



**AIMA's Scheme of Assessment &
Certification of Skills & Competencies**

AIMA Certified Trainer (ACT)

Endorsed by NOCN, UK

In the process of building skills and competencies across sectors, All India Management Association (AIMA) undertakes Skills and Competencies certification of professionals on specific skills for specific domains.

To recognise and certify Skills in the area of Training and to establish quality standard in training process, AIMA being a national apex body of management in India undertakes the responsibility of Assessment & Certification of Trainer Skills.

'AIMA Certified Trainer' is recognition of competencies and skills acquired by an individual as a Trainer.

ACT is recognised and endorsed by National Open College Network (NOCN), UK a leading British assessment and awarding organisation.

Skills & Competencies to be assessed

- Participant handling skills
- Content Delivery Skills using a right pedagogical approach
- Design & Develop learning modules
- Evaluating Learning Impact Skills
- Communication Skills with reference to participant's understanding
- Use of Audio / Visual aids / Technology
- Time Management skills
- Learning Activity Design Skills
- Mentoring, Coaching & Tutoring Skills

Eligibility

- a) Graduates equivalent and professionals having relevant qualifications in any domain / function / sector
- b) Minimum 5 years' experience in industry / academia / consultancy / training etc.

Registration Process

Step I

- Download Registration form available on AIMA website
- Attach copies of relevant certificates / evidence in support of eligibility.
- Submission of the form along with registration fee.

Step II

- The applicant should have delivered two Training sessions of minimum 30 minutes each either in his/her own organisation or for any other organisation
- Applicant to submit training modules used in any two of the training programmes delivered in last three years, including the following:
 - a. Structure of a one day training program on any topic for given audience
 - b. Activities /experiences/ games/ case studies, handouts to be used
 - c. Write up on training tools and methods proposed to be used
 - d. Sample presentations (PPTs) etc.
 - e. Feedback of the participants covering the following:
 - i. The relevance of the content
 - ii. Content Delivery Skills
 - iii. The duration of the training
 - iv. The delivery of the training
 - v. The extent of participation
 - vi. Participant Handling Skills
 - vii. Use of Audio/ Visual aids/ Technology
 - viii. Time Management Skills
 - ix. Learning Activity Design Skills
 - x. Communication Skills

Assessment & Evaluation Process

The assessment and evaluation of applicants would be under three sections.

Section 1. Assessment of two Modules submitted of Trainings conducted

Section 2. Mock Training Delivery Session

Each applicant will be expected to deliver a 20 minute Training Session before a panel of experts / mock participants on any topic with the objective to demonstrate Trainer Skills.

Section 3. Interview

Followed by mock training delivery, applicants will be interviewed by a panel of experts to assess trainer skills & competencies.

Assessment Criteria & Weightage

The assessment and evaluation of trainers would be under three sections. The evaluation marks for section 1, 2 & 3 would be 50, 100 & 50 respectively.

Section 1. Model Training Module		Maximum Marks - 50	
SN	Evaluation Criteria/Parameters		
	Modules of Trainings Conducted	Training I	Training II
1	Structure of a training program on any topic for given audience	5	5
2	Activities /experiences/ games/ case studies, handouts to be used	5	5
3	Write up on training tools and methods proposed to be used	5	5
4	Sample presentations (PPTs) etc.	5	5
5	Feedback	5	5
Section 2. Mock Training Delivery Session		Maximum Marks - 100	
SN	Evaluation Criteria/Parameters		
1	Model Training Module	15	
2	Participant Handling Skills	10	
3	Use of Audio/ Visual aids/ Technology	15	
4	Content Delivery Skills using a right pedagogical approach	15	
5	Time Management Skills	10	
6	Learning Activity Design Skills	15	
7	Communication Skills	15	
8	Learning Impact Assessment Skills	05	
Section 3. Interview		Maximum Marks - 50	

Assessment Outcome & Grading Scheme

There are five outcomes of Assessment and Certification:

1. AIMA Certified Trainer Level IV
2. AIMA Certified Trainer Level III
3. AIMA Certified Trainer Level II
4. AIMA Certified Trainer Level I
5. Incompetent or not certified by AIMA as Trainer

Certified individual applicants are graded in above first four categories, viz. Level IV, Level III, Level II and Level I denoting Outstandingly Competent, Highly Competent, Competent and Fairly Competent respectively. The summated score for all criterions under the three sections is calculated and range of cumulative grade is as follows:

Range Of Cumulative Score	Grade	Performance Descriptor
Above 80	Level IV	Outstandingly Competent (Certified)
70- 79	Level III	Highly Competent (Certified)
60 - 69	Level II	Competent (Certified)
50 - 59	Level I	Fairly Competent (Certified)
Below 50	Incompetent (Not Certified)	

The Certificate is designed to give trainers recognition of skills to enable them to compete in a global market. The Certification will help Trainers gain the competitive advantage at international standards, endorsed by NOCN.

Re-Assessment

- Individuals, who would like to improve in the Certification status, may re-apply for Re-assessment, after at least six months of previous assessment.
- The manual to be followed for Re-assessment is the same as that for the Assessment and Certification.
- Only the Re-assessment fee would be charged, not the Registration fee.
- AIMA recommends a trainer delivery skill training for those who want to upgrade their skills and re-apply for improvement.

Fee (Non-refundable)

- Registration fee: ₹ 7500/- plus GST @ 18%.
 - Re-assessment fee: ₹ 3500/- plus GST @ 18%.
 - Cheque / DD to be drawn in favor of All India Management Association, payable at New Delhi
 - Online registration also available, please visit www.aima.in
- GST. No.: 07AAATA1644A1ZH PAN No. AAATA1644A



About ALL INDIA MANAGEMENT ASSOCIATION

All India Management Association (AIMA), as the national apex body of management profession in the country is committed to enhancing the competence of management profession through its multifaceted activities. AIMA has a broad base of 64 Local Management Associations including two cooperating LMAs abroad, with a membership of over 30,000. AIMA is represented on the Boards of India's premier Business Institutions and also represented on Boards of Government bodies including AICTE, National Board of Accreditation, National Productivity Council to name a few. In addition, AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions.



About CREATING OPPORTUNITIES

NOCN is a UK based large international awarding and assessment organisation which has been in existence since 1987. Its objectives are to help people of all kinds, no matter how disadvantaged, to develop their skills and reach their potential. It awards a wide range of management qualifications as well as qualifications, assessments and apprenticeships in many industry sectors such as construction, engineering and manufacturing, facilities management, finance, health and social care, hospitality, IT, retail, security, telecomms and transport as well as employability skills, English and Mathematics.

In the 1980's its ground breaking approach to accredited skills development established what was then called a 'passport' for learners to demonstrate a transportable portfolio of skills.

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