

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR BANKING, FINANCIAL SERVICES AND INSURANCE (BFSI) INDUSTRY

What are Occupational Standards (OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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Introduction

Qualifications Pack - Mutual Fund Agent

SECTOR: BANKING, FINANCIAL SERVICES AND INSURANCE (BFSI)

SUB-SECTOR: Non-Banking Financial Services

OCCUPATION: Mutual Fund Agent

REFERENCE ID: BSC / Q 0601

ALIGNED TO: NCO-2004/NIL

Brief Job Description: A mutual fund agent is representative of a bank or similar financial institution, who offers mutual funds to prospective investors, maintains records of their investments and conducts regular market research to advise customers.

Personal Attributes: The individual is required to have interpersonal and analytical skills. He must be able to track the mutual fund market and maintain relationships with customers.

Job Details	Qualifications Pack Code	BSC /Q 0601		
	Job Role	Mutual Fund Agent		
	Credits(NSQF)	TBD	Version number	1.0
	Secto	Banking, Financial Services and Insurance (BFSI)	Drafted on	07/08/2013
	Sub-sector	Non-Banking Financial Services	Last reviewed on	07/08/2013
	Occupation	Mutual fund agent	Next review date	25/11/2016
	NSQC Clearance on*	10/07/2015		

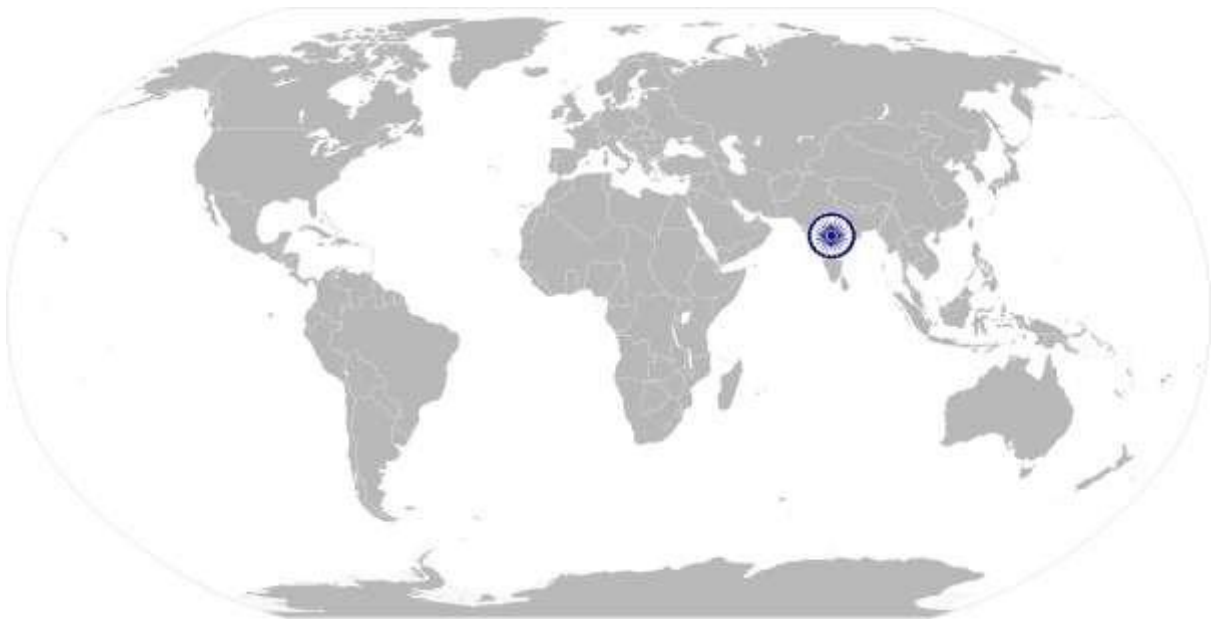
Job Role	Mutual Fund Agent
Role Description	A mutual fund agent sells mutual funds to prospective customers
NSQF level	Level 4
Minimum Educational Qualifications*	Graduate
Maximum Educational Qualifications*	
Training (Suggested but not mandatory)	Industry certification or Training by organization
Minimum Job Entry Age	21
Experience	Experience preferred but not mandatory
Applicable National Occupational Standards (NOS)	Compulsory: <ol style="list-style-type: none"> BSC/ N 0601 (Conduct research) BSC/ N 0602 (Market and sale mutual fund) BSC/ N 0603 (Assist with purchase of mutual fund) BSC/ N 0604 (Perform after-sales activities) Optional: NA
Performance Criteria	As described in the relevant OS units

