



**National Competency Standards Level-3 for Content Writing
“Freelance Writer”**





ACKNOWLEDGEMENTS

National Vocational and Technical Training Commission (NAVTTTC) extends its gratitude and appreciation to representatives of business, industry, academia, government agencies, provincial TEVTAs, sector skill councils and trade associations who spared time and extended their expertise for the development of National Vocational Qualifications for the trade of **Content Writing**. This work would not have been possible without the technical support of the above personnel.

NAVTTTC initiated development of CBT&A based qualifications for 200 traditional / hi-tech trades under the Prime **Minister's Hunarmand Pakistan Program**, focusing on Development & Standardization of 200 Technical & Vocational Education & Training (TVET) Qualifications. NAVTTTC efforts have received full support from the Ministry of Federal Education and Professional Training which highly facilitated progress under this initiative.

It may not be out of place to mention here that all the experts of Industry, Academia and TVET experts of TEVTAs, BTEs and PVTC work diligently for making this qualification worthy and error free for which all credit goes to them. However, NAVTTTC accepts the responsibility of all the errors and omissions still prevailing in the Qualification document.

It is also noteworthy that development of Skill Standards is a dynamic and ongoing process, and the developed skill standards needs periodic review and updating owing to the constant technological advancements, development in scientific knowledge, and growing experience of implementation at the grass root level as well as the demand of industry. NAVTTTC will ensure to keep the qualifications abreast with the changing demands of both national and international job markets.

Dr. Nasir Khan

Executive Director (NAVTTTC)



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1. Introduction

Writing for the web has evolved into a specialist skill essential to getting the most out of your online presence. As a highly interactive form of communication across a number of potential mediums, it requires a very different approach to print media.

Content writing is an art of writing specific content for a website that would drive traffic to it. This type of writing requires professional writing and language skills. Most common examples include website writing, SEO writing, fiction/non-fiction writing, blogging, affiliate marketing and much more. The content must be informative that adds to knowledge of the viewer which demands practice and deep knowledge. The piece of writing must be genuine and authentic with no particular format but the style counts a lot

Being conscious of the emerging trends in the market, National Vocational & Technical Training Commission (NAVTTTC) has developed competency standards in consultation with the stakeholders including academia, researchers, industry, chambers and TEVTAs for 'Content Writing' under National Vocational Qualifications Framework (NVQF). The competency standards document has been designed in a way that trainees can develop skill in the ability to explore and analyze writing in technical, scholarly and professional contexts. They can consolidate their knowledge and skills through advanced practice in writing, editing, designing and producing texts for professional and technical purposes, with concrete application on industry sourced documents and projects.

The National Competency Standards could be used as a referral document for the development of curriculum to be used by training institutions

2. Purpose of the Qualification

The purpose of this qualification is to set the highly professional standards for the content writing in order to compete local and international job market. The specific objectives of developing these qualifications are as under:

- Produce quality content writers .
- Produce competitive freelancers.



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- Enabling the youth with greater employment opportunities
- Improve the quality and effectiveness of the training and assessment for Content Writing Industry.



3. Date of Validation

The level 5 of National DAE qualification for 'Content Writing' has been validated by the Qualifications Validation Committee (QVC) members on 20th -24th July, 2020 and will remain valid for ten years i.e **24th July, 2030**

4. Date of Review

The level 5 of National DAE qualification for 'Content Writing' has been validated by the Qualifications Validation Committee (QVC) members on 20th -24th July, 2020 and shall be reviewed after three years i.e **25th July, 2023**

5. Codes of Qualifications

The International Standard Classification of Education (ISCED) is a framework for assembling, compiling and analyzing cross-nationally comparable statistics on education and training. ISCED codes for these qualifications are assigned as follows:

ISCED Classification	
Code	Description
0232-L&L(1)	1 st Level National Certificate of level-5, in "Content Writing Technology"
0232-L&L (2)	2 nd Level National Certificate of level-5, in "Content Writing Technology"
0232-L&L (3)	3 rd Level National Certificate of level-5, in "Content Writing Technology"
0232-L&L (4)	4 th Level National Certificate of level-5, in "Content Writing Technology"
0232-L&L (5)	5 th Level National Certificate of level-5, in "Content Writing Technology"



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6. Members of Qualification Development Committee

The following members participated in the qualification development process at PITAC, Lahore.

Date: 8th to 12th June'2020

S#	Name	Designation	Organization
1	Mr. Goher Iqbal Punn	Public Relations Officer	KICS UET Lahore
2	Mr. Muhammad Adrees	Assistant Professor	The University of Lahore
3	Mr. Muhammad Imran Shafi	Assistant Professor	The University of Lahore
4	Mr. Rehan Ahmad	Assistant Professor	The University of Lahore/Y
5	Mr. Muhammad Tayyab	Assistant Professor	The University of Lahore
6	Mr. Sohail Asgher	Director Operations	TechHive.pk
7	Mr. Afzal Zubair	Content Writer	Dejavu
8	Ms. Fatima Batool	Web Master	<ul style="list-style-type: none">LeadersInn.pkwww.youtube.com/c/fatimabatoolleadersinn
9	Ms. Syeda Farah Rehman	Sr. Instructor IT	P-TEVTA
10	Ms. Anum Sharf	Content Editor/Trainer	Urtasker, Islamabad
11	Mr. Aijaz Ahmed Zia	DACUM Facilitator/D&A Engr.	INTECH/UET Lahore
12	Mr. Sikandar Masood	Director SS&C	NAVTTTC



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7. Qualification Validation Committee

The following members participated in the qualification development process at PITAC, Lahore.

