



Skill India
कौशल भारत - कुशल भारत



सत्यमेव जयते
GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP



N.S.D.C.
National Skill Development Corporation

Transforming the skill landscape



RASCI

Retailers Association's
Skill Council of India

Facilitator Guide



Sector
Retail

Sub-Sector
Retail Business

Occupation
Consumer Sales, Sales

Reference ID: RAS/Q0201, Version 4.0
NSQF level: 4

Direct Seller

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Shri Narendra Modi
Prime Minister of India

“ Skilling is building a better India.
If we have to move India towards
development then Skill Development
should be our mission. ”



Acknowledgements

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The preparation of this guide would not have been possible without the retail industry's support. Industry feedback has been extremely beneficial since inception to conclusion, and it is with the industry's guidance that we have tried to bridge the existing skill gaps in the industry. This facilitator guide is dedicated to the aspiring youth, who desire to achieve special skills that will be a lifelong asset for their future endeavours.

About this Guide

The facilitator guide (FG) for Direct Seller is primarily designed to facilitate skill development and training of people, who want to become professional Direct Sellers in various retail stores. The facilitator guide is aligned to the Qualification Pack (QP) and the National Occupational Standards (NOS) as drafted by the Retailers Association's Skill Council of India (RASCI) and ratified by National Skill Development Corporation (NSDC).

It includes the following National Occupational Standards (NOSs)-

1. RAS/N0201: Get licenses, follow legal policies and procedures to start/run business
2. RAS/N0202: Perform basic accounting practices
3. RAS/N0203: Continuously update self on new products/services offered by business
4. RAS/N0204: Conduct daily business operations
5. RAS/N0205: Build relationship with vendors / dealers to ensure smooth business operations and increase sales
6. RAS/N0206: Meet health and safety requirements at place of work
7. RAS/N0207: Manage customer needs effectively through need identification and strong customer relationships
8. RAS/N0208: Demonstrate/show creativity, newness/innovation and enthusiasm to grow business
9. RAS/N0230: Use Social Media to Market Products and Services
10. DGT/VSQ/N0102: Employability Skills (60 Hrs.)

Post this training, the participants will be able to perform tasks as professional Direct Sellers. We hope that this Facilitator Guide provides a sound learning support to our young friends to build a lucrative career in the Retail Skill Sector of our country.

Symbols Used



Ask



Explain



Elaborate



Notes



Objectives



Do



Demonstrate



Activity



Team Activity



Facilitation Notes



Practical



Say



Resources



Example



Summary



Role Play




Learning Outcomes

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Key Learning Outcomes



By the end of this module, the participants will be able to:

1. State the meaning of retail
2. Identify the difference between the traditional and modern retail sector
3. Identify the traditional forms of retailing in India
4. Explain the features of various retail formats
5. Identify the departments and functions in a modern retailing operation
6. Describe the components involved in the retail supply chain

Unit 1.1: Introduction to Retail

Unit Objectives

By the end of this unit, the participants will be able to:

1. State the meaning of retail.
2. List the features and components of retail.
3. Discuss the reasons for the growth of retail in India.
4. Differentiate between the traditional and modern retail sector

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Note

This is the first session of the program. Introduce yourself, the program, and its purpose in detail. Welcome the participants cordially to the session. Explain that you will put them at ease by playing a game. This game is meant to break the ice between everyone and get the participants interested in the class.

Say

- Good morning, everyone! Together with you all let's dive into the world of retail with you today.
- Our goal today is to understand the fundamentals of the retail sector and to compare the traditional and modern retail sectors in India.
- Retail is all around us, from the local Kirana store to massive e-commerce giants. Understanding this sector is essential because it impacts our daily lives and offers significant career opportunities.

Activity

1. **Activity Name:** Name Game (Ice Breaker)
2. **Objective:** To help participants get to know each other in a fun and interactive way.
3. **Type of Activity:** Group
4. **Resources:** Pen/pencil, notebook
5. **Time Duration:** 15-20 minutes
6. **Instructions**
 - All participants sit in a circle or around a table.
 - Start by saying your name with an adjective that starts with the same letter (e.g., "I'm Joyful Jahnvi").

- The person to your right repeats your name and adjective, and then introduces themselves in the same format.
 - Repeat this process around the circle, with each person adding their name and adjective while remembering those before them.
 - Encourage participants to remember names and adjectives as they go, assisting anyone who forgets, until the circle completes the round.
7. **Outcome:** Participants will not only learn each other's names but also have a fun and engaging way to remember them. This icebreaker activity encourages creativity and interaction among participants, making it easier for them to get to know one another in a friendly and relaxed atmosphere.

Do

- Begin with a brief introduction to the concept of retail, highlighting its role in the economy and daily life.
- Compare traditional and modern retail sectors in India through a visual presentation.
- Engage participants in group discussions to share their views on the advantages and disadvantages of both retail sectors.
- Conclude with a Q&A session to clarify doubts.

Elaborate

- Introduction to Retail:
 - Explain the concept of retail, types of retailers, and their functions.
- Comparing Traditional and Modern Retail Sectors in India:
 - State the differences between traditional markets and modern retail formats, including malls and supermarkets.

Activity

1. **Activity Name:** Retail Store Operation Simulation
2. **Objective of the activity:** To simulate the operations of various retail formats.
3. **Resources:** Sample store layouts, product displays, play money, role-play scenarios.
4. **Time Duration:** 30 minutes
5. **Instructions**
 - Divide participants into groups, keep in mind that the distribution is equal.
 - Assign each group a retail format, and provide them with a store layout and products.
 - Ask them to show the operations, including sales, customer interactions, and inventory management.
 - Rotate roles within the group for a holistic experience.
6. **Outcome:** Participants will gain practical insights into how different retail formats function.

Notes for Facilitation



- Encourage active participation and discussions.
- Highlight the significance of e-commerce in the retail industry.
- Discuss recent trends and innovations in retail formats.
- Emphasize the importance of customer experience in modern retailing.

Unit 1.2: Traditional and Modern Retail in India

Unit Objectives

By the end of this unit, the participants will be able to:

1. Differentiate between the traditional and modern retail sectors.
2. Describe the traditional retail scene in India
3. Describe the emerging modern forms of retailing in India
4. List the departments and functions in a modern retailing operation.
5. Outline the structure of and roles in a front-end store operation.
6. Describe the role of Individual Sales professional

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Good [morning/afternoon], everyone! Welcome to today's session on "Traditional and Modern Retail in India." I am excited to explore this dynamic and evolving sector with you.
- Our goal today is to gain a deep understanding of the retail landscape in India, both traditional and modern. By the end of this session, you should be able to appreciate the significance of retail in India and its evolving nature.
- Understanding the retail sector in India is essential because it plays a pivotal role in our daily lives, from where we shop to the economy's growth. It's a sector with vast opportunities, and this knowledge can open doors to various career paths.

Do

- Begin by explaining the difference between traditional and modern retail. Use multimedia presentations and real-life examples to illustrate.
- Share insights into the emerging retail scene in India, including e-commerce, omni-channel strategies, and the impact of technology.
- Divide participants into groups and assign them different roles within a retail store. Have them simulate customer interactions, cashier duties, and managerial decisions.
- Conduct a short quiz to test participants' understanding of the retail sector and its structure.

Ask

- What was your last shopping experience like? Did you notice any changes in how stores operate?
- Can you think of any famous retail brands or stores in India? What makes them stand out?

Elaborate

- Traditional and Modern Retail Sector:
 - Discuss the historical context of retail in India.
 - Explore the differences between traditional and modern retail formats.
- Emerging Retail Scene in India
 - Analyze current trends and challenges in the Indian retail market.
 - Highlight the role of technology and changing consumer behavior.
- Structure and Roles in a Store
 - Examine the organizational structure of retail stores.
 - Define the roles and responsibilities of various staff members.
- Responsibilities of Individual Sales Professionals
 - Detail the key responsibilities of Individual sales professionals in a retail setting.
 - Emphasize the importance of customer service and product knowledge.

Activity

1. **Activity Name:** Retail Scenario Analysis
2. **Objective of the activity:** To analyze and discuss the impact of modern retail practices on traditional stores.
3. **Type of Activity:** Group
4. **Resources:** Case studies or examples of traditional and modern retail in India, whiteboard, markers
5. **Time Duration:** 30 minutes
6. **Instructions**
 - Divide the participants into small groups of 4-5 members each.
 - Give each group a case study or example of a traditional store that has encountered challenges due to modern retail practices.
 - Instruct the groups to read and discuss the case study together. They should also consider the potential impact on the store's survival.
 - Ask each group to come up with creative and practical strategies that the traditional store could implement to adapt and thrive in the changing market.
 - Allocate time for each group to present their findings to the larger group. They should summarize the challenges, discuss the proposed strategies, and explain why they believe these strategies would be effective.
 - After each presentation, facilitate a brief discussion among all participants to analyze the proposed strategies, compare different approaches, and highlight key takeaways.
7. **Outcome:** Participants will gain a deeper understanding of the challenges faced by traditional retailers and brainstorm strategies for adapting to the modern retail landscape.