Definitions

Keywords /Terms	Description
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry.
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS.
Job Role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
OS	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task.
NOS	NOS are Occupational Standards which apply uniquely in the Indian context.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
Qualifications Pack	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Unit Code	Unit Code is a unique identifier for an Occupational Standard , which is denoted by an 'N'.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard.
Organizational Context	Organizational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills or Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the OS , these include communication related skills that are applicable to most job roles.

Acronyms	Keywords /Terms	Description
	SSC	Sector Skill Council
	OS	Occupational Standard(s)
	NOS	National Occupational Standard(s)
	QP	Qualifications Pack
	UGC	University Grants Commission
	MHRD	Ministry of Human Resource Development
	MoLE	Ministry of Labor and Employment
	NVEQF	National Vocational Education Qualifications Framework
	NVQF	National Vocational Qualifications Framework

National Occupational Standard



Overview

To conduct research and gain market insights

Unit Code	N 0601
Unit Title (Task)	Conduct Research
Description	This OS unit is about conducting market research
Scope	The unit/ task covers the following: <ul style="list-style-type: none"> • Operations • General/Administrative
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Operations	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. Research the mutual fund market to determine top performing funds, investor interests, trends etc. PC2. Analyze features of top funds and factors influencing them PC3. Rank and compare performance of top funds with mutual funds offered by organization as well as other major indices such as SENSEX, NIFTY etc. PC4. Register for regular stock market updates for additional insights PC5. Draw up key insights and trends on the mutual fund market PC6. Speak to existing customers to gain customer perspective on the mutual fund market performance PC7. Regularly update oneself on changes in scheme information and norms in the mutual fund industry PC8. Regularly update oneself on Stock Exchange Board of India (SEBI) mutual fund regulations and sales guidelines PC9. Research potential customer base ideal for mutual fund schemes offered by organization PC10. Develop basic profile of target customers according to research conducted
General/ Administrative	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC11. Share reports/presentations developed with peers and customers PC12. Share insights regarding possible poor performance of organization's mutual funds with supervisors for addressal
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company /	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. Types of Mutual fund schemes, their characteristics and structure KA2. Products similar to mutual funds and mutual funds schemes offered by other organizations

BSC/N 0601

Conduct Research

<p>organization and its processes)</p>	<p>KA3. Factors influencing mutual funds' performance KA4. Procedure to contact existing customers for market feedback as a part of research KA5. The composition of risk involved with various schemes and risk compliance procedures for the same KA6. Accepted payment methods and processes for making payments KA7. Escalation matrix for unresolved problems KA8. All laws and legal regulations relevant to mutual funds KA9. Secondary data sources for obtaining market information KA10. Tax and tax related regulations relevant to mutual funds KA11. Functions of the national financial and regulatory authorities with regards to mutual funds</p>
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. Methods to evaluate mutual fund schemes KB2. Accounting, Financial and Economic concepts used for evaluating mutual funds and conducting market research KB3. Method of accounting and understanding structure of mutual funds KB4. IT and computer operations and procedures required for research KB5. Methods to analyze risk factor of various mutual funds and similar products KB6. Methods to comprehend impact of various economic and financial factors on mutual fund market KB7. Ability to quantify various risk factors and its impact on funds KB8. Methods of calculating returns, annual growth rate & NAV and other accounting formulae that help determine returns of mutual fund schemes KB9. Methods to compute various ratios to calculate risk-adjusted returns</p>
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. Prepare reports/ summaries of research SA2. Fill in online forms and paperwork for conducting research on databases and other information sources</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Read and understand organization procedures and guidelines. SA4. Read and understand regulatory authorities guidelines and rules for mutual fund schemes SA5. Read and understand circulars issued for notifying changes in norms and conditions for mutual fund schemes by SEBI or other regulatory authorities</p> <p>Oral Communication (Listening and Speaking skills)</p>