Date: 20th to 24th July'2020

S#	Name	Designation	Organization
1	Ms. Fatima Iqbal	System Analyst	PBTE
2	Ms. Tayyaba Amin	Sr. Instructor	P-TEVTA
3	Ms. Tehmina Amanat	Instructor	PVTC
4	Ms. Syeda Farah Rehman	Sr. Instructor IT	P-TEVTA
5	Ms. Nazia Irfan	Content Writer	Norgic Inc.
6	Ms. Fatima Batool	Web Master	<ul style="list-style-type: none">LeadersInn.pkwww.youtube.com/c/fatimabatoolleadersinn
7	Mr. Syed Shadab Ali Shah	Assistant Professor	KP-TEVTA
8	Mr. Ali Raza	CEO	ARZ Host
9	Mr. Muhammad Imran Shafi	Assistant Professor	The University of Lahore
10	Mr. Goher Iqbal Punn	Public Relations Officer	KICS UET Lahore
11	Mr. Aijaz Ahmed Zia	DACUM Facilitator/D&A Engr.	INTECH/UET Lahore
12	Mr. Sikandar Masood	Director SS&C	NAVTTTC



8. Minutes of Meetings



Report Regarding Validation of Competency Standards for National Vocational Qualifications Level 5 for Content Writing



Minutes of Meeting

A meeting of Qualification Review and Validation Committee for Review and Validation of Competency Standards for the trade of "Content Writing" was held at Pakistan Industrial Technical Assistance Center, Lahore from 20th – 24th July, 2020. The following activities were taken place during meeting:

1. Participants were informed about the validation process and their needed input & Introduction of OP & CS file to the new participants
2. Consultation has been made with the relevant industry experts to confirm the accuracy of the competency standards, level of competency standards and get their feedback and endorsement.
3. Prepare the mapping and packaging of CS as per expert's guidelines.
4. Design the credit hours for CS as per PBTE & NVQF guidelines.
5. Some competency standards and units were rephrased as per NAVTTC standards
6. Some performance criteria were added, edited, corrected and revised/replaced.
7. Knowledge and understanding section of the document is revised.
8. Tools and equipment lists are revised and the revised list changes are made to the OP chart and CS as per industry requirements.
9. Time allocation for contact hours is confirmed with the industry representatives and is adjusted accordingly.
10. Levels of competency standards were defined
11. According to NVQF guidelines Competency standards were packaged in National Occupational Standards in 4 certifications of Levels 2, 3, 4 and 5.
12. The QVC Finalize the competency standards on the basis of expert's feedback, for the submission of NAVTTC approval and notification.

The following experts has participated in the CS Review and Validation Committee meeting and showed their consent to validated competency standards as found them according to the requirements of the industry:

	Name	Designation	Organization	Signature
1	Ms. Fatima Iqbal	System Analyst	PBTE	
2	Ms. Tayyaba Amin	Sr. Instructor	P-TEVTA	
3	Ms. Tehmina Amanat	Instructor	PVTC	
4	Ms. Syeda Farah Rehman	Sr. Instructor IT	P-TEVTA	
5	Ms. Nazia Irfan	Content Writer	Norgic Inc.	
6	Ms. Fatima Batool	Web Master	LeadersInn.pk	
7	Mr. Syed Shadab Ali Shah	Assistant Professor	KP-TEVTA	
8	Mr. Ali Raza	CEO	ARZ Host	
9	Mr. Muhammad Imran Shafi	Assistant Professor	The University of Lahore	
10	Mr. Goher Iqbal Punj	Public Relations Officer	KICS UET Lahore	
11	Mr. Aijaz Ahmed Zia	DACUM Facilitator	INTECH/UET Lahore	
12	Mr. Sikandar Masood	Director SS&C	NAVTTC	



9. Entry Requirements

The entry for D.A. E National Certificate level 3, in '**Content Writing**' are:

1. A person having **National Vocational Certificate level 2, in Content Writing**
2. A person having **Matric certificate with Science/Arts subjects**

