertaking assessment. Due consideration to be given while assessing for team work, avoidance/reduction of scrape/wastage and disposal of scarp/wastage as per procedure, behavioral attitude and regularity in training.

The following marking pattern to be adopted while assessing:

a) Weightage in the range of 60-75% to be allotted during assessment under following performance level:

For this grade, the candidate with occasional guidance and showing due regard for safety procedures and practices, has produced work which demonstrates attainment of an acceptable standard of craftsmanship.

In this work, there is evidence of:

- Good skill levels in the use of hand tools, machine tools and workshop equipment
- Many tolerances while undertaking different work are in line with those demanded by the component/job.
- A fairly good level of neatness and consistency in the finish
- Occasional support in completing the project/job.
- **b)** Weightage in the range of above75%- 90% to be allotted during assessment under following performance level:

For this grade, the candidate, with little guidance and showing due regard for safety procedures and practices, has produced work which demonstrates attainment of a reasonable standard of craftsmanship.

In this work, there is evidence of:

- good skill levels in the use of hand tools, machine tools and workshop equipment
- The majority of tolerances while undertaking different work are in line with those demanded by the component/job.
- a good level of neatness and consistency in the finish
- little support in completing the project/job

c) Weightage in the range of above 90% to be allotted during assessment under following performance level:

For performance in this grade, the candidate, with minimal or no support in organization and execution and with due regard for safety procedures and practices, has produced work which demonstrates attainment of a high standard of craftsmanship.

In this work, there is evidence of:

- High skill levels in the use of hand tools, machine tools and workshop equipment
- Tolerances while undertaking different work being substantially in line with those demanded by the component/job.
- A high level of neatness and consistency in the finish.
- Minimal or no support in completing the project

7.2 FINAL ASSESSMENT- ALL INDIA TRADE TEST (SUMMATIVE ASSESSMENT)

SUBJECTS	Marks	Sessional Marks	Full Marks	Pass Marks	Duration of Exam.
Trade Theory	100		100	70	2 hrs.
Practical	100		100	70	2 hrs.
Grand Total	200		200	-	

Note: - The candidate pass in each subject conducted under all India trade test.

8. FURTHER LEARNING PATHWAYS

Employment opportunities:

On successful completion of this course, the candidates shall be gainfully employed in the following industries:

- 1. Banks
- 2. Broking House
- 3. Stock Exchange
- 4. Mutual Fund House

TOOLS & EQUIPMENT FOR BASIC TRAINING

INFRASTRUCTURE FOR PROFESSIONAL SKILL & PROFESSIONAL KNOWLEDGE

TRADE: EQUITY FRONT DESK APPRENTICE

LIST OF TOOLS & EQUIPMENTS FOR 30APPRENTICES

General equipment's:-

SI. No.	Name of the items	Quantity (indicative)
1.	White Board / Black Board	1
2.	White Board Marker / Black Board Chalks	
3.	Projector	1
4.	Laptop	1
5.	Internet Access	
6.	Notepads & pens	

Note: In case of basic training setup by the industry the tools, equipment and machinery available in the industry may also be used for imparting basic training.

INFRASTRUCTURE FOR ON-JOB TRAINING

TRADE: EQUITY FRONT DESK APPRENTICE

Actual training will depend on the existing facilities available in the establishments. However, the industry should ensure that the broad skills defined against On-Job Training part (i.e. 12 months) are imparted. In case of any shortfall the concern industry may impart the training in cluster mode/ any other industry/ at ITI.

GUIDELINES FOR INSTRUCTORS AND PAPER SETTERS

- 1. Due care to be taken for proper & inclusive delivery among the batch. Some of the following some method of delivery may be adopted:
 - A) LECTURE
 - B) LESSON
 - C) DEMONSTRATION
 - D) PRACTICE
 - E) GROUP DISCUSSION
 - F) DISCUSSION WITH PEER GROUP
 - G) PROJECT WORK
 - H) INDUSTRIAL VISIT
- 2. Maximum utilization of latest form of training viz., audio visual aids, integration of IT, etc. may be adopted.
- 3. The total hours to be devoted against each topic may be decided with due diligence to safety & with prioritizing transfer of required skills.