Conduct Research

	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA6. Listen to market news and customer feedback to understand the mutual fund market. SA7. Communicate with peers and supervisors for clarifications and knowledge sharing in a clear and effective manner
B. Professional Skills	Decision Making
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB1. Determine which mutual fund schemes and similar funds to monitor to draw out insights SB2. Decide on appropriate research methods and data sources to use for conducting research
	Plan and Organize
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB3. Plan research schedule in a manner such that it doesn't affect other tasks to be performed SB4. Share knowledge acquired with peers and subordinates
	Customer Centricity
	NA
	Problem Solving
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB5. Address technical or administrative problems and escalate those issues beyond one's role.
	Analytical Thinking
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB6. Analyze trends from industry reports, financial forecasts etc. SB7. Use market analyses and mutual fund features to determine prospective customer profile
Critical Thinking	
<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB8. Exercise judgment in unforeseen situations which preserve company values and are in line with organizational guidelines SB9. Consistently obtain feedback and improve their performance 	

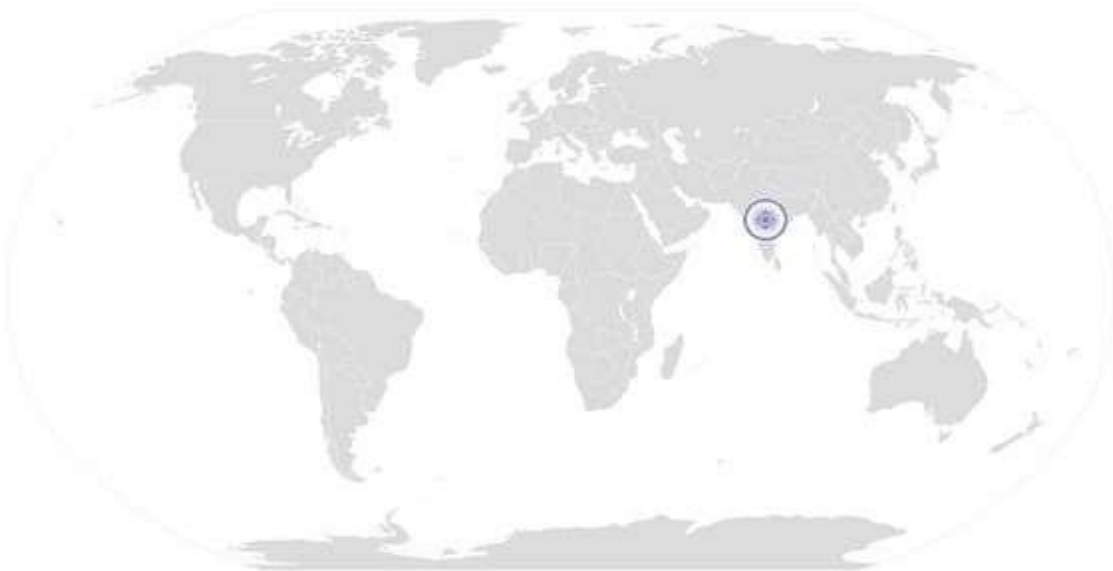
BSC/N 0601

NOS Version Control :

NOS Code	BSC / N 0601		
Credits(NS QF)	TBD	Version number	1.0
Sector	BFSI	Drafted on	07/08/2013
Sub-sector	Non-Banking Financial Services	Last reviewed on	07/08/2013
Occupation	Mutual fund agent	Next review date	25/11/2016