10. Regulation of the qualification and schedule of units

Not Applicable



11. Generic Modules with respective levels

- **Health and Safety** LEVEL 2

- **Digital Skills** LEVEL 3

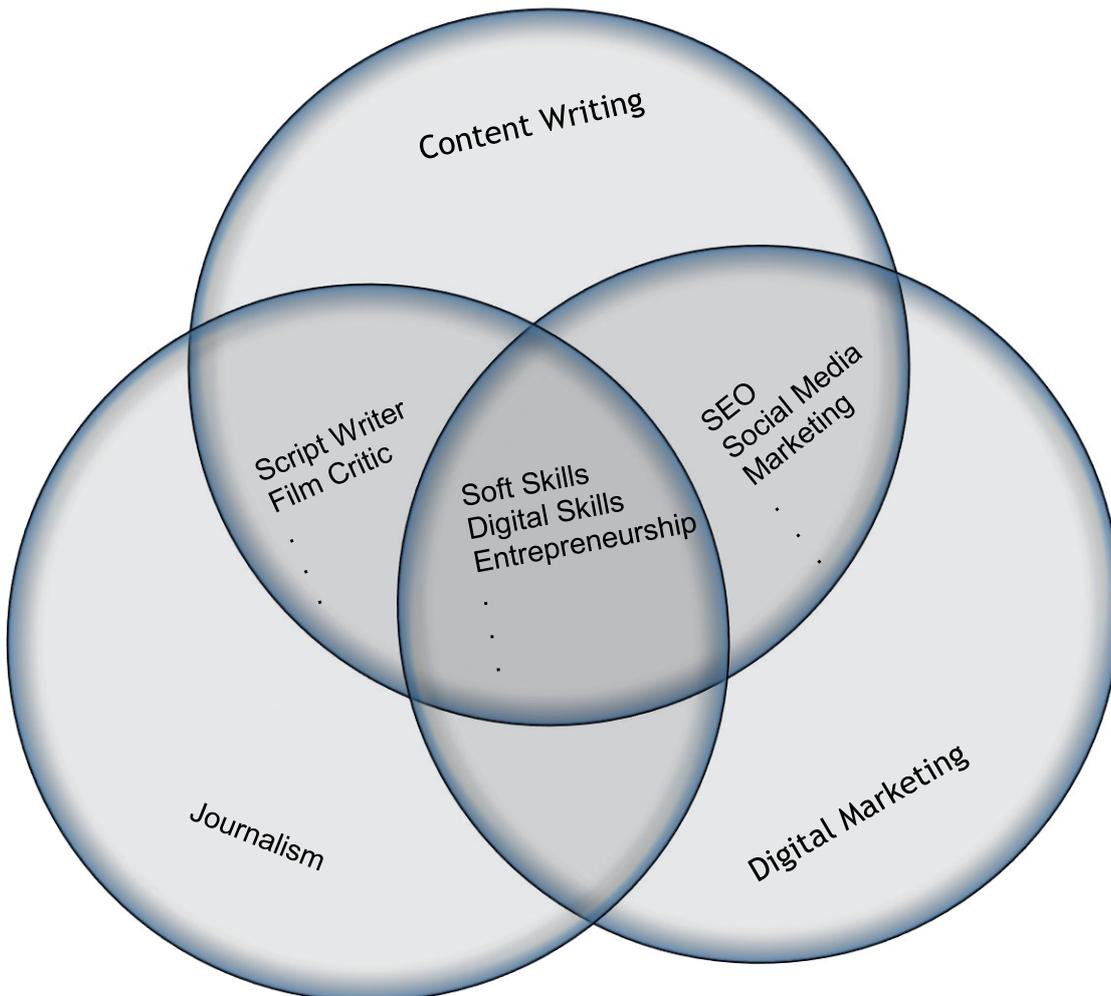
- **Soft Skills** LEVEL 4

- **Entrepreneurship & Freelancing** LEVEL 5



12. Mapping of the Qualification

Mapping of the Qualifications





13. Summary of competencies

Sr	Competency Standards	Occupation	NVQF Level	Category	Estimated Contact Hours			Cr Hr
					Th	Pr	Total	
Level 3								
1	Gather information.	Journalistic Content Creator	3	Technical	3	21	24	2.4
2	Write news story		3	Technical	3	21	24	2.4
3	Write the news in a factual manner.		3	Technical	3	21	24	2.4
4	Write Articles and Features to Influence Public		3	Technical	3	21	24	2.4
5	Investigate and report on current events		3	Technical	6	21	27	2.7
6	Write press stories		3	Technical	6	21	27	2.7
7	Explore affiliate marketing platforms	Affiliate marketing writer	3	Technical	3	18	21	2.1
8	Select Niche		3	Technical	3	18	21	2.1
9	Perform product research		3	Technical	6	30	36	3.6
10	Create content on your niche		3	Technical	6	24	30	3
11	Generate traffic for the affiliate site		3	Technical	9	36	45	4.5
12	Search multiple topics	Freelance Writer	3	Technical	3	12	15	1.5
13	Create quality content based on industry standards		3	Technical	6	24	30	3
14	Write content for a targeted audience		3	Technical	3	30	33	3.3
15	Proofread the content before submission		3	Technical	6	24	30	3
16	Meet the deadline/commitment		3	Technical	6	21	27	2.7
17	Install/Use system software	Digital Skills	3	Generic	6	18	24	2.4
18	Install/Use application software		3	Generic	6	18	24	2.4
19	Install/Configure hardware and peripheral devices		3	Generic	6	18	24	2.4
20	Draft office documents		3	Generic	6	24	30	3
21	Perform efficient web browsing and manage emails		3	Generic	3	12	15	1.5
22	Configure internet connection on a desktop/laptop		3	Generic	3	12	15	1.5
	Total				105	465	570	57
	Percentage				18.4	81.57		
					211	89		



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Occupations and Level Descriptor					
SR.NO	OCCUPATIONS	NO OF COMPETENCY STADARDS	LEVEL	OCCUPATION CONTACT HOURS	TOTAL (LEVEL CONTACT HOURS)
1	<i>Journalistic Content Creator</i>	6	3	150	570
2	<i>Affiliate marketing writer</i>	5		153	
3	<i>Freelance Writer</i>	5		135	
4	<i>Digital Skills</i>	6		132	



14. Qualification Levelling and Packaging

Level 3

(Journalistic Content Creator, Affiliate marketing writer, Freelance Writer, Digital Skills)

Journalistic Content Creator

1. Gather information.
2. Write news story
3. Write the news in a factual manner.
4. Write Articles and Features to Influence Public
5. Investigate and report on current events
6. Write press stories

Affiliate marketing writer

1. Explore affiliate marketing platforms
2. Select Niche
3. Perform product research
4. Create content on your niche
5. Generate traffic for the affiliate site

Freelance Writer

1. Search multiple topics
2. Create quality content based on industry standards
3. Write content for a targeted audience
4. Proofread the content before sending it to buyer/editor
5. Meet the deadline/commitment

Digital Skills

1. Install/Use system software
2. Install/Use application software
3. Install/Configure hardware and peripheral devices
4. Draft office documents
5. Perform efficient web browsing and manage emails
6. Configure internet connection on a desktop/laptop



15. Detail of Qualifications and its Competency Standards

A. Technical Competencies

1. *Journalistic Content Creator*

0232-L&L-1. Gather Information

Overview: This competency standard covers the skills and knowledge required to gather information from various sources for news stories.