Notes for Facilitation

- Use real-life examples and anecdotes to make the content relatable.
- Highlight the significance of customer-centric approaches in modern retail.
- Emphasize the need for continuous learning and adaptation in the retail sector.
- Share success stories of Indian retailers who successfully transitioned from traditional to modern formats.

Unit 1.3: Retail Formats

Unit Objectives

By the end of this unit, the participants will be able to:

1. Illustrate the different retail formats
2. Summaries the key features of retail formats
3. Elaborate on the departments and functions in a modern retailing operation

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Good day, everyone! I hope you are all feeling enthusiastic about diving into the world of retail formats today.
- Our goal today is to explore the fascinating landscape of retail formats and gain an understanding of the various departments and functions that make modern retailing operations successful.
- Understanding retail formats is essential because they directly impact how consumers shop, and as future retail professionals, this knowledge will empower you to make informed decisions and create successful retail strategies.

Do

- Begin by explaining them about “Retail Formats,” covering the main types such as brick-and-mortar, e-commerce, pop-up stores, and more.
- Discuss the key functions and departments in a retail operation, including merchandising, sales, marketing, inventory management, and customer service.
- Use case studies and real-life examples to illustrate how different retail formats and departments work together to create successful retail businesses.
- Encourage active participation through open-ended questions and discussions

Ask

- Engage participants in a group discussion about the different formats they are familiar with. Encourage them to share their experiences and observations.
- Use case studies to illustrate the impact of retail format choices on customer behavior and business success.
- Facilitate a brainstorming session where participants can suggest improvements to existing retail formats or create new ones.

Elaborate

- Discuss the concept of retail formats and how they have evolved over time.
- Explain the key characteristics of department stores, supermarkets, specialty stores, and online retail.
- Explore the functions involved in modern retailing operations, such as merchandising, inventory management, and customer service.

Activity

1. **Activity Name:** Retail Scenario Analysis
2. **Objective of the activity:** To analyze and discuss the impact of modern retail practices on traditional stores.
3. **Type of Activity:** Group
4. **Resources:** Case studies or examples of traditional and modern retail in India, whiteboard, markers
5. **Time Duration:** 30 minutes
6. **Instructions**
 - Divide participants into small groups.
 - Provide each group with a case study or example of a traditional store that faced challenges due to modern retail practices.
 - Ask them to discuss and present their findings on how the store could adapt and survive in the changing market.
7. **Outcome:** Participants will gain a deeper understanding of the challenges faced by traditional retailers and brainstorm strategies for adapting to the modern retail landscape.

Notes for Facilitation

- Use real-life examples and anecdotes to make the content relatable.
- Highlight the significance of customer-centric approaches in modern retail.
- Emphasize the need for continuous learning and adaptation in the retail sector.
- Share success stories of Indian retailers who successfully transitioned from traditional to modern formats.

Unit 1.4: Retail Supply Chain

Unit Objectives

By the end of this unit, the participants will be able to:

1. State the meaning of supply and retail supply chain.
2. Identify the elements of a typical supply chain.
3. List the features of a supply chain.
4. Identify the factors that influence supply chain management.

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Welcome, everyone! Today, we are diving into the exciting world of Retail Supply Chain. Get ready for an engaging session on supply chain management in the retail sector.
- By the end of this session, you should have a clear understanding of the meaning and importance of Retail Supply Chain. You will recognize the key features that make up a supply chain.

Do

- Begin with a brief introduction to the chapter and its significance.
- Present key concepts and definitions, using the whiteboard and handouts for visual aid.
- Engage participants in discussions and brainstorming to explore features of a retail supply chain.
- Share real-world case studies to illustrate concepts and challenges in supply chain management.

Ask

- What was the last product you bought, and have you ever wondered how it got to the store?
- Can you think of an instance when a supply chain issue affected your shopping experience?
- Have you ever considered how the changing seasons impact the supply chain in the fashion industry?

Elaborate

- Meaning and Importance of Retail Supply Chain:
 - Define Retail Supply Chain
 - State why retailers need a robust supply chain
- Features of a Supply Chain:
 - Explain components of a Supply Chain
 - Describe the interrelation of Supply Chain elements
- Supply Chain Management:
 - Explain the role of Supply Chain management in retail
 - Define the key strategies for effective Supply Chain management

Activity

1. **Activity Name:** Supply Chain Work-flow
2. **Objective of the activity:** To understand the flow of products in a supply chain.
3. **Type of Activity:** Group
4. **Resources:** Everyday items (e.g., toy cars, small containers), labels, a large table
5. **Time Duration:** 30 minutes
6. **Instructions**
 - Begin by organizing all participants into distinct groups.
 - The number of groups can vary depending on the complexity you want to simulate in the supply chain. For a basic simulation, you might have three groups representing key stages: Manufacturer, Distributor, and Retailer.
 - Assign each group a specific role representing a stage in the supply chain.
 - Encourage each group to identify challenges and potential delays that can occur at their stage in the supply chain. These challenges might include production bottlenecks, transportation delays, or stocking issues.
 - Discuss how these challenges can impact the overall supply chain and lead to potential disruptions or customer dissatisfaction.
 - At the end talk to the students about what they learnt from the complexities of the supply chain, the importance of coordination between stages, and the potential areas for improvement.
7. **Outcome:** Participants will gain a practical understanding of how a supply chain operates.

Notes for Facilitation

- Emphasize the importance of efficient supply chain management in reducing costs and enhancing customer satisfaction.
- Relate supply chain concepts to real-world retail examples to make the content more relatable.
- Highlight the role of technology in modern retail supply chains, such as inventory management software and logistics tracking systems.

Answers to Exercises for PHB

Multiple Choice Questions:

1. a. To cut
2. b. All of the above
3. c. All of the above
4. d. Store Manager
5. e. All of the above

Descriptive Questions:

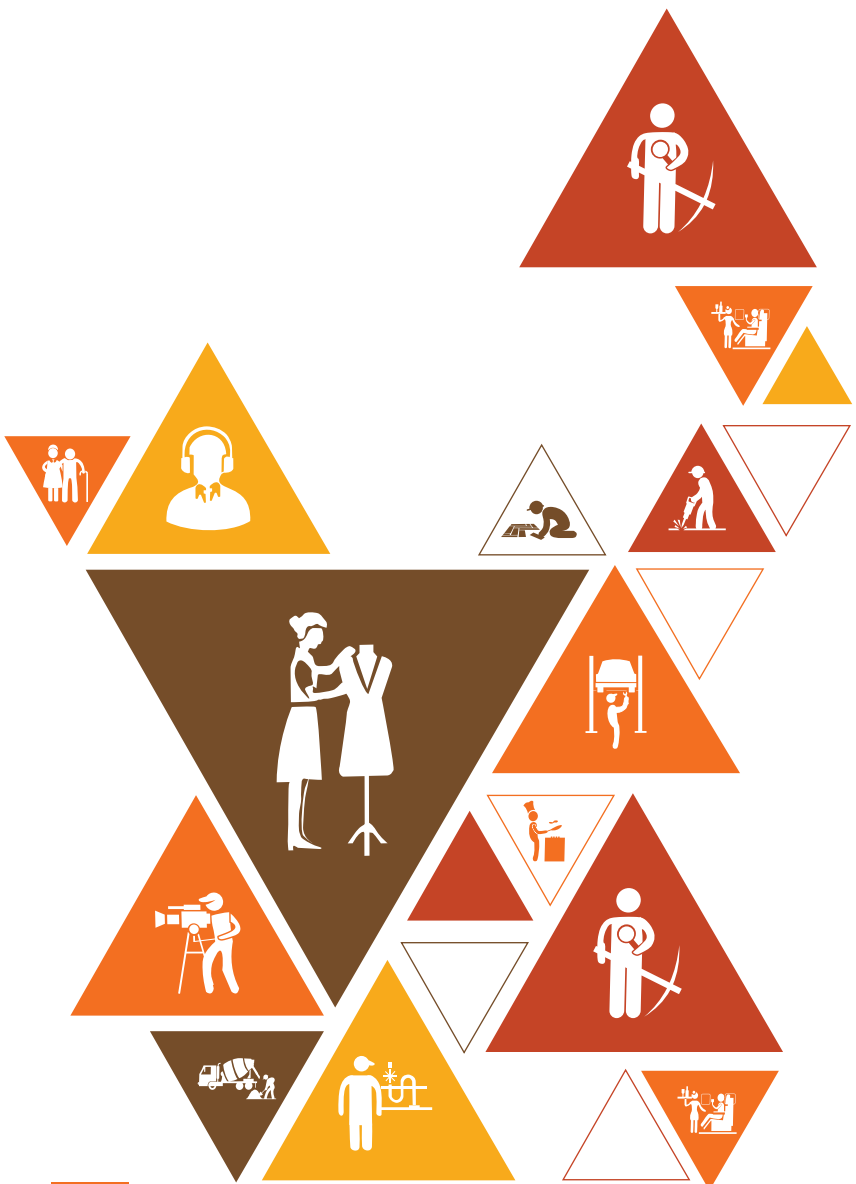
1. Refer UNIT 1.1: Introduction to Retail
Topic: 1.1.1 Introduction to Retail
2. Refer UNIT 1.1: Introduction to Retail
Topic: 1.1.1 Introduction to Retail
3. Refer UNIT 1.1: Introduction to Retail
Topic: 1.1.1 Introduction to Retail
4. Refer UNIT 1.2: Traditional and Modern Retail in India
Topic: 1.2.1 Traditional and Modern Retail Sector
5. Refer UNIT 1.2: Traditional and Modern Retail in India
Topic: 1.2.4 Structure and roles in a store