National Occupational Standard



Overview

To market and sell mutual funds to prospective customers

Unit Code	N 0602
Unit Title (Task)	Market and Sell Mutual Funds
Description	This OS unit is about marketing and selling mutual funds to prospective customers
Scope	<p>The unit/ task covers the following:</p> <ul style="list-style-type: none"> • Operations • General/Administrative
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Operations	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Approach prospective customers from leads given by supervisor/manager or through referral network to market the mutual funds</p> <p>PC2. Respond to new customers who approach organization for purchasing mutual funds</p> <p>PC3. Educate first-time prospective customers on mutual fund schemes and the functioning of the mutual fund market</p> <p>PC4. Inform the investor on the various schemes and products offered by the organization</p> <p>PC5. Use market analysis conducted to share market trends and insights into the mutual fund market</p> <p>PC6. Listen to prospective customer's needs and financial requirements to understand their financial goals</p> <p>PC7. Map the prospective customer's goals to appropriate mutual fund schemes available</p> <p>PC8. Suggest schemes and highlight their benefits and success factors</p> <p>PC9. Provide details of the suggested mutual fund scheme's past and projected performance</p> <p>PC10. Conduct a risk profiling of prospective customer to verify if their risk appetite is in line with the mutual fund scheme's risk rating</p> <p>PC11. Disclose details of discussed schemes including risk level of the investment options</p> <p>PC12. Calculate dividends and other payments receivable to customer for suggested product</p> <p>PC13. Provide customer with brochures and documents outlining the mutual fund scheme</p> <p>PC14. Inform the customer about investment approach and risk control in simple terms.</p> <p>PC15. Explain the terms and conditions of the mutual fund and commissions received for the scheme</p> <p>PC16. Explain circumstances and implications in the case of an early termination, if applicable</p> <p>PC17. Disclose if investment includes derivatives and respond to any queries on the same the prospective customer may have</p>

BSC/N 0602

Market and Sell Mutual Funds

	<p>PC18. Receive approval from customer for purchasing the fund and initiate the purchase process</p> <p>PC19. Explain the process of purchasing the mutual fund, the documents required and processing timelines to the customer</p>
<p>General/ Administrative</p>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC20. Prepare reports on number mutual funds sold and submit to supervisor/manager</p> <p>PC21. Prepare internal reports on number of leads converted into sales</p> <p>PC22. Discuss with supervisor/manager to set or update sales/revenue targets</p> <p>PC23. Share insights regarding possible poor performance of organization's mutual funds with supervisors for addressal</p>
<p>Knowledge and Understanding (K)</p>	
<p>A. Organizational Context (Knowledge of the company / organization and its processes)</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Types of Mutual fund schemes, their characteristics and structure</p> <p>KA2. Products similar to mutual funds and mutual funds schemes offered by other organizations</p> <p>KA3. Procedure to obtain marketing material like brochures, pamphlets etc. from marketing team</p> <p>KA4. Factors influencing mutual funds' performance</p> <p>KA5. Marketing techniques to sell to different types of prospective customers</p> <p>KA6. The composition of risk involved with various schemes and risk compliance procedures for the same</p> <p>KA7. Forms and documents required for mutual fund purchase application</p> <p>KA8. Terms and conditions for different mutual fund schemes</p> <p>KA9. Accepted payment methods and processes for making payments</p> <p>KA10. Escalation matrix for unresolved problems</p> <p>KA11. All laws and legal regulations relevant to mutual funds</p> <p>KA12. Secondary data sources for obtaining market information</p> <p>KA13. Tax and tax related regulations relevant to mutual funds</p> <p>KA14. Functions of the national financial and regulatory authorities with regards to mutual funds</p>
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. Methods to evaluate mutual fund schemes</p> <p>KB2. Methods to identify prospective customer segments</p> <p>KB3. Accounting, Financial and Economic concepts used for evaluating mutual funds and assess customer's financial requirements</p> <p>KB4. Methods to profile risk appetite of prospective customers</p> <p>KB5. Methods to map customer requirements with schemes offered by organization</p> <p>KB6. Method of accounting and understanding structure of mutual funds</p> <p>KB7. IT and computer operations and procedures required for research</p> <p>KB8. Methods to analyze risk factor of various mutual funds and similar products</p> <p>KB9. Methods to comprehend impact of various economic and financial factors on mutual fund market</p> <p>KB10. Ability to quantify various risk factors and its impact on funds</p> <p>KB11. Methods of calculating returns, annual growth rate & NAV and other accounting formulae that help determine returns of mutual fund schemes</p>