Competency Unit	Performance Criteria
CU1. Use Credible Source in the Beat.	P1. Make association with credible sources in the beat to get information for news. P2. Extract relevant information from the beat P3. Make sure newspaper policies are followed.
CU 2. Verify the Potential Story	P1. Witness the facts personally. P2. Ensure the accuracy of the content with the references/sources. P3. Interview the relevant persons for news detail and Verification.
CU3. Make Notes of the Story	P1. Write down the points of the story. P2. Summarize the points

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:



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- Gathering the news from credible sources.
- Verifying the facts and figures in story.
- The Ability to talk the people for getting details to add into the story.
- Understanding of newspaper policies

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer/Laptop
2.	Word Processor
3.	Internet Connection
4.	Cell Phone
5.	Writing Pad
6.	Pen

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Show skills about gathering information from various sources.
- Verify the facts and authenticity of the news.
- Present himself or herself as an unbiased journalist.



0232-L&L-2. Write News Story

Overview: This competency standard covers the skills and knowledge required to cover news stories.

Competency Unit	Performance Criteria
CU1. Choose a newsworthy topics	P1. Select a newsworthy topic for news story. P2. Put information in a news format taken from the reliable sources. P3. Make sure newspaper policies are met while you are in process of making news.
CU 2. Conduct Interviews with Witnesses	P1. Reach out to witnesses to talk about the event or Happening. P2. Verify facts and figures closely and if possible add Additional facts into the story to make it more authentic.
CU 3. Write the Final Draft of the News	P1. Compile the facts and figures in order. P2. Follow the news format such as introduction, body and conclusion. P3. Write concise news by following the news standards and policies.

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Selection of newsworthy topics.
- Getting detailed information from the witnesses.
- Awareness of following news format.
- Understanding of newspaper policies

Tools and Equipment



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The tools and equipment required for this competency standard are given below:

S. No.	Items
1	Computer/Laptop
2	Word Processor
3	Internet Connection
4	Cell Phone
5	Writing Pad
6	Pen

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Present skills of getting newsworthy topics.
- Show the news format.
- Present himself or herself as an unbiased journalist.



0232-L&L-3. Write News in a Factual Manner

Overview: This competency standard covers the skills and knowledge required to write news in a factual manner.

Competency Unit	Performance Criteria
CU1. Find Unbiased Facts	<p>P1. Find the facts, which are unbiased.</p> <p>P2. Arrange the order of the facts in terms of importance.</p>
CU 2. Narrate the Facts	<p>P1. Articulate the words correctly in the news.</p> <p>P2. Insert all verified facts to make the news authentic.</p>

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Capability of finding the unbiased information and facts.
- Competence to arrange the facts in order of importance in news.
- Skills to articulate the words.
- Understanding of newspaper policies

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1	Computer/Laptop
2	Word Processor
3	Internet Connection
4	Cell Phone
5	Writing Pad
6	Pen



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Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Show skills to find unprejudiced facts.
- Prove skills to arrange the facts in order of importance.
- Present himself or herself as an unbiased journalist.



0232-L&L-4. Write Articles and Features to Influence Public

Overview: This competency standard covers the skills and knowledge required to write articles and features to influence public.

Competency Unit	Performance Criteria
CU1. Write Articles and Features	P1. Choose a subject on current topic, or a designated topic by the Editor or select a subject that interests the readers for articles. P2. Work on cover story or feature that interests the readers.
CU 2. Write to Influence the Public	P1. Select a message for the masses for your article or feature. P2. Convey a message that spells magic with the readers.

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Competence to work on specific topics or the subjects designated by the Editor.
- Ability to convey message to the readers.
- Complete understanding of newspaper/media policies.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1	Computer/Laptop
2	Word Processor
3	Internet Connection
4	Cell Phone
5	Writing Pad
6	Pen



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Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Prove competency in working on special topics.
- Show proficiency in conveying a message through article/features..
- Present himself or herself as an unbiased journalist.



0232-L&L-5. Investigate and Report on Current Events

Overview: This competency standard covers the skills and knowledge required to investigate and report on current events.

Competency Unit	Performance Criteria
CU1. Investigate an Event or Story	P1. Go in depth to investigate a story or event to uncover the secrets, corruption or evils of society. P2. Use available sources, information, archives and public records to expose the truth.
CU 2. Make Report on Investigation	P1. Compile the investigation results. P2. Write true report based on investigation and file it for publishing.

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Skills to investigate the issues and corruption etc.
- Competence to use the sources and records to expose the secrets.
- Knowledge to report on investigation.
- Understanding of newspaper policies.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1	Computer/Laptop
2	Word Processor



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3	Internet Connection
4	Cell Phone
5	Records to Find Information
6	Writing Pad
7	Pen

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Prove skills to investigate the issues.
- Show competency to report on investigation done.
- Present himself or herself as an unbiased investigative journalist.



0232-L&L-6. Write Press Stories

Overview: This competency standard covers the skills and knowledge required to write press stories for newspapers.

Competency Unit	Performance Criteria
CU1. Collect Information on Assigned Topics	P1. Collect information on the topics assigned by the Editor by visiting the place or accompany the politicians or celebrities to write down the news. P2. Attend the press conferences. P3. Write down the notes for the news story. P4. Ask the photographer to click photos of the event and Central persons.
CU 2. Report the News to the Editor	P1. Write the news according to the news standards. P2. Clip the photos along with the news. P3. Report the package to the Editor for publishing.

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Competency to work on assigned topics.
- Understanding for the press conferences and how to accompany the political figures for specific occasions.
- Shorthand skills.
- Good typing speed.
- News standards.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
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1	Computer/Laptop
2	Word Processor
3	Internet Connection
4	Cell Phone
5	Camera or Any Digital Camera
6	Writing Pad
7	Pen

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Prove competency on working on assigned topics by the editor.
- Show the news standards or journalism ethics.
- Flaunt ability of shorthand.
- Show typing speed on MS Word.
- Prove to be a good press reporter with an example of a press story.
- Present himself or herself as an unbiased journalist.



2. Affiliate Marketing Writer

0232-L&L-7. Explore affiliate marketing platforms

Overview: After this competency standard student will be able to explore various affiliate marketing platforms.