Scan the QR codes or click on the link to watch the related videos



<https://www.youtube.com/watch?v=xOkRogadXqk>

Retail formats in india





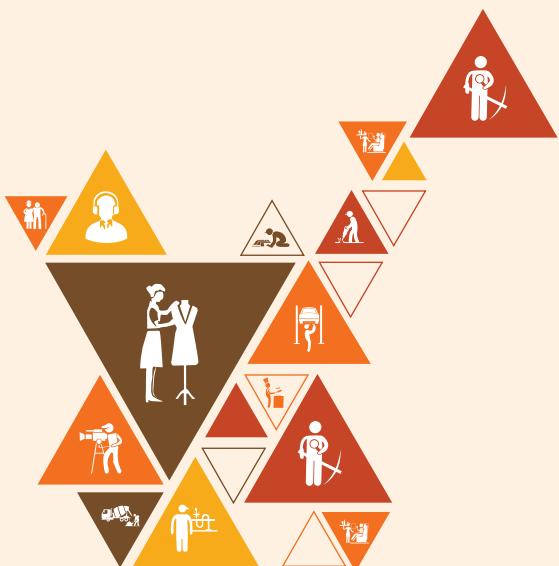
2. Preliminary Preparation to Start a Business

Unit 2.1 - Liaison and Interaction with Local Corporations/ Authorities

Unit 2.2 - Legal Compliances with Respect to Selling of Products and Services

Unit 2.3 - Business Rights

Unit 2.4 - Hazards and Risks Involved in Business



Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Identify the local corporations and authorities that have a bearing on a particular business process
2. State the legal requirements in various stages of a business structure
3. Describe the policies and procedures that have a bearing on a particular business process
4. Discuss legal formalities applicable to the particular business
5. Demonstrate ways to handle various equipment and hazardous materials involved in the business.

Unit 2.1: Liaison and Interaction with Local Corporations/ Authorities

Unit Objectives

By the end of this unit, the participants will be able to:

1. Identify the local authorities/corporations related to establishing and operating a business
2. Explain the impact of local authorities on the business
3. Elaborate on the ways of building and maintaining business relationships with key persons

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Hello everyone! We are here today to explore the crucial topic of “Liaison and Interaction with Local Corporations/Authorities.”
- Our objective today is to understand the significance of building relationships with local corporations and authorities in ensuring the smooth functioning of our business operations.
- Building strong relationships with key local entities can open doors to opportunities, navigate regulatory challenges, and ultimately contribute to the success and sustainability of your business.

Do

- Present key concepts related to local corporations/authorities, emphasizing their role in business processes and why relationship-building matters.
- Encourage active participation and questions from participants.
- Distribute case studies illustrating real-world scenarios of businesses interacting with local corporations/ authorities.
- Divide participants into small groups and ask them to analyze the cases, identifying challenges and solutions.
- In groups, participants will simulate interactions with local authorities. Assign roles, such as business owner and government official.
- Participants should negotiate, discuss issues, and find common ground.

Ask



- What are some products you have purchased recently, and can you think about how they reached the store shelves?
- Have you ever experienced a situation where a product you wanted to buy was out of stock? What was your reaction?
- Can you name a famous retail brand and speculate on how they manage their products from manufacturer to consumer?

Elaborate



- The role of local corporations/authorities in regulating and supporting business operations.
- Discuss the importance of clear communication and compliance with local regulations.
- Explain how these interactions can positively impact smooth functioning of business and community engagement.

Demonstrate



Role-play a scenario where a business representative successfully builds a relationship with a key person in a local authority.

Activity



1. **Activity Name:** Retail Supply Chain Quiz
2. **Objective of the activity:** Reinforce understanding of key concepts from the chapter.
3. **Type of Activity:** Group
4. **Resources:** Printed quiz sheets, pens, and a timer
5. **Time Duration:** 25 minutes
6. **Instructions**
 - Divide the students into groups
 - Distribute the quiz sheets
 - Explain the rules related to marking scheme.
 - Participants work in groups to answer the questions.
 - Set a timer for 15 minutes.
 - Give a warning to the students after 10 minutes
 - Collect the sheets
 - Review the answers by interchanging the sheets within the other groups.
7. **Outcome:** Improved understanding of practical relationship-building techniques.

Notes for Facilitation

- Encourage active participation and discussions.
- Discuss recent trends and innovations in retail formats.
- Emphasize the importance of customer experience in modern retailing.

Unit 2.2: Legal Compliances with Respect to Selling of Products and Services

Unit Objectives

By the end of this unit, the participants will be able to:

1. Illustrate the process of getting permissions and compliances with respect to legal requirements
2. Elaborate on the process of seeking the required legal and accounting expertise for the Business Structure
3. Describe the relevant rules and legislative policies for a particular business structure

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Hello, everyone! Let's dive into today's session on "Legal Compliances with Respect to Selling of Products and Services" This is a crucial topic that can significantly impact the smooth functioning of our business processes.
- Objective for the Session: Our goal today is to understand the process of getting permissions and compliance with respect to legal requirements.
- Reason to Understand the Topic: By mastering this topic, you will be able to understand the legal and accounting expertise for the business structure.

Do

- Start by explaining the process to get permissions and compliance as per legal requirements.
- Explain the key steps to examine legal options for the most suitable type of business structure.
- Share case studies and real-life examples to illustrate the importance of seeking Legal and Accounting Expertise for making final decisions regarding business structure.
- Encourage active participation and questions throughout the session.

Ask

- What are some relevant rules and legislative policies for conducting business in India?
- Why is it important to understand the legal and accounting areas that provide a strong foundation for any business framework.
- What are the important documents or legal formalities required for setting up a business in India.

Elaborate

- Process to get Permissions and Compliances as per legal requirements.
- Documents required for legal formalities and registration for establishing business in India.
- Steps to examine legal options for the most suitable type of business structure.
- Relevant Rules and Legislative Policies

Activity

1. **Activity Name:** Stakeholder Engagement Workshop
2. **Objective of the activity:** To practice building relationships with key local authority figures.
3. **Type of Activity:** Group
4. **Resources:** Flipchart, markers, post-it notes
5. **Time Duration:** 30 minutes
6. **Instructions**
 - Divide participants into groups of 4-5.
 - Assign each group a specific business scenario (e.g., opening a new restaurant, expanding a manufacturing facility).
 - Each group should brainstorm and list the local authorities or corporations they need to engage with for their scenario.
 - For each entity identified, they should create a stakeholder engagement plan outlining how they will approach and build relationships with the key persons.
 - Groups will present their plans to the rest of the participants, highlighting strategies for effective interaction.
 - Facilitate a discussion and provide feedback on each plan.
7. **Outcome:** Participants will develop practical strategies for engaging with local authorities, promoting discussion and learning from each other's approaches.

Notes for Facilitation

- Emphasize the importance of ethical and legal compliance when interacting with local authorities.
- Share local examples and case studies to illustrate the concepts.
- Address any specific questions or concerns participants may have about their business interactions with local corporations/authorities.
- Emphasize the importance of customer experience in modern retailing.

Unit 2.3: Business Rights

Unit Objectives

By the end of this unit, the participants will be able to:

1. Elaborate on the process of securing the information on purchase rights
2. Identify the process of establishing the cost of procurement rights to products and services (if applicable)
3. Identify the process of determining brand ownership and protection rights
4. Elaborate on the hazards and risks involved with the process of securing the rights of the business

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Hello everyone, Let's understand the topic of Business Rights. It's a crucial aspect of the retail sector, and I believe it will help you make informed decisions in your business journey.
- Our goal today is to understand how businesses secure information on purchase rights, establish the cost of procurement rights.
- Knowing your business rights not only safeguards your interests but also fosters trust with customers and partners. It's essential for long-term success.

Do

- Start with a brief overview of the topics to be covered.
- Use the PowerPoint presentation to explain key concepts and legal frameworks.
- Engage participants through open discussions and encourage questions.
- Share real-life case studies to illustrate the practical applications.

Ask

- What are some common situations in your daily life where you need to consider your purchase rights?
- Have you ever felt uncertain about your rights as a consumer when buying a product or service?
- Can you think of a well-known brand that has faced legal issues related to its brand ownership and protection?

Elaborate

- Securing Information on Purchase Rights to Products
 - Explain consumer rights
 - Define Importance of clear product information
- Establishing the Cost of Procurement Rights to Products and Services
 - State the factors affecting procurement costs
 - State the negotiation and contract considerations
- Process of Determining Brand Ownership and Protection Rights
 - Define trademarks and intellectual property
 - Explain brand protection strategies

Demonstrate

Demonstrate a simple negotiation scenario where the facilitator plays the role of a consumer and a participant plays the role of a seller. Emphasize the importance of understanding procurement rights during negotiations.