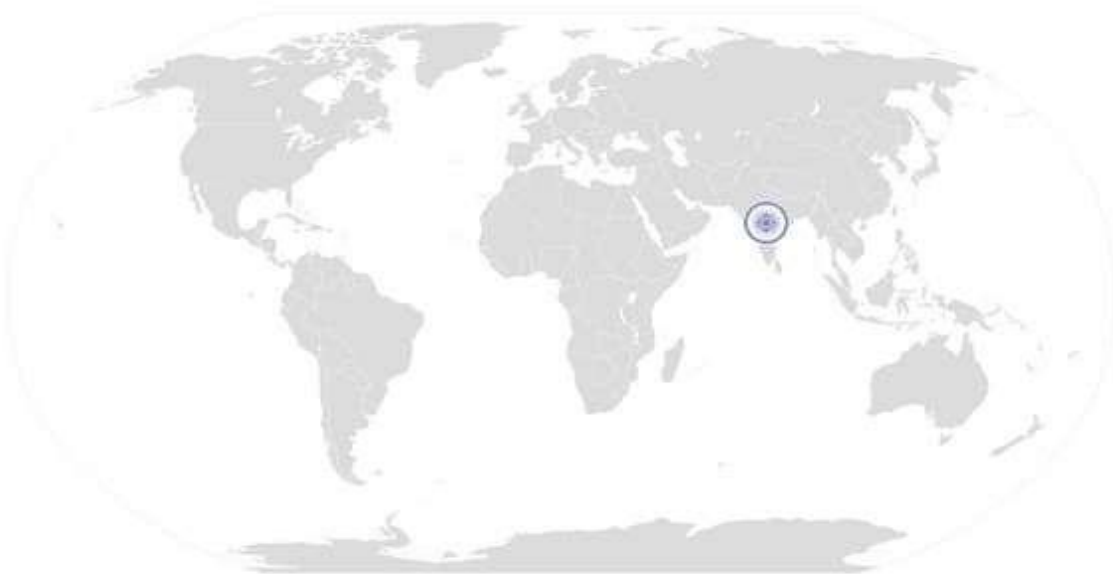
A. Core Skills/ Generic Skills	Writing Skills
	The user/ individual on the job needs to know and understand how to: SA1. Prepare reports/ summaries of research SA2. Fill in online forms and paperwork for conducting research on databases and other information sources
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. Read and understand organization procedures and guidelines. SA4. Read and understand regulatory authorities guidelines and rules for mutual fund schemes SA5. Read and understand circulars issued for notifying changes in norms and conditions for mutual fund schemes by SEBI or other regulatory authorities
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA6. Listen to customer requirements to understand their needs and suggest appropriate schemes. SA7. Communicate with customers in a clear and respectable manner SA8. Communicate with peers and supervisors for clarifications and knowledge sharing in a clear and effective manner
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. Determine which mutual fund schemes to offer to customers SB2. Decide on appropriate risk profiling methods to determine risk appetite of customers
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB3. Schedule meetings with prospective customers to inform them of mutual fund schemes SB4. Share knowledge acquired with peers and subordinates
	Customer Centricity
	NA
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB5. Address customer grievances and technical or administrative problems and escalate those issues beyond one's role.
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB6. Determine best possible schemes given customer's financial status and needs SB7. Analyze and monitor mutual fund performance to keep customers and supervisors informed
Critical Thinking	