Competency Unit	Performance Criteria
CU1. Perform Research on the available platform	P1. Select appropriate keywords to search platform through search engines P2. List all available affiliate marketing platforms P3. Filter affiliate marketing platforms as per requirements
CU2. Select suitable platform	P1. Compile the attributes of different affiliate marketing platforms. P2. Identify the competitive edge (well-known, payout, time efficient etc). P3. Select the best suitable platform(amazon affiliate, commission junction etc).
CU3. Explore the selected Affiliate Program/platform	P1. Signup the selected affiliate platform P2. Explore features of the platform P3. Explore payment methods (paypal, payoneer etc).

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Understand Search Engines and their working.
- Describe affiliate market
- List key attributes of the affiliate marketing
- Describe competitive analysis

Tools and Equipment

The tools and equipment required for this competency standard are given below:



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S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines (google, bing, yahoo)
5.	Amazon
6.	Maxbounty
7.	Peerfly
8.	Clickbank
9.	Commission Junction

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Define the term affiliate market
- Able to search affiliate marketing platforms



0232-L&L-8. Select Niche

Overview: After the completion of this competency standard candidate will be able to explore niche.

Competency Unit	Performance Criteria
CU1. Explore different niches	P1. Search for top topics/products. P1. Classify the searched niches based on different criteria(personal liking, social norms, demographics, etc). P2. Select most appropriate niche.
CU2. Find competitors	P1. Search local competitors within your niche. P2. Search global competitors within your niche. P3. Find out the work of your competitors in local and international market
CU3. Perform competitive analysis	P1. Compile the attributes of work done by your competitors P2. Identify the competitive edge P3. Find cost per click (CPC) using keyword planner like Google Keyword Planner P4. Find Keyword Difficulty (KD) level using keyword planner like Google Keyword Planner P5. Select your Niche

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Understand the concepts relevant to Search Engines and their working.
- Define important terminologies related to Affiliate Marketing like niche, keyword, CPC and CTR etc.
- Differentiate between keyword difficulty levels.
- Describe competitive analysis



Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Web Browser
2.	Search Engines (google, bing, yahoo)
3.	Google Keyword Planner
4.	Moz

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Perform competitive analysis based on details provided.



0232-L&L-9. Perform Product Research

Overview: After this competency standard candidate will be able to understand research and able to find saleable product through detailed research using appropriate platforms

Competency Unit	Performance Criteria
CU1. Search tools to explore the product trends	P1. Search tools (google trends) for product trends using search engines P2. Select suitable and effective product trends tools P3. Explore the features of selected tool
CU2. Search key products as per trends	P1. Create the list of key items/products P2. Identify the search volume of products P3. Identify the difficulty level of products P4. Find cost per click (CPC) of the products
CU3. Perform Competitive Analysis	P1. Find competitors' vendor base P2. Find competitors' product base P3. Identify keywords used by competitors P4. Explore competitive edge
CU4. Filter products of your interest	P1. Classify the products bases on comparisons, interest, availability etc. P2. Filter the products to narrow down the scope
CU5. Select product(s)	P1. List the products after filtration process P2. Select product(s)

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Understand the working of search engines
- Enlist the product trending tools
- Understand the features of product trend tools

Tools and Equipment



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The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web browser
4.	Search engine
5.	Google trends (trends.google.com)

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Hunt LSI keywords for the content
- Design infographics for the idea/product
- List down the important sections of the content



0232-L&L-10. Create content for product

Overview: After this competency standard candidate will be able to design content for its product for affiliate marketing.

Competency Unit	Performance Criteria
CU1. Search for content of product	P1. Choose appropriate search engine P2. Select effective search keywords for research P3. Collect helpful data for the content
CU2. Search Keywords for the product	P1. Search for keyword tools P2. Explore keyword planner tools P3. Identify keywords on the basis of volume, keyword difficulty (KD) etc. P4. Select appropriate keywords related to product
CU3. Select catchy Title	P1. Open search engine P2. Select effective search query P3. Collect/generate related titles P4. Filter titles from collected data P5. Select appropriate catchy title
CU4. Create content for the niche	P1. Use focus keyword in H1 (Heading style). P2. Prepare textual content in effective manners to narrate the idea P3. Use textual, images, videos and infographics in the contents of the idea P4. Use ALT attributes in image P5. Relate Latent Semantic Index (LSI) keywords in the contents P6. Design images for the content (if required)

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- List down important sources of SEO
- Understand title of the Post
- Understand description of the post



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- Define infographics
- Define Latent Semantic Indexing (LSI)

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines
5.	Canva (Online Image Designing Tool)
6.	LSIgraph (https://lsigraph.com/)
7.	Google Keyword Planner
8.	Moz

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Design the content to promote a product
- Hunt LSI keywords for the content
- Design infographics for the idea
- List down the important sections of the content



0232-L&L-11. Generate traffic for the affiliate site

Overview: After this competency standard candidate will be able to understand what is traffic and able to generate traffic for its product to market it.

Competency Unit	Performance Criteria
CU1. Explore social media platforms	P1. List down all social media platforms P2. Select most appropriate social media platform P3. Explore the features of the selected platforms P4. Share your content on selected platforms
CU2. Explore email marketing	P1. List down all email services provider P2. Select appropriate email services provider P3. Create email account P4. Collect email addresses of your targeted audience from different sources P5. Share content through email
CU3. Boost Traffic	P1. Select platform of social media that can boost traffic on your product (e.g. facebook, instagram, twitter, linkedin,pinterest etc.) P2. Select Search engines that give traffic to your product links (e.g. google, bing, youtube etc.) P3. Explore the mechanism of the selected platforms for traffic(e.g. paid, un-paid) P4. Use provided features of the selected platforms as per requirement

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Enlist all social media platform and their nature
- Describe search engine
- Understand the email services provider
- Define the traffic boost mechanism of paid and un-paid platforms



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- Define Google Ads

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines
5.	Email server/sites
6.	Google AdWords
7.	Business.fb.com

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Publish a post on a social media platform
- Prepare an email with appropriate content to attract the reader to visit your product
- Promote a product post on social media platform to achieve your traffic goal



3. Freelance Writer

0232-L&L-12. Search multiple topics

Overview: This competency standard describes the necessary knowledge and skillset needed for conducting factual research on different topics for being a freelance writer.