Activity

1. **Activity Name:** Business Rights Scenarios
2. **Objective of the activity:** Apply knowledge of Business Rights concepts to real-life scenarios.
3. **Type of Activity:** (Individual/Group)
4. **Resources:** Case studies, whiteboard and markers
5. **Time Duration:** 20-35 minutes
6. **Instructions**
 - Divide participants into groups (or assign scenarios individually).
 - Provide each group with a different case study related to Business Rights.
 - Instruct participants to analyze the case study, identify the key issues, and discuss what actions should be taken to protect business rights.
 - Each group (or individual) should present their analysis and recommendations to the class.
 - Encourage open discussion and debate among participants.
7. **Outcome:** Participants will gain a deeper understanding of Business Rights by applying their knowledge to real-world scenarios and practicing problem-solving skills.

Notes for Facilitation

- Emphasize the importance of contracts and clear product information in securing purchase rights.
- Discuss recent legal cases related to brand ownership and protection for real-world context.
- Highlight the role of consumer advocacy organizations in protecting consumer rights in the retail sector.

Unit 2.4: Hazards and Risks Involved in Business

Unit Objectives

By the end of this unit, the participants will be able to:

1. Demonstrate handling process for goods, equipment and hazardous material involved in the business
2. Discuss hazards and risks involved in the above processes

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Welcome, everyone! Today, we're diving into the critical topic of "Hazards and Risks Involved in Business" in the retail sector.
- Our goal today is to explore the processes related to handling goods, equipment, and hazardous materials in the retail sector. By the end of this session, you will have a clear understanding of these concepts and how to manage them effectively.
- Understanding hazards and risks is essential because it directly impacts the safety of your team and customers.

Do

- Start with a brief overview of the session's agenda.
- Engage participants through interactive discussions and activities.
- Use real-life examples and case studies to illustrate concepts.
- Encourage questions and discussions throughout the session.

Ask

- What are some everyday situations where you have encountered potential hazards or risks in a retail store?
- Can you share any real-life examples of incidents related to handling hazardous materials in a retail environment?
- How do you think identifying and mitigating risks can contribute to a better shopping experience for customers?

Elaborate

- Processes Related To Handling of Goods, Equipment, and Hazardous Materials:
 - Explain Inventory management and safe storage
 - Demonstrate Proper equipment handling and maintenance
 - Elaborate Handling and disposal of hazardous materials
- Process Associated with Handling of Hazardous Materials:
 - Help in Identifying hazardous materials
 - Explain the process of safe storage, transportation, and disposal
 - Define emergency response procedures
- Types of Hazards:
 - Include slip, trip, and fall risks.
 - Involve exposure to toxic substances.
 - Pose a threat through the presence of pathogens.
 - Explain actions leading to repetitive strain injuries.
 - Explain factors causing workplace stress.

Demonstrate

Conduct a simple demonstration on how to properly handle and store hazardous materials, emphasizing safety precautions.

Activity

1. **Activity Name:** Hazardous Material Handling Simulation
2. **Objective of the activity:** To practice safe handling and storage of hazardous materials.
3. **Type of Activity:** (Individual/Group)
4. **Resources:** Case studies, whiteboard and markers
5. **Time Duration:** 30 minutes
6. **Instructions:**
 - Divide participants into small groups.
 - Provide each group with a sample of a common hazardous material.
 - Instruct them to discuss and demonstrate how to safely handle, store, and label the material.
 - Emphasize the importance of using safety gear.
 - Each group presents their handling and storage procedures.
7. **Outcome:** Participants will gain practical experience in safely handling and storing hazardous materials.

Notes for Facilitation



- Foster a safe learning environment.
- Emphasize the importance of regular equipment maintenance and inspections.
- Discuss the legal regulations and compliance standards relevant to handling hazardous materials.
- Highlight the role of effective communication in managing risks and hazards in a retail setting.

Answers to Exercises for PHB

Multiple Choice Questions:

1. a. local authority
2. d. All of the above
3. b. costs, income
4. d. All of the above
5. b. Transportation cost

Descriptive Questions:

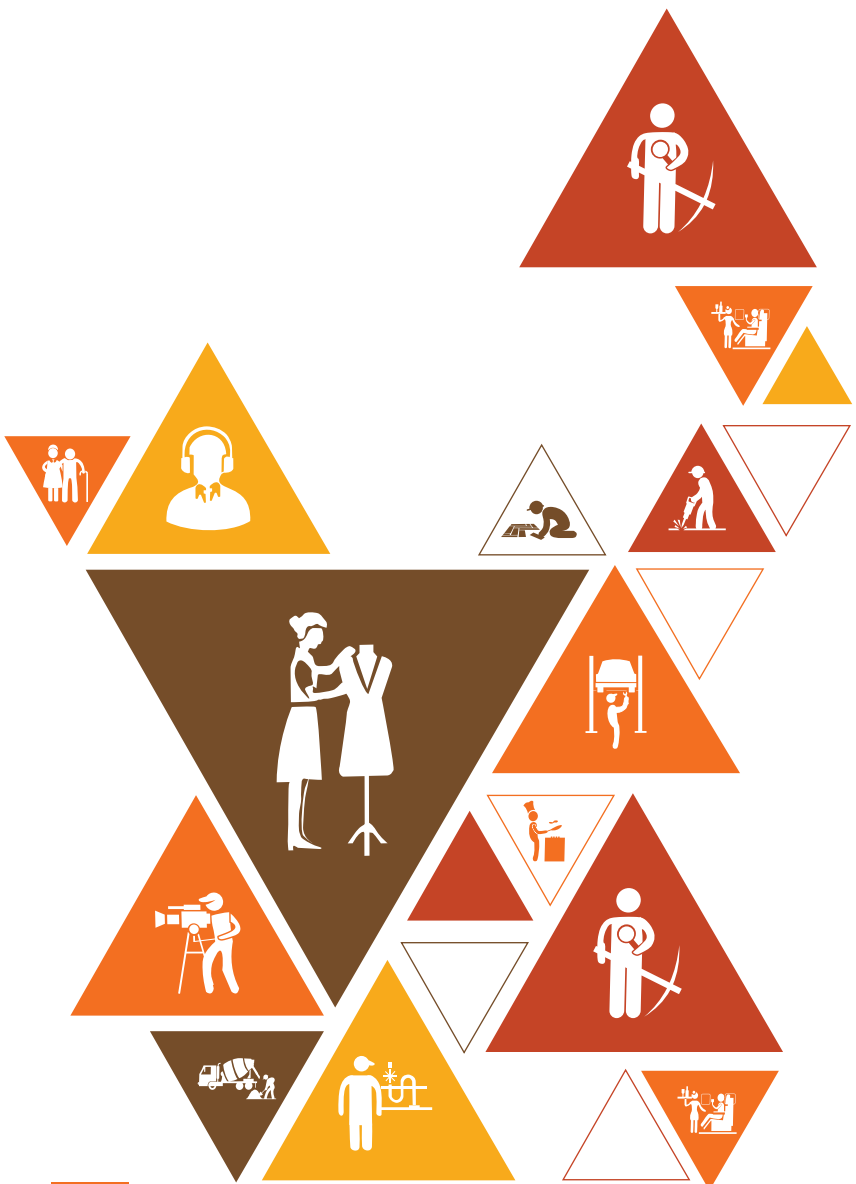
1. Refer to UNIT 2.3: Business Rights
Topic 2.3.1 Securing Information on Purchase Rights to Products
2. Refer to UNIT 2.4: Hazards and Risks Involved in Business
Topic 2.4.1 Processes Related To Handling of Goods, Equipment, and Hazardous Materials
3. Refer to UNIT 2.2: Legal Compliances with Respect to Selling of Products and Services
Topic 2.2.1 Process to Get Permissions and Compliances as per Legal Requirements
4. Refer to UNIT 2.3: Business Rights
Topic 2.3.1 Securing Information on Purchase Rights to Products

Scan the QR codes or click on the link to watch the related videos



<https://www.youtube.com/watch?v=tAkxbbGmok0>

What is Shop and Establishment License?



Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Elaborate on the process of managing funds and cash flow
2. Demonstrate the process of maintaining a profit and loss account
3. Explain the process of implementing security procedures to safeguard monetary transactions

Unit 3.1: Financial Resources and Cash Flow

Unit Objectives

By the end of this unit, the participants will be able to:

1. Identify the source of funding and the ways of securing it
2. Explain the process of opening and managing a bank account
3. Elaborate on the process of planning, preparing and controlling the budget by monitoring various financial elements

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Welcome, everyone! Let us understand the importance of financial resources and cash flow.
- Our goal today is to understand the critical aspects of managing financial resources and cash flow in a business context.
- Understanding financial resources and cash flow is essential because it empowers us to make informed decisions that can lead to the financial success and sustainability of our businesses.

Do

- Begin by discussing the different sources of funding, including loans, investors, and personal savings.
- Explore the process of opening and managing a business bank account, emphasizing the importance of separating personal and business finances.
- Discuss practical strategies for controlling business costs and creating a budget.
- Use real-world examples to illustrate the concepts and engage participants.

Ask

- What are some common sources of funding you have heard of or used personally?
- Have you ever faced challenges in managing your personal finances? What were they?
- Can you think of a business or organization that struggled financially? What might have contributed to their financial difficulties?