BSC/N 0602

Market and Sell Mutual Funds

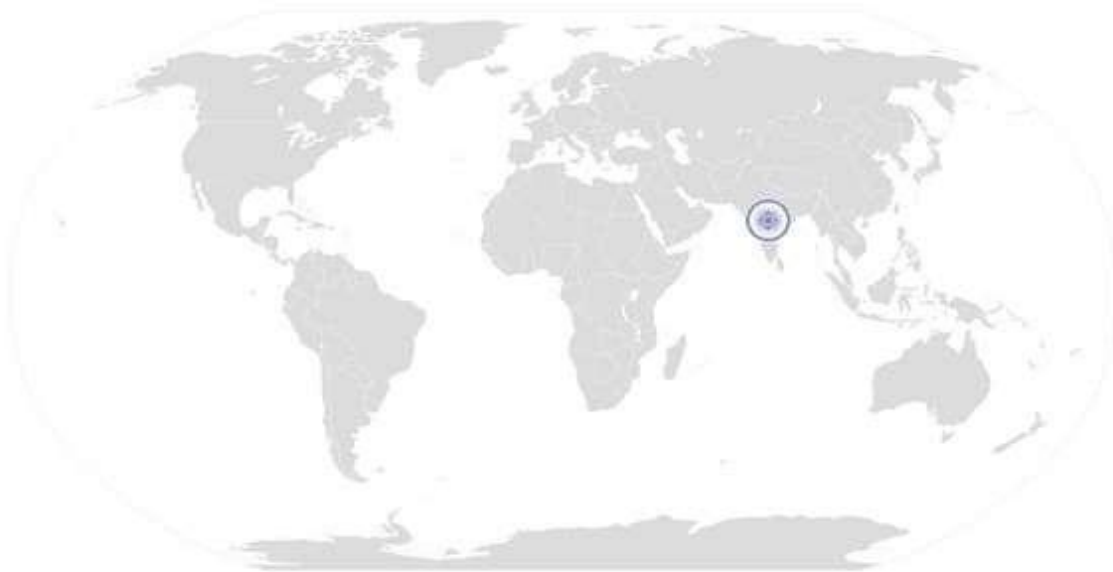
The user/individual on the job needs to know and understand how to:

- SB8. Exercise judgment in unforeseen situations which preserve company values and are in line with organizational guidelines
- SB9. Consistently obtain feedback and improve their performance



NOS Version Control :

NOS Code	BSC / N 0602		
Credits(NS QF)	TBD	Version number	1.0
Sector	BFSI	Drafted on	07/08/2013
Sub-sector	Non-Banking Financial Services	Last reviewed on	07/08/2013
Occupation	Mutual fund agent	Next review date	25/11/2016



National Occupational Standard



Overview

To assist with the application process for the purchase of mutual funds.

Unit Code	N 0603
Unit Title (Task)	Assist with Purchase of Mutual Funds
Description	This OS unit is about assisting with the application process for purchasing mutual funds.
Scope	<p>he unit/ task covers the following:</p> <ul style="list-style-type: none"> • Operations • General/Administrative
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Operations	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Provide Customer/Investor with forms required for application for purchase of the mutual fund</p> <p>PC2. Assist Investor in filling in the required forms and obtaining necessary documents for processing the purchase</p> <p>PC3. Explain the payment process and accepted payment methods to the customer</p> <p>PC4. Complete purchase process by collecting payment through accepted channels such as cheque demand draft, online transfer</p> <p>PC5. Submit the application forms and payment collected to the processing team at the bank/organization</p> <p>PC6. Provide customer with acknowledgement of application and payment received</p> <p>PC7. Receive notification from processing team if payment has been successful</p> <p>PC8. Assist the investor and resolve any issue in the case of rejection of payment</p> <p>PC9. Collect mutual fund certificate from the bank/organization</p> <p>PC10. Deliver mutual fund certificate to investor</p> <p>PC11. Upload purchase history and investor details into the information system or records maintained by the organization</p> <p>PC12. Plan periodic follow-up sessions with customer if required</p>
General/ Administrative	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC13. Prepare reports on processed mutual fund applications and certificates delivered</p> <p>PC14. Discuss with supervisor/manager to set or update sales/revenue targets</p> <p>PC15. Share insights regarding possible poor performance of organization's mutual funds with supervisors for addressal</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Types of Mutual fund schemes, their characteristics and structure</p> <p>KA2. Products similar to mutual funds and mutual funds schemes offered by other organizations</p> <p>KA3. Factors influencing mutual funds' performance</p>