Competency Unit	Performance Criteria
CU1. Develop Good search Skills	P1. Use search engines (Google, Bing, Yahoo, etc.) for collecting data on given topics P2. Compile data as per requirement
CU2. Collect Material From Reliable Sources	P1. Collect Information from reliable sources P2. Analyze/validate the collected information
CU3. Discover Emerging Trends	P1. Collect information on emerging search trends and user intent. P2. Evaluate interesting stories for client's websites or personal blog to generate more traffic
CU4. Collect information from field experts	P1. Contact field experts P2. Ask relevant questions for accurate information P3. Create an outline of the collected information

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- How to use Google and other search engines?
- Which websites and blogs provide credible information
- Effective communication skills



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Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Internet
2.	Laptop/Desktop
3.	Browsers (Chrome, Mozilla, Opera, Safari, IE)
4.	Google
5.	Search Engines (Yahoo, Bing, etc.)
6.	Quora (online question/answer community)
7.	Writing Pad/ Note Pad

Critical Evidence(s) Required

The candidate needs to produce the following **Critical Evidence(s)** to be competent in this competency standard:

- List down the mediums of conducting online search
- Search the topic provided by the supervisor/client



0232-L&L-13. Create quality content based on industry standards

Overview: This competency standard explains the necessary skills and abilities required for writing creative and quality content that enhances skills as a freelance writer.

Competency Unit	Performance Criteria
CU1. Develop Planning Skills	P1. Identify context, purpose and targeted audience P2. Write down important points for write-up.
CU2. Collect/Organize Data	P1. Collect data from reliable online sources P2. Analyze/validate the collected information using data processing tools
CU3. Create Quality Content	P1. Create a unique and attention grabbing title. P2. Write an eye-catching introductory paragraph. P3. Create the body text from the collected information P4. Make use of headings, sub headings and bullets in your content (H2, H3) P5. Add the keywords in the content in a natural way, without overstuffing them P6. Use focus keyword in the heading (H2) P7. Add relevant images in the content P8. Conclude the write-up with a response triggering CTA (call to action)
CU4. Proofread and Edit Content	P1. Proofread content before submitting or publishing P2. Edit content to make it crisp and engaging. P3. Check content plagiarism using plagiarism check tools

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Understand various writing skills.



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- Knowledge of Google and other search engines.
- Explain the need to validate the data before creating a particular piece of content.
- Understand different styles of writing for creating contents
- Basic skills of editing and proofreading their work before submission.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Laptop/Computer
2.	Internet
3.	Browsers (Chrome, Mozilla, Opera, Safari, IE)
4.	Search Engines (Yahoo, Bing, etc.)
5.	Microsoft Word
6.	Free (SmallSEOTools) or Premium Plagiarism Tools (Copyscape, Grammarly, Turnitin)
7.	Freepik (online stock image resource)

Critical Evidence(s) Required

The candidate needs to produce the following **Critical Evidence(s)** to be competent in this competency standard:

- Define what is content writing?
- List down the mediums of conducting online research?
- Write on a topic provided by the supervisor keeping the competency standards in mind?



0232-L&L-14. Write content for a targeted audience

Overview: This competency standard explains the necessary skills and abilities required for analyzing user intent and writing content focused on a targeted audience.

Competency Unit	Performance Criteria
CU1. Conduct Comprehensive Research	P1. Collect information from reliable sources P2. Analyze the data for factual information P3. Create an outline of the collected data
CU2. Analyze User Intent	P1. Identify types of user intent P2. Research the market and the user intent for your topics of interest P3. Find the queries and keywords/key phrases that can possibly attract users to your website P4. Analyze the top three results on search engines
CU3. Write Content For targeted audience	P1. Explore relevant jargons, slogans and terminologies P2. Create content as per user requirement

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Good reading and research skills
- Basic understanding of analyzing and outlining data.
- Must have basic knowledge about search engine optimization(SEO)
- Basic understanding of the reader's mind and what kind of information they are looking for when creating content.
- Familiarity with the industry-related terminologies and jargons



Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1	Laptop/Computer
2	Internet
3	Browsers (Chrome, Mozilla, Opera, Safari, IE)
4	Search Engines (Google, Yahoo, Bing, etc.)
5	Microsoft Word

Critical Evidence(s) Required

The candidate needs to produce the following **Critical Evidence(s)** in order to be competent in this competency standard:

- Define user intent
- Write a short sample to highlight the targeted audience



0232-L&L-15. Proofread the content before submission

Overview: This competency standard explains the required skill set and proficiencies required to ensure content is proofread and edited before sending it to the buyer.