Elaborate

- Sources of Funding
 - Define personal Savings
 - Explain business Loans
 - Explain the concept of Angel Investors
 - Steps to open and manage a Bank Account
- Benefits of Separating Finances
 - Explain the types of Business Accounts
 - Explain the process of controlling costs of a business
 - Help identifying cost categories
 - Explain cost reduction strategies
- Importance of Regular Review
 - State the process of preparing a Budget
 - Explain the components of a budget

Demonstrate

Demonstrate how to set up a basic business bank account online, highlighting the key steps and considerations. Also show the use of online banking tools

Activity

1. **Activity Name:** Budgeting Challenge
2. **Objective of the activity:** To apply budgeting skills to a retail scenario.
3. **Type of Activity:** Group
4. **Resources:** Handouts with sample budgets, calculators
5. **Time Duration:** 30 minutes
6. **Instructions**
 - Divide participants into groups.
 - Provide each group with a sample budget for a fictional business.
 - Ask them to review the budget and make adjustments to improve cash flow.
 - Each group presents their revised budget and explains their reasoning.
7. **Outcome:** Participants gain hands-on experience in budgeting and identifying areas for financial improvement.

Notes for Facilitation

- Encourage participation and questions throughout the session.
- Emphasize the importance of accurate financial record-keeping when discussing sources of funding.
- Use real case studies or anecdotes to illustrate the challenges of poor cash flow management.
- Highlight the role of forecasting in budget preparation for better decision-making.

Unit 3.2: Maintaining Profit and Loss Accounts

Unit Objectives

By the end of this unit, the participants will be able to:

1. Identify the elements of basic financial accounting
2. Demonstrate the process of conducting basic accounting tasks and maintaining required reports
3. Identify the sources of profits and causes of losses as reflected in the reports

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Welcome everyone! Today, we are going to learn about how to maintain Profit and Loss accounts. It's an exciting journey into understanding the financial heartbeat of your retail business.
- Our goal today is to grasp the essential parts of basic financial accounting, learn how to conduct fundamental accounting tasks, and understand the sources of profits and causes of losses as reflected in financial reports.
- Understanding profit and loss accounts is crucial for anyone in the retail sector. It helps you make informed decisions, track the health of your business, and ultimately, maximize profits.

Do

- Begin by explaining the basic components of a Profit and Loss statement - revenue, expenses, and net profit.
- Demonstrate how to create a simple Profit and Loss statement using sample data.
- Discuss the different sources of revenue and common expense categories in the retail sector.
- Show how to calculate net profit and interpret the results.

Ask

- What is a recent example of a retail business that you think is doing exceptionally well? What might be contributing to their success?
- Can you think of a retail business that faced financial difficulties recently?
- Have you ever had to manage your personal finances? How did you ensure you were spending within your means?

Elaborate

- Parts of Basic Financial Accounting:
- Conducting Basic Accounting Tasks and Maintaining Required Reports
- Sources of Profits and Causes of Losses as Reflected in the Reports

Demonstrate

Prepare a simple Profit and Loss statement for a hypothetical retail business using real data. Explain each step in detail.

Activity

1. **Activity Name:** Analyzing Your Retail Business
2. **Objective of the activity:** Understand the impact of different revenue and expense categories on a retail business's profitability.
3. **Type of Activity:** Group
4. **Resources:** Copies of sample financial statements, calculators, and whiteboard.
5. **Time Duration:** 30 minutes
6. **Instructions**
 - Divide participants into small groups.
 - Provide each group with a set of sample financial statements.
 - Ask them to analyze the statements, identify areas of strength, weakness, and potential for improvement.
 - Each group presents their findings to the class.
7. **Outcome:** Participants will gain hands-on experience in creating budgets for specific business types.

Notes for Facilitation

- Encourage active participation and questions.
- Foster a collaborative and respectful learning environment.
- Emphasize the importance of accurate record-keeping for financial success.
- Highlight the significance of monitoring profit and loss regularly.
- Encourage participants to relate the topics to their own retail businesses for better understanding.

Unit 3.3: Analyzing Fraudulent Activities in Monetary Transactions

Unit Objectives

By the end of this unit, the participants will be able to:

1. Elaborate on the possible fraudulent activities related to monetary transactions
2. Explain the process of implementing security procedures to stop monetary loss due to any fraudulent activities

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Hello everyone, welcome to today's session on Analyzing Fraudulent Activities in Monetary Transactions. Let us explore this topic together.
- Our objective today is to understand the various fraudulent activities that can occur in monetary transactions and why it is crucial for us to be vigilant against them.
- In today's world, financial fraud is a pervasive threat. Understanding how fraudulent activities work will not only protect your personal finances but also help you identify and prevent fraud in your workplace.

Do

- Share real-life examples of financial fraud cases to illustrate the seriousness of the issue.
- Use multimedia presentations to explain different types of fraudulent activities, such as identity theft, credit card fraud, and investment scams.
- Conduct group discussions on how individuals and businesses can protect themselves from these fraudulent activities.
- Show participants how to check their financial statements and credit reports regularly for signs of fraud.

Ask

- What are some common examples of fraudulent activities you have heard of in daily life?
- Can you think of any recent news stories related to financial fraud?
- Have you or someone you know ever been a victim of financial fraud?

Elaborate

- Types of Financial fraud
- Various types of Fraudulent schemes and how to avoid it.
- Process of implementing security procedures and checks to prevent monetary losses due to fraudulent activities

Demonstrate

Demonstrate setting up strong passwords and enable two-factor authentication for online banking and financial accounts.

Activity

1. **Activity Name:** Analyzing Fraudulent Transactions
2. **Objective of the activity:** To identify potential fraudulent transactions and develop strategies to prevent them.
3. **Type of Activity:** Group
4. **Resources:** Sample financial transactions, whiteboard, markers
5. **Time Duration:** 30 minutes
6. **Instructions**
 - Divide participants into small groups.
 - Provide each group with sample financial transactions.
 - Ask them to analyze the transactions and identify any suspicious or potentially fraudulent activities.
 - Groups should discuss and present their findings on the whiteboard.
 - Facilitate a discussion on preventive measures and strategies.
7. **Outcome:** Participants will gain practical experience in recognizing potential fraudulent transactions and will collaboratively brainstorm effective preventive measures and strategies.

Notes for Facilitation

- Create a safe and respectful learning environment.
- Emphasize the importance of strong passwords and secure online practices in preventing identity theft.
- Discuss the legal consequences of engaging in fraudulent activities.
- Highlight the role of regulatory agencies and law enforcement in combating monetary fraud.

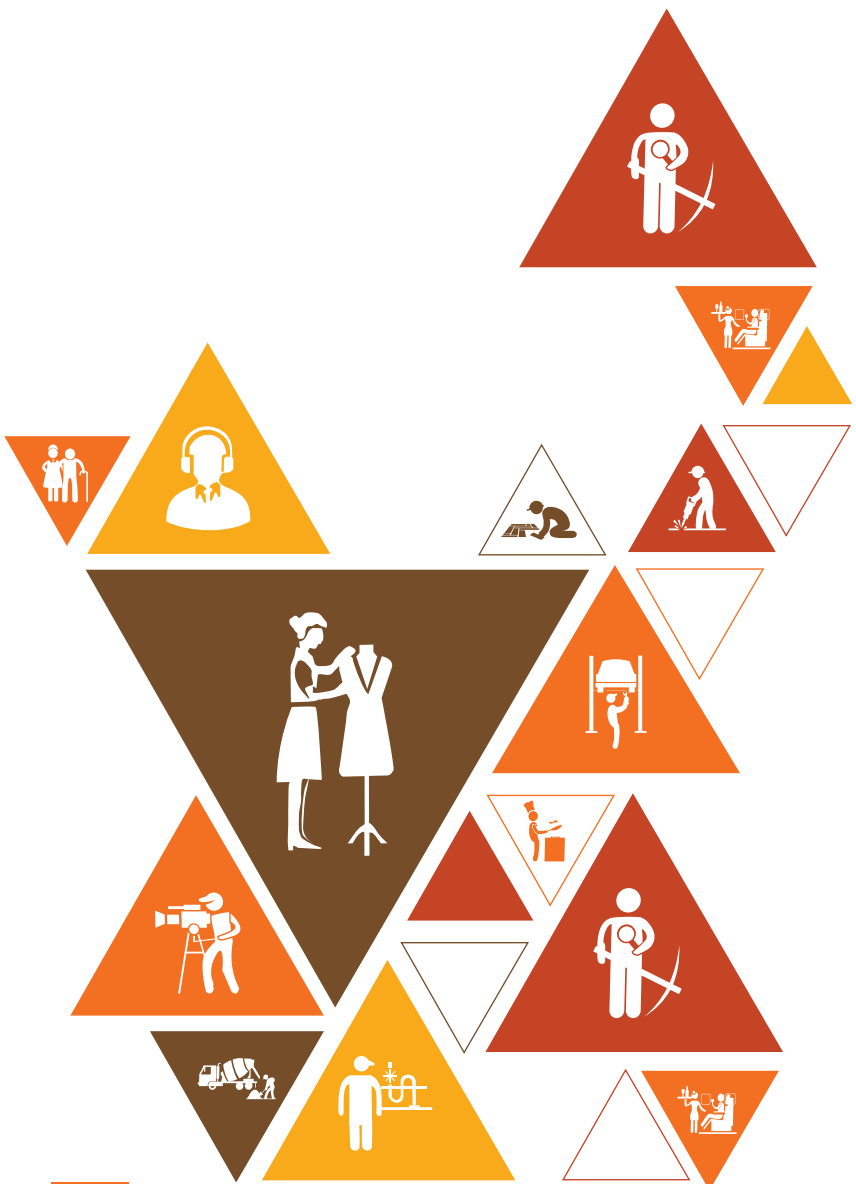
Answers to Exercises for PHB

Multiple Choice Questions:

1. d. All of the above
2. d. All of the above
3. d. All of the above
4. a. Basic accounting
5. d. All of the above

Descriptive Questions:

1. Refer UNIT 3.1 Financial Resources and Cash Flow
Topic: 3.1.4 Preparing a Budget
2. Refer UNIT 3.1 Financial Resources and Cash Flow
3.1.3 Controlling Costs of a Business
3. Refer UNIT 3.2 Maintaining Profit and Loss Accounts
Topic: 3.2.2 Conducting Basic Accounting Tasks and Maintaining Required Reports
4. Refer UNIT 3.3 Analyzing Fraudulent Activities in Monetary Transactions
Topic: 3.3.1 Possible Fraudulent Activities Related to Monetary Transactions
5. Refer UNIT 3.2 Maintaining Profit and Loss Accounts
Topic: 3.2.2 Conducting Basic Accounting Tasks and Maintaining Required Reports

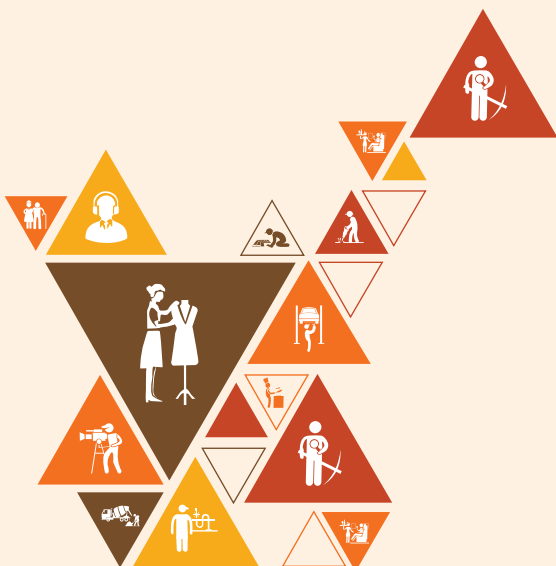




4. Acquiring Market Awareness

Unit 4.1 - Updating Self on Products/Services Relevant to Business

Unit 4.2 - Equipment Required for Daily Operations



RAS/N0203

Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Explain the importance of understanding market trends and update yourself on the products/ services relevant to the business.
2. Describe the concept of sourcing and processing products and service data relevant to business
3. Analyse the new technologies that can improve business efficiency and reduce the related risk

Unit 4.1: Updating Self on Products/Services Relevant to Business

Unit Objectives

By the end of this unit, the participants will be able to:

1. Identify the products and services related to a business and market trend
2. Identify the opportunities for up-selling, cross-selling, and expansion of business
3. Elaborate on the concept of sourcing and processing product and service data relevant to business
4. Perform market analysis for the products and services offered by the competition

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Good day, everyone! I hope you are all feeling excited about today's session because we will be covering a crucial aspect of staying competitive in the retail sector
- Our goal today is to understand the significance of keeping up with products and services in the retail sector.
- Also grasp market trends that affect sales patterns, and explore how to source and process relevant data efficiently.
- In the fast-paced retail industry, staying updated on products and market trends is vital. It enables us to make informed decisions, cater to evolving customer needs, and maintain a competitive edge in the market.

Do

- Start by introducing the three main topics for the session: "Products/Services Involved in the Business," "Market Trends Concerning Sales Patterns," and "Concept of Sourcing and Processing Product and Service Data Relevant to Business."
- Engage participants with real-life examples and case studies related to each topic.
- Facilitate group discussions and encourage participants to share their insights and experiences.
- Use visual aids and the whiteboard to illustrate key concepts and data processing techniques

Ask



- Can you think of a recent product or service that caught your attention in the retail sector? Why did it stand out for you?
- Think about the last time you made a purchase. Did you research the product/service online or in-store before buying it? Why or why not?

Elaborate



- Products/Services Involved in the Business:
 - Explain the range of products and services your business offers and their relevance to customers.
- Market Trends Concerning Sales Patterns:
 - Analyze how market trends impact buying behaviors and sales strategies.
- Concept of Sourcing and Processing Product and Service Data Relevant to Business:
 - Explain methods to gather and utilize data effectively to enhance decision-making.

Demonstrate



Demonstrate how to use online tools or software for data collection and analysis relevant to the retail sector. Show how these tools can provide valuable insights into customer preferences and market trends.

Activity



1. **Activity Name:** Market Trends Analysis
2. **Objective of the activity:** To analyze recent market trends and their potential impact on sales strategies.
3. **Type of Activity:** Group
4. **Resources:** Handouts with market data, flipchart, markers
5. **Time Duration:** 30 minutes
6. **Instructions**
 - Divide participants into groups of 4-5.
 - Provide each group with market data handouts.
 - Ask them to identify trends and discuss how these trends could affect their retail business.
 - Each group presents their findings on the flipchart.
7. **Outcome:** Participants will gain a deeper understanding of how market trends can influence their business decisions.

Notes for Facilitation

- Emphasize the importance of regularly assessing and updating the product/service
- Highlight the significance of monitoring both short-term and long-term trends.
- Discuss how global events (e.g., pandemics, economic changes) can impact retail trends.
- Concept of Sourcing and Processing Product and Service Data Relevant to Business:
- Stress the need for data accuracy and reliable sources.

Unit 4.2: Equipment Required for Daily Operations

Unit Objectives

By the end of this unit, the participants will be able to:

1. Demonstrate the steps to operate relevant equipment involved in business
2. Explain the preventive measures and maintenance required for equipment
3. Identify new technologies that can improve efficiencies and reduce risks

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Welcome, everyone! Let' dive into today's session about the equipment required for daily operations. It's a topic that plays a crucial role in the retail sector, and I believe you will find it valuable.
- Our goal today is to understand the operative relevant instrumentality involved in the retail business.
- We will also discuss precautions and maintenance required for smooth operations, and explore new technologies that can improve efficiency and reduce risks.
- Knowing the ins and outs of the equipment needed for daily operations is essential. It ensures the smooth functioning of your retail business, reduces downtime, and ultimately leads to increased profitability. Plus, staying updated on new technologies can give you a competitive edge.

Do

- Begin with an engaging discussion about the equipment participants use in their daily lives and its significance.
- Present the main topics: Operative Relevant Instrumentality, Precautions and Maintenance, and New Technologies.
- Use real-world examples and case studies to illustrate each topic.
- Encourage active participation through discussions and questions.

Ask

- How does the equipment you use in your daily life impact your efficiency and convenience?
- Can you think of any real-life examples where equipment failure caused a significant problem in a business?
- What are some technological advancements that you've recently seen in the retail industry that caught your attention?

Elaborate

- Discuss about the operative relevant instrumentality concerned in business
- State the precautions and maintenance required in business.
- Explain the new technologies that can improve efficiencies and reduce risks.

Demonstrate

Demonstrate how to perform routine maintenance on a common piece of retail equipment, such as a cash register or barcode scanner.

Activity

1. **Activity Name:** Equipment Efficiency Challenge
2. **Objective of the activity:** To assess participants' understanding of equipment efficiency and maintenance.
3. **Type of Activity:** Group
4. **Resources:** Sample equipment, tools, and maintenance supplies
5. **Time Duration:** 30 minutes
6. **Instructions**
 - Divide participants into small groups.
 - Provide each group with a piece of equipment and a list of maintenance tasks.
 - Each group must inspect the equipment, perform the maintenance tasks, and report any issues they discover.
 - Encourage discussion within the groups on how proper maintenance impacts efficiency and reduces downtime.
 - Each group presents their findings and insights to the whole class.
7. **Outcome:** Participants will gain hands-on experience in equipment maintenance and understand its importance in daily operations.

Notes for Facilitation

- Maintain an interactive and engaging atmosphere throughout the session.
- Encourage participants to share their experiences and ask questions.
- Emphasize the critical role equipment plays in the retail sector to motivate participants.
- Share relevant statistics or case studies showcasing the impact of equipment maintenance on business success.
- Keep updated with the latest technologies and trends in the retail industry to provide current insights during discussions.