Assist with Purchase of Mutual Funds

its processes)	<p>KA4. Procedure to contact existing customers for market feedback as a part of research</p> <p>KA5. The composition of risk involved with various schemes and risk compliance procedures for the same</p> <p>KA6. Accepted payment methods and processes for making payments</p> <p>KA7. Escalation matrix for unresolved problems</p> <p>KA8. All laws and legal regulations relevant to mutual funds</p> <p>KA9. Secondary data sources for obtaining market information</p> <p>KA10. Tax and tax related regulations relevant to mutual funds</p> <p>KA11. Procedure for application process and</p> <p>KA12. Functions of the national financial and regulatory authorities with regards to mutual funds</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. Methods to evaluate mutual fund schemes</p> <p>KB2. Procedure for application process</p> <p>KB3. Accounting, Financial and Economic concepts used for evaluating mutual funds and conducting market research</p> <p>KB4. Method of accounting and understanding structure of mutual funds</p> <p>KB5. IT and computer operations and procedures required for research</p> <p>KB6. Methods to analyze risk factor of various mutual funds and similar products</p> <p>KB7. Methods to comprehend impact of various economic and financial factors on mutual fund market</p> <p>KB8. Ability to quantify various risk factors and its impact on funds</p> <p>KB9. Methods of calculating returns, annual growth rate & NAV and other accounting formulae that help determine returns of mutual fund schemes</p> <p>KB10. Methods to compute various ratios to calculate risk-adjusted returns</p>
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. Prepare reports/ summaries of research</p> <p>SA2. Fill in online forms and paperwork for conducting research on databases and other information sources</p>
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Read and understand organization procedures and guidelines.</p> <p>SA4. Read and understand regulatory authorities guidelines and rules for mutual fund schemes</p> <p>SA5. Read and understand circulars issued for notifying changes in norms and conditions for mutual fund schemes by SEBI or other regulatory authorities</p>
	Oral Communication (Listening and Speaking skills)
<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. Listen to market news and customer feedback to understand the mutual fund market.</p> <p>SA7. Communicate with peers and supervisors for clarifications and knowledge sharing in a clear and effective manner</p>	

B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. Determine which mutual fund schemes and similar funds to monitor to draw out insights SB2. Decide on appropriate research methods and data sources to use for conducting research
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB3. Plan research schedule in a manner such that it doesn't affect other tasks to be performed SB4. Share knowledge acquired with peers and subordinates
	Customer Centricity
	NA
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB5. Address technical or administrative problems and escalate those issues beyond one's role.
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB6. Analyze trends from industry reports, financial forecasts etc. SB7. Use market analyses and mutual fund features to determine prospective customer profile
Critical Thinking	
The user/individual on the job needs to know and understand how to: SB8. Exercise judgment in unforeseen situations which preserve company values and are in line with organizational guidelines SB9. Consistently obtain feedback and improve their performance	

BSC/N 0603

Assist with Purchase of Mutual Funds

NOS Version Control :

NOS Code	BSC / N 0603		
Credits(NS QF)	TBD	Version number	1.0
Sector	BFSI	Drafted on	07/08/2013
Sub-sector	Non-Banking Financial Services	Last reviewed on	07/08/2013
Occupation	Mutual fund agent	Next review date	25/11/2016



National Occupational Standard



Overview

To perform after-sale activities and provide support services.

BSC /N 0604

Perform After Sale Activities

National Occupational Standard

Unit Code	N 0604
Unit Title (Task)	Perform After Sale Activities
Description	This OS unit is about performing after sale activities
Scope	The unit/ task covers the following: <ul style="list-style-type: none"> • Operations • General/Administrative
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Operations	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. Build and maintain long-term relationships with customers PC2. Plan and execute regular follow-up visits with customer to periodically review customers financial goals PC3. Respond to any customer queries or clarifications regarding the performance of the mutual fund PC4. Inform customers of any change in performances that might impact their investment PC5. Provide post-sale customer services such as delivering forms for change of address, delivering payments, setting-up automatic updates etc. PC6. Maintain shareholder account statements and financial documents released and update the customers on the same. PC7. Re-map customer requirements according to their current financial status offer additional schemes if needed PC8. Assist customers with managing their risk with respect to the funds invested prior to acquisition PC9. Assist in the termination process when customers wish to close their investment before the tenure of the fund is complete PC10. Submit the termination request and obtain all the documents necessary for the same from the customer PC11. Process the cancellation of the mutual fund certificate once termination process is complete PC12. Process payments in case the term of the mutual fund is also complete or extend the investment period further according to customers instructions
General/ Administrative	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC13. Prepare reports on status of funds held by customers PC14. Prepare reports on number funds terminated early PC15. Update information of customer into the digital system/records, if applicable PC16. Discuss with supervisor/manager to set or update sales/revenue targets PC17. Share insights regarding possible poor performance of organization's mutual funds with supervisors for addressal