Competency Unit	Performance Criteria
CU1. Check Grammar	P1. Explore online tools to check spelling and grammar(e.g. MS Word, Grammarly,Prowritingaid etc.) P2. Select the best available tool P3. Use the tool to ensure the content is free from grammatical mistakes
CU1. Use Editing Skills	P1. Utilize a thesaurus while editing content. P2. Keep sentences precise P3. Check for unity in paragraph P4. Check for coherence in the write-up
CU2. Check Plagiarism	P1. Check the credibility of facts and other data P2. Check for plagiarism using plagiarism tools(quetext.com)

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Format of short sentences, medium-length sentences and long sentences (don't use a lot of long sentences)
- Credibility of facts and figures
- Plagiarism check on the content to ensure uniqueness

Tools and Equipment



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The tools and equipment required for this competency standard are given below:

S. No.	Items
1	Laptop/Computer
2	Internet
3	Search Engines (Google, Yahoo, Bing, etc.)
4	Plagiarism Check Tools (SmallSEOTools, Copyscape)
5	Grammar Tools (Grammarly)
6	Microsoft Word/ Note Pad

Critical Evidence(s) Required

The candidate needs to produce the following **Critical Evidence(s)** to be competent in this competency standard:

- Edit and proofread a piece of content assigned by the supervisor.



0232-L&L-16. Meet the deadline/commitment

Overview: This competency standard explains the required skill set and proficiencies required to ensure the freelance writer meets deadlines and performs other assigned duties.

Competency Unit	Performance Criteria
CU1. Develop Time Management Skills	P1. Prioritize tasks based on importance and urgency. P2. Set goals that are achievable and measurable(SMART) P3. Set a time limit to complete task
CU2. Fulfill commitments	P1. Maintain strong communication with client/buyer thorough multiple platforms P2. Remove non-essential tasks/activities P3. Submit complete work as per commitment

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- SMART goals
- Prioritizing the most important tasks.
- Goal-setting allows you to clearly understand your end goal and what exactly you need to prioritize to accomplish it.
- Strong communication skills to make your plans and goals clear to people you work with.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1	Laptop/Computer



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2	Internet
3	Search Engines (Google, Yahoo, Bing, etc.)
4	To-Do List
5	Task Management Tools (Trello, Asana, Slack)
6	Microsoft Word/ Note Pad

Critical Evidence(s) Required

The candidate needs to produce the following **Critical Evidence(s)** to be competent in this competency standard:

- Complete a set of tasks assigned by the supervisor in 60 minutes? List down how you prioritized the tasks and how much time you allotted to each of them.



B. Generic Competencies

4. *Digital Skills*

0232-L&L-17. **Install/Use system software**

Overview: After this competency standard candidate will be able to install and configure system software / operating systems (windows/Linux) and resolve installation errors on computers.

Competency Unit	Performance Criteria
CU1. Install system Software	<p>P1. Prepare drive/partitions before OS installation.</p> <p>P2. Format mass storage on a PC/computer</p> <p>P3. Ensure that after formatting the mass storage device memory is empty when open.</p> <p>P4. Perform Partitioning of hard drive</p> <p>P5. Install operating system in the PC/computers by following instructional manual.</p> <p>P6. Troubleshoot installation errors</p>
CU2. Update /upgrade Sytem Software	<p>P1. Schedule operating system update</p> <p>P2. Run operating system update using internet</p> <p>P3. Download and run windows/application patches</p>
CU3. Use OS	<p>P1. Create folders/directories</p> <p>P2. Open folders/directories and view files in desired format</p> <p>P3. Copy files, folder/ directories to different location (Hard drive, external storage, cloud)</p> <p>P4. Move files, folder/ directories to different location (Hard drive, external storage, cloud)</p> <p>P5. Rename files and directories/folder</p> <p>P6. Search files / folder/directories against various search criterion (File name, date, text etc.)</p> <p>P7. Explore task Manager to view running process/tasks</p> <p>P8. Configure desktop settings</p>

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:



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- Define different types of operating system
- Describe the OS Installation process
- Demonstrate how to apply Operating system updates/patches

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines
5.	Internet or Intranet Connectivity
6.	UPS
7.	External Hard disks
8.	Internet or Intranet Connectivity
9.	Operating System (Windows, Linux)

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Install operating system
- Resolve Installation errors.



0232-L&L-18. Install /Use Application Software

Overview: After this competency standard candidate will be able to install, configure and upgrade application software on computers.

Competency Unit	Performance Criteria
CU1. Install application Software	P1. Install application software in the PC/computers by following instructional manual. P2. Trouble Shoot installation errors
CU2. Update /upgrade application Software	P1. Check for the update P2. Update/upgrade application software
CU3. Install antivirus software	P1. Select appropriate antivirus software P2. Install antivirus software P3. Update/upgrade antivirus software. P4. Make sure that antivirus software is up-to-date
CU4. Perform virus Scan	P1. Perform complete virus scan on any infected system. P2. Detect the viruses available on the hard disk. P3. Delete / quarantine all the viruses successfully which are detected as a result of scan.
CU5. Un-install application software	P1. Uninstall the application software P2. Make sure that the action is done from control panel.

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Describe Installation of application software
- Write down a note on necessity of using antivirus software.

Tools and Equipment



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The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines
5.	Internet or Intranet Connectivity
6.	Internet or Intranet Connectivity
7.	Operating System (Windows, Linux)
8.	Professional Office Suite (MS Office)
9.	Application Softwares
10.	Professional Office Suite (MS Office)
11.	Application Softwares

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Install application software
- Install and run antivirus software
- Uninstall application software



0232-L&L-19. Install/Configure hardware components and peripheral devices

Overview: After this competency standard candidate will be able to install and configure hardware components/peripheral devices.

Competency Unit	Performance Criteria
CU1. Establish safe work practices	P1. Follow relevant legal requirements and OHS standards to the installation and maintenance of computer hardware P2. Apply requirements specified by hardware manufacturers P3. Follow safe work practices, taking into account legal and manufacturer requirements P4. Use appropriate accessories and tools.
CU2. Install / configure Hardware components / peripheral devices	P1. Identify the Hardware components / peripheral devices P2. Install appropriate drivers. P3. Configure hardware components / peripheral devices as per the instructions given in their respective manuals. P4. Take functional test for the installed Hardware components / peripheral devices.
CU3. Update/Upgrade device driver	P1. Scan computer for hardware changes. P2. Update/upgrade device driver P3. Make sure that updated features are in accordance with the specifications / requirements. P4. Take functional test for the Hardware components / peripheral device.