Answers to Exercises for PHB

Multiple Choice Questions:

1. a. Market trend
2. a. Sourcing
3. a. VoIP
4. d. All of the above
5. a. Collaboration

Descriptive Questions:

1. Refer UNIT 4.1 Updating Self on Products/Services Relevant to Business
Topic: 4.1.2 Market Trends Concerning Sales Patterns
2. Refer UNIT 4.1 Updating Self on Products/Services Relevant to Business
Topic: 4.1.1 Products/Services Involved in the Business
3. Refer UNIT 4.1 Updating Self on Products/Services Relevant to Business
Topic: 4.1.3 Concept of Sourcing and Processing Product and Service Data Relevant to Business
4. Refer UNIT 4.2: Equipment Required for Daily Operations
Topic: 4.2.2 Precautions and Maintenance Required
5. Refer UNIT 4.2: Equipment Required for Daily Operations
Topic: 4.2.3 New Technologies That Can Improve Efficiencies and Reduce Risks

Scan the QR codes or click on the link to watch the related videos



<https://www.youtube.com/watch?v=mmm0ccYPlIU>

Pricing Strategy An Introduction



<https://www.youtube.com/watch?v=QiVGmFztyuw>

Pay Yourself When Pricing Your Products & Services

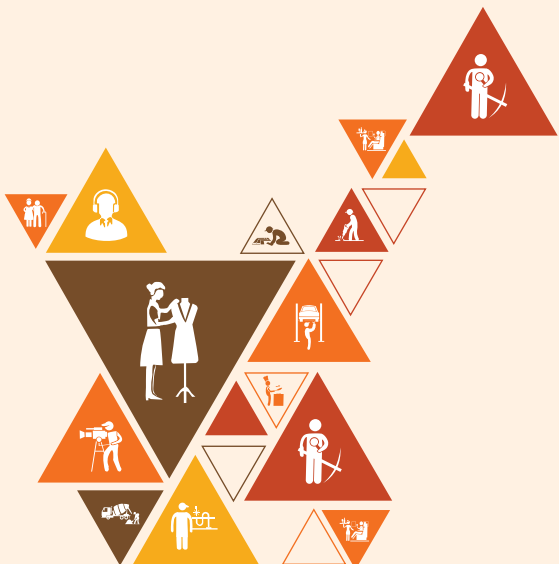


5. Aspects of Marketing

Unit 5.1 - Planning of Product Assortments and Range-Based Market Analysis

Unit 5.2 - Organising Resources and Promotional Programs

Unit 5.3 - Inventory Management



Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Elaborate on the concept of the target audience profile/ market
2. Identify products being offered by competitors/other players in the locality
3. Illustrate the process of selecting the best promotional medium
4. Discuss the steps of managing inventory and sales effectively

Unit 5.1: Planning of Product Assortments and Range-Based Market Analysis

Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the process of mapping the target and identification of customer need
2. Illustrate the buying patterns and the process of modifying the assortments according to the observed trends
3. Identify the products being offered by the competitors in the vicinity

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Hello, everyone! Welcome to today's session on 'Planning of Product Assortments and Range-Based Market Analysis.
- Today, we will delve into understanding the target audience profile and analyzing the products offered by competitors in your locality. By the end of this session, you will be equipped with the knowledge and skills to make informed decisions about product assortments.
- Understanding your target audience and local competition is crucial for making effective business decisions
- This enables you to cater to your customers' needs and stay competitive in the market.

Do

- Start with a brief overview of the session's objectives.
- Discuss the concept of a target audience profile and its importance.
- Analyze products offered by competitors in the locality.
- Engage participants in a group discussion to identify potential gaps and opportunities.
- Encourage participants to take notes during the discussion.

Ask



- What are some products or services you personally prefer to buy locally? Why?
- Can you name a local business that you believe successfully caters to a specific target audience? What makes them stand out?
- Have you ever noticed a change in the products offered by a local store due to shifts in customer demand or competition?

Elaborate



- Target Audience Profile:
 - Explain the definition and significance.
 - Types of target audience
 - Explain the methods to find and research your target audience.
 - Teach creating customer personas.
- Products Offered by Competitors:
 - Describe the importance of competitor analysis.
 - Outline the tools and techniques for competitive research.
 - Help identifying strengths and weaknesses.

Demonstrate



Show participants how to gather information about competitors using online resources, such as websites and social media profiles.

Activity



1. **Activity Name:** Market Analysis Challenge
2. **Objective of the activity:** Apply knowledge of target audience and competitor analysis.
3. **Type of Activity:** Group
4. **Resources:** Hand-outs with sample data, laptops/tablets for online research.
5. **Time Duration:** 25 minutes
6. **Instructions**
 - Divide participants into groups.
 - Provide each group with a set of market data and access to online resources.
 - Instruct them to analyze the data and identify potential opportunities and threats in the market.
 - Each group presents their findings, and the class discusses the insights gained.
7. **Outcome:** Enhanced understanding of real-world market analysis.

Notes for Facilitation

- Encourage active participation and discussion.
- Foster a collaborative learning environment.
- Emphasize the importance of ongoing market analysis to adapt to changing consumer preferences.
- Highlight the role of technology and digital tools in gathering market data.
- Encourage participants to share local market insights during discussions.

Unit 5.2: Organising Resources and Promotional Programs

Unit Objectives

By the end of this unit, the participants will be able to:

1. State the importance of Selecting appropriate medium of promotions
2. Elaborate on the process of planning budgetary requirements for the promotional programs
3. Explain the process of tracking and monitoring the effectiveness of the promotional programs

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Good day everyone! I hope you are all feeling enthusiastic today because we have an exciting session ahead.
- Our objective today is to dive into the world of promotions and learn how to select the right medium for them.
- By the end of this session, you will have a solid understanding of how to effectively promote products or services.
- Promotions play a crucial role in the retail sector. Understanding the right mediums for promotions will help you boost sales, increase brand awareness, and ultimately, succeed in this competitive industry.

Do

- Begin by presenting an overview of promotional programs, emphasizing their significance in the retail sector.
- Discuss various mediums for promotions, including online advertising, social media, traditional print media, and in-store displays.
- Provide real-life examples of successful promotional campaigns using these mediums.
- Engage participants with interactive discussions and encourage them to share their insights and experiences.

Ask

- Can you name a recent advertisement that caught your attention? What made it stand out?
- Have you ever participated in a promotional campaign, like a discount sale or a loyalty program? What was your experience?
- Think about a product or service you recently purchased. What influenced your decision to buy it?

Elaborate

- Describe the importance of promotions in retail
- State ways of selecting the right promotional medium
- Discuss real-life case studies of successful promotions

Demonstrate

Demonstrate how to create a simple social media post promoting a fictional retail product. Emphasize the use of engaging visuals and compelling copy.

Activity

1. **Activity Name:** Medium Challenge
2. **Objective of the activity:** To apply knowledge of promotional mediums in a fun, competitive setting.
3. **Type of Activity:** Group
4. **Resources:** Flipchart, markers, sample promotional materials
5. **Time Duration:** 25 minutes
6. **Instructions**
 - Divide participants into teams.
 - Provide each team with a fictional product and a set of promotional materials.
 - Teams must brainstorm and decide on the most suitable promotional medium for their product.
 - Each team presents their choice and reasoning to the group.
 - Facilitate a discussion on the effectiveness of each choice.
7. **Outcome:** Improved understanding of selecting the right medium for promotions.

Notes for Facilitation

- Maintain a positive and engaging atmosphere throughout the session.
- Encourage active participation and open discussions.
- Emphasize the importance of aligning the chosen medium with the target audience.
- Highlight the significance of measuring the success of promotional campaigns through metrics like ROI and customer feedback.
- Discuss the potential challenges and risks associated with each promotional medium, such as cost and reach.

Unit 5.3: Inventory Management

Unit Objectives

By the end of this unit, the participants will be able to:

1. Discuss the process to prevent inventory loss
2. Elaborate on the targets to achieve business gains
3. Describe the importance of Monitoring stock levels and maintaining them at the required levels
4. Illustrate the process of planning for contingencies

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Hello everyone! I hope you are ready for a journey into the world of Inventory Management. Today, we will explore the critical aspects of managing inventory efficiently.
- Our goal today is to understand how to assess inventory, control operating costs, prevent losses, set achievable business targets, and plan for contingencies. This knowledge is essential for any professional in the retail sector.
- Inventory management directly impacts your company's profitability.
- By mastering these techniques, you'll contribute to reducing costs, increasing profits, and ensuring your organization runs smoothly.

Do

- Begin with an interactive discussion about the importance of inventory management.
- Use case studies and real-life examples to illustrate the consequences of poor inventory management.
- Engage participants in a group brainstorming session to identify potential inventory losses and solutions.
- Encourage participants to calculate inventory turnover and discuss its significance.

Ask

- Which is the last retail store you visited, and did you notice how their inventory was organized?
- Can you think of a time when a store had too much or too little inventory? How did it affect your shopping experience?
- Have you ever wondered why some products are always in stock while others are not?

