



International

**AIMA**  
ALL INDIA MANAGEMENT ASSOCIATION



**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
- Online Training Delivery 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. Those who score at least 50% in each of the sections and overall 60% marks would qualify for certification.

Section 1. Model Training Module		Maximum Marks - 50	
SN	Evaluation Criteria/Parameters	Maximum Marks	
1.	Overall Structure of one day training programme on any topic for given audience	15	
2.	Activities/exercise/games/case studies/handoutsetc to be used	15	
3.	Write up on training tools and methods proposed to be used	10	
4.	Sample presentations (PPTs) to be used	10	
Section 2. Mock Training Delivery Session		Maximum Marks - 100	
SN	Evaluation Criteria/Parameters	Face To Face	Online
		Max. Marks	Max. Marks
1.	Participant Handling Skills	5	5
2.	Use of Audio/ Visual aids/ Technology	5	10
3.	Content Delivery Skills using a right pedagogical approach	10	5
4.	Time Management skills	5	5
5.	Learning Activity design Skills	10	5
6.	Mentoring, Coaching & Tutoring Skills	10	5
7.	Communication skills	8	7
8.	Learning Impact Assessment Skills	2.5	2.5
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: ₹ 8500/-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](http://www.aima.in)
- Service Tax No: AAATA1644AST001      PAN No. AAATA1644A



About **ALL INDIA MANAGEMENT ASSOCIATION**

The All India Management Association (AIMA) is the Voice of India's Leaders and Managers, and the apex body for management in India with over 38000 members and close to 6000 corporate / institutional members through 67 Local Management Associations affiliated to it. AIMA was formed over 60 years ago and is a non-lobbying, not for profit organization. It works closely with industry, Government, academia and students, to further the cause of the management profession in India; and is represented on a number of policy making bodies of the Government of India and national associations. AIMA offers various services in the areas of testing, distance education, skill development & training, research, publications, executive education and management development programmes – both in the physical and virtual mode. In addition, AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions.



About **International**

NOCN has been creating opportunities through learning and skills development for over 30 years.

NOCN Group is an educational charity whose core aims are to help learners reach their potential and organisations thrive. The group includes business units specialising in regulated UK and international qualifications, End Point Assessment, assured short courses, SMART job cards, assessment services, consultancy, and research.

Our heritage, rooted in upskilling workers for redeployment in industrial Britain, informs our social mobility agenda, and our charitable status drives our purpose and activity:

- We believe passionately in the power of education and its impact
- We want more people to engage in education, apprenticeships and skills training, more often in their lives
- We want to build awareness and promote the positive value of education, apprenticeships and skills training to employers, learners and parents

[www.nocn.org.uk](http://www.nocn.org.uk)

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