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Understands OHS policies and procedures in the carrying out the work.
- Understand hardware components / devices drivers

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
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1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines
5.	Internet or Intranet Connectivity
6.	UPS
7.	Printer
8.	Scanner
9.	Web cam (digital camera)
10.	DVD or BLU-RAY writer
11.	Pen-drive
12.	External Hard disks
13.	Internet or Intranet Connectivity
14.	Operating System (Windows, Linux)



Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Install device drivers



0232-L&L-20. Draft office documents

Overview: After this competency standard candidate will be able to draft office document.

Competency Unit	Performance Criteria
CU1. Prepare Word Document	<p>P1. Explore and select appropriate word processing application</p> <p>P2. Create new document / open already existing word document</p> <p>P3. Set page Layout</p> <p>P4. Perform basic Formatting (text, paragraph, page)</p> <p>P5. Perform insert operation (picture, shapes, charts, tables, smart art, clip art, hyperlinks, page numbers, header/footers, bullets/numbering, columns) in the word document</p> <p>P6. Check the spellings in the word file through available dictionary</p> <p>P7. Save document</p> <p>P8. Print document</p>
CU2. Prepare Spreadsheet	<p>P9. Explore and select appropriate spreadsheet application</p> <p>P1. Create / open Spread Sheet</p> <p>P2. Set page Layout</p> <p>P3. Perform basic Formatting</p> <p>P4. Perform insert operation (picture, charts, smart art, clip art, hyperlinks, page numbers, header/footers, bullets / numbering) in the spread sheet</p> <p>P5. Insert / use arithmetic functions/formulas</p> <p>P6. Save Spreadsheet</p> <p>P7. Print Spreadsheet</p>
CU3. Prepare presentation	<p>P1. Explore and Select appropriate presentation tool.</p> <p>P2. Create / open presentation</p> <p>P3. Set page Layout</p> <p>P4. Perform basic Formatting</p> <p>P5. Perform insert operation (slides, picture, shapes, charts, tables, smart art, clip art, hyperlinks, page numbers, bullets/numbering) in the word document</p> <p>P6. Select various template designs</p> <p>P7. Apply animation to slides</p> <p>P8. Check the spellings in the power point presentation through</p>



	available dictionary P9. Run power point presentation P10. Save power point presentation P11. Print power point presentation
CU4. Backup office record/Maintain integrity of files	P1. Manage electronic record's backup P2. Create backup on cloud based storage. P3. Verify the integrity of backup by restoring backup
CU5. Convert Files	P1. Identify file conversion software P2. Convert files into different formats P3. Use online convertor to give a practical demonstration

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Demonstrate proficiency in creating a Word Document.
- Describe spread sheets, use formulas and apply necessary formats
- Identify qualities of a robust presentation.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines
5.	Internet or Intranet Connectivity
6.	UPS
7.	DVD or BLU-RAY writer
8.	Internet or Intranet Connectivity
9.	Operating System (Windows, Linux)
10.	Professional Office Suite (MS Office)
11.	Application Softwares
12.	Professional Office Suite (MS Office)



13. Application Softwares

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Create, open, save and print files
- Perform necessary formatting according to provided document format.
- Designs CVs
- Create result Sheet
- Make presentation
- Convert file to different formats



0232-L&L-21. Perform efficient web browsing and Manage emails

Overview: After this competency standard candidate will be able to perform browsing and manage emails.

Competency Unit	Performance Criteria
CU1. Perform Browsing	P1. Perform the components of browsing as per given instructions. P2. Surfing through different browsers to search required data.
CU2. Download / upload Data	P1. Explore different downloading tools P2. Search and download required information. P3. Upload required information on cloud.
CU3. Create email accounts	P1. Create email accounts on various platforms. P2. Remove Errors while Email configuration P3. Configure email account on outlook.
CU4. Sort emails	P1. Demonstrate sorting of emails on the PC P2. Perform successfully sorting of emails as per instructions
CU5. Manage Address Book	P1. Open address book. P2. Demonstrate the method of managing the address book by adding some contacts, removing contacts, importing, exporting, sorting and updating etc
CU6. Archive email Data	P1. Identify the procedure of Archiving Email data P2. Demonstrate practically the procedure of archiving emails, as per requirements
CU7. Send and receive emails	P1. Demonstrate the procedure to send an email. P2. Demonstrate the procedure to receive an Email. P3. Perform the components to send / Receive Emails.

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:



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- Write down a note on Internet Browsing
- Describe types of search engines
- Describe management of emails on various platforms.
- Differentiate between downloading and uploading data

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines
5.	Internet or Intranet Connectivity
6.	Internet or Intranet Connectivity
7.	Operating System (Windows, Linux)

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Use search engines efficiently
- Configure email account on outlook.
- Create and send emails



0232-L&L-22. Configure Internet Connection on a Desktop/Laptop

Overview: After this competency standard candidate will be able to troubleshoot network problems.

Competency Unit	Performance Criteria
CU1. Explore Internet working.	P1. Identify differences between Internet and Intranet. P2. Explore World Wide Web. P3. Recognize difference between network protocols (IP, TCP, HTTP, FTP etc)
CU2. Configure Internet connectivity	P1. Configure basic internet connectivity on a system P2. Perform connectivity test successfully. P3. Recognize difference between types of networks (LAN, WAN, MAN)

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Knowledge of basic working of Internet.
- Explain the difference between LAN & WAN.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines
5.	Internet or Intranet Connectivity
6.	UPS
7.	Internet or Intranet Connectivity
8.	Operating System (Windows, Linux)
9.	Professional Office Suite (MS Office)



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Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Configure an internet connection on a desktop/laptop computer.