Skills (S)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> KA1. Types of Mutual fund schemes, their characteristics and structure KA2. Products similar to mutual funds and mutual funds schemes offered by other organizations KA3. Factors influencing mutual funds' performance KA4. Procedure to contact existing customers for market feedback as a part of research KA5. The composition of risk involved with various schemes and risk compliance procedures for the same KA6. Accepted payment methods and processes for making payments KA7. Escalation matrix for unresolved problems KA8. All laws and legal regulations relevant to mutual funds KA9. The process and documents required in the case of early termination KA10. Organizations' policy of privacy & discretion when dealing with customer's personal information. KA11. Organization format and standards set for representation of data and analysis KA12. Secondary data sources for obtaining market information KA13. Tax and tax related regulations relevant to mutual funds KA14. Functions of the national financial and regulatory authorities with regards to mutual funds
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> KB1. Methods to evaluate mutual fund schemes KB2. Accounting, Financial and Economic concepts used for evaluating mutual funds and conducting market research KB3. Method of accounting and understanding structure of mutual funds KB4. Technique to evaluate the change in customer risk pattern and offer products accordingly KB5. IT and computer operations and procedures required for research KB6. Methods to analyze risk factor of various mutual funds and similar products KB7. Techniques to diversify the risk while purchasing additional funds. KB8. Ability to quantify various risk factors and its impact on funds KB9. Methods of calculating returns, annual growth rate & NAV and other accounting formulae that help determine returns of mutual fund schemes KB10. Methods to compute various ratios to calculate risk-adjusted returns KB11. Method to use various performance ratios in order determines appropriate results. KB12. Techniques to calculate impact based on market insights, news articles, and trend patterns Eg. CEO leaving the organization, monsoon reason on crops, etc. KB13. Techniques to comprehend impact of various economic and financial factors on mutual fund market
A. Core Skills/ Generic Skills	Writing Skills
	<p>The user/ individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA1. Prepare reports/ summaries of research SA2. Fill in online forms and paperwork for conducting research on databases and other information sources SA3. Document conversations and decisions made with customer.

Reading Skills	
	The user/individual on the job needs to know and understand how to: SA4. Read and understand organization procedures and guidelines. SA5. Read and understand regulatory authorities guidelines and rules for mutual fund schemes SA6. Read and understand circulars issued for notifying changes in norms and conditions for mutual fund schemes by SEBI or other regulatory authorities
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA7. Listen to market news and customer feedback to understand the mutual fund market. SA8. Communicate with peers and supervisors for clarifications and knowledge sharing in a clear and effective manner
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. Determine which mutual fund schemes and similar funds to monitor to draw out insights SB2. Decide on appropriate research methods and data sources to use for conducting research
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB3. Plan research schedule in a manner such that it doesn't affect other tasks to be performed SB4. Share knowledge acquired with peers and subordinates
	Customer Centricity
	NA
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB5. Address technical or administrative problems and escalate those issues beyond one's role.
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB6. Analyze trends from industry reports, financial forecasts etc. SB7. Use market analyses and mutual fund features to determine prospective customer profile
	Critical Thinking
The user/individual on the job needs to know and understand how to: SB8. Exercise judgment in unforeseen situations which preserve company values and are in line with organizational guidelines SB9. Consistently obtain feedback and improve their performance	

BSC /N 0604

Perform After Sale Activities

NOS Version Control :

NOS Code	BSC / N 0604		
Credits(NS QF)	TBD	Version number	1.0
Sector	BFSI	Drafted on	07/08/2013
Sub-sector	Non-Banking Financial Services	Last reviewed on	07/08/2013
Occupation	Mutual fund agent	Next review date	25/11/2016



CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role - Mutual Fund Agent Level 4

Qualification Pack - BSC/Q 0601

Sector Skill Council - Banking, Financial Services & Insurance (BFSI)

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 created by the SSC
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria
5. To pass the Qualification Pack, every trainee should score a minimum of 50% in every NOS.
6. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack

		Marks Allocation	
National Occupation Standards	Total Mark (200)	Theory	Skills Practical
Assist with purchase of mutual fund	50	25	25
Conduct research	50	25	25
Market and sale mutual fund	50	25	25
Perform after sales activities	50	25	25