Elaborate

- Assess Inventory/Procuring Capacity as per Costs Involved
- Assess Operating Costs
- Steps to Prevent Inventory Losses
- Targets to Achieve Business Gains
- Checking Inventory Levels
- Planning for Contingencies

Activity

1. **Activity Name:** Inventory Simulation Challenge
2. **Objective:** To reinforce participants' understanding of inventory management principles, including assessing inventory/procuring capacity, evaluating operating costs, preventing inventory losses, and planning for contingencies.
3. **Type of Activity:** Group Activity
4. **Resources:** Simulation software or board game related to inventory management (e.g., Supply Chain Management simulation games), Whiteboard and markers
5. **Time Duration:** 30 minutes
6. **Instructions:**
7. **Introduction (5 minutes):** Briefly review the key topics covered in the chapter, emphasizing the importance of effective inventory management for business success.
8. **Formation of Groups (5 minutes):** Divide participants into small groups (3-5 members per group).
9. **Simulation Setup (10 minutes):**
 - Introduce the inventory management simulation game or activity.
 - Provide each group with the necessary materials and instructions for the simulation.
10. **Simulation (10 minutes):** Participants engage in the inventory management simulation, making decisions related to procurement, operating costs, preventing losses, setting targets, and contingency planning.
11. **Debrief and Discussion (10 minutes):**
 - After the simulation, gather participants for a debriefing session.
 - Discuss the challenges faced by each group, the strategies employed, and the outcomes of their decisions.
 - Relate the simulation experiences to real-world scenarios and the topics covered in the chapter.

Notes for Facilitation

- Maintain an interactive and engaging atmosphere.
- Encourage participation from all attendees.
- Emphasize the financial impact of inventory management decisions.
- Relate inventory management principles to real-world retail scenarios.
- Highlight the importance of continuous monitoring and adjustment of inventory strategies.

Answers to Exercises for PHB

Multiple Choice Questions:

1. a. buying pattern
2. a. Inventory carrying
3. d. All of the above
4. a. Stock-taking
5. a. Contingencies

Descriptive Questions:

1. Refer UNIT 5.1: Planning of Product Assortments and Range-Based Market Analysis
Topic: 5.1.2 Products being Offered by Competitors/Other Players in the Locality
2. Refer UNIT 5.1: Planning of Product Assortments and Range-Based Market Analysis
Topic: 5.1.1 Target Audience Profile/Market
3. Refer UNIT 5.1: Planning of Product Assortments and Range-Based Market Analysis
Topic: 5.1.1 Target Audience Profile/Market
4. Refer UNIT 5.1: Planning of Product Assortments and Range-Based Market Analysis
Topic: 5.1.1 Target Audience Profile/Market
5. Refer UNIT 5.3: Inventory Management
Topic: 5.3.1 Assess Inventory/Procuring Capacity as per Costs Involved

Scan the QR codes or click on the link to watch the related videos



<https://www.youtube.com/watch?v=CF2K58sPFcc&t=27s>

Defining Products - An introduction



www.youtube.com/watch?v=zld-wm_fnEc www.youtube.com/watch?v=nPTRzfi11gg&t=39s

Integrated Marketing Campaigns - An introduction



<https://www.youtube.com/watch?v=r-7FoV4XoAaw>

RFID in fashion



<https://www.youtube.com/watch?v=jxCG9MxIoK0&t=44s>

Inventory Management Tips For Wholesale Businesses

Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Describe the importance of building and managing networks with vendors and dealers
2. Explain the significance of establishing trust and confidence with vendors and partners

Unit 6.1: Vendor Management

Unit Objectives

By the end of this unit, the participants will be able to:

1. Identify vendors and ways to connect with them
2. Identify the needs and requirements of specific vendor
3. Identify and elaborate on the process of proper contracting with vendors
4. Discuss the importance of maintaining cordial relationships with vendors by minimising possible risks and losses in vendor relationships

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Hello, everyone! Welcome to today's session on Vendor Management.
- Our goal today is to explore the key aspects of Vendor Management, including sourcing vendors, understanding specific requirements, negotiating for better deals, and contracting with vendors.
- Understanding Vendor Management is crucial in the retail sector because it directly impacts your ability to source quality products, manage costs, and build strong vendor relationships.
- This knowledge will help you excel in your roles within the retail industry.

Do

- Start by presenting an overview of each topic (sourcing, requirements, negotiation, and contracting) using the slides provided.
- Encourage discussions by asking open-ended questions during the presentation.
- Use real-life examples to illustrate key points.
- Facilitate group activities to reinforce learning.

Ask

- What are some examples of vendor relationships you encounter in your daily life?
- Can you think of a situation where effective negotiation with a vendor could have improved an outcome?
- Have you ever encountered challenges in meeting specific product requirements from a vendor? Share your experience.

Elaborate

- Sourcing of Vendors:
 - Help identifying potential vendors.
 - Explain evaluating vendor qualifications.
 - Define conducting market research.
- Understanding Specific Requirements:
 - Defining product/service specifications.
 - Ensure compliance with quality standards.
 - Address unique retail needs.
- Negotiating for a Better Deal:
 - Outline bargaining techniques and strategies.
 - List clear negotiation goals.
 - Sketch the mutually beneficial agreements.
- Contracting with Vendors:
 - Explain drafting and reviewing contracts.
 - Ensure legal and ethical compliance.
 - Define the concept vendor relationships post-contract.

Demonstrate

Demonstrate effective negotiation techniques through a role-play scenario. Show how to reach a win-win solution with a vendor.

Activity

1. **Activity Name:** Vendor Negotiation Simulation
2. **Objective of the activity:** To practice negotiation skills and apply them to real vendor scenarios.
3. **Type of Activity:** Group
4. **Resources:** Case studies, negotiation role-play materials
5. **Time Duration:** 30 minutes
6. **Instructions**
 - Divide participants into pairs.
 - Provide each pair with a different vendor negotiation case study.
 - Each pair will take on the roles of the buyer and the vendor.
 - Encourage them to negotiate and reach an agreement within the allotted time.
 - Afterward, have each pair share their negotiation experience and outcomes with the whole group.
7. **Outcome:** Participants will enhance their negotiation skills and gain practical experience in reaching agreements with vendors through interactive role-play exercises.

Notes for Facilitation

- Foster an inclusive environment and promote active participation.
- Emphasize vendor reliability and diversity to manage risks effectively.
- Advocate for the benefits of long-term vendor relationships.
- Stress the importance of clear communication, preparation, and handling difficult negotiations.
- Highlight the significance of legal counsel in contract drafting and share post-contract management best practices.

Answers to Exercises for PHB

Multiple Choice Questions:

1. d. All of the above
2. a. Negotiating
3. d. All of the above
4. d. All of the above
5. a. Check what the vendor specializes in

Descriptive Questions:

1. Refer UNIT 6.1: Vendor Management
Topic: 6.1.1 Sourcing of Vendors
2. Refer UNIT 6.1: Vendor Management
Topic: 6.1.4 Contracting with Vendors
3. Refer UNIT 6.1: Vendor Management
Topic: 6.1.4 Contracting with Vendors
4. Refer UNIT 6.1: Vendor Management
Topic: 6.1.4 Contracting with Vendors
5. Refer UNIT 6.1: Vendor Management
Topic: 6.1.4 Contracting with Vendors

Scan the QR codes or click on the link to watch the related videos



<https://www.youtube.com/watch?v=Gm-agMsfu0s&t=11s>

Learn English for Retail Salesperson



NSDC
National
Skill Development
Corporation
Transforming the skill landscape

Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Implement overall basic hygiene factors and understand emergency-related procedures at the workplace
2. Develop healthy habits to maintain personal hygiene
3. Dispose of waste safely
4. Explain the process of taking preventive measures to avoid work hazards
5. Elaborate on the process of following standard safety procedure

Unit 7.1: Maintaining Basic Hygiene and Cleanliness

Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the importance of being presentable and well-groomed to service customers of all types
2. Discuss the process of safe disposal of waste at disposal stations
3. Elaborate on the process of wastewater drained off in a designated way
4. Explain the importance of health and sanitation requirements

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Hello everyone! I hope you are all doing well today. Today we will focus on maintaining basic hygiene and cleanliness, which is crucial not only in our personal lives but also in our broader community.
- By the end of this session, you should have a clear understanding of the importance of personal hygiene and how to prevent the creation of unauthorized waste dumps.
- Understanding these topics is not just about staying healthy; it's about contributing to a cleaner and safer environment for everyone.
- What you learn today can make a significant impact on your daily life and the well-being of your community.

Do

- Begin by discussing the importance of personal hygiene, including topics like hand washing, dental care, and grooming.
- Use visual aids and engage participants in a discussion about the impact of personal hygiene on health and well-being.
- Provide practical tips and techniques for maintaining personal hygiene.
- Introduce the topic of waste management and the consequences of unauthorized waste dumping.
- Discuss ways to reduce, reuse, and recycle waste.

Ask

- How often do you think about the cleanliness of your surroundings in your daily routine?
- Can you share an example of a situation where proper personal hygiene made a difference in your life or someone else's?
- Have you ever witnessed or heard about unauthorized waste dumps in your neighborhood? How did it affect your community?

Elaborate

- Personal Hygiene:
 - Outline the importance of personal hygiene for overall health and well-being.
 - Discuss practical tips for maintaining personal hygiene.
 - State how personal hygiene practices impact the community's health.
- Preventing Unauthorized Waste Dumps:
 - Recall the environmental impact of unauthorized waste dumps.
 - State strategies about waste reduction and recycling.
 - Explain waste disposal methods in details.

Demonstrate

Show participants the correct way to wash their hands thoroughly, emphasizing the importance of this simple yet effective practice.

Activity

1. **Activity Name:** Waste Sorting Challenge
2. **Objective of the activity:** To reinforce the importance of responsible waste disposal and recycling.
3. **Type of Activity:** Group
4. **Resources:** Trash bags with assorted waste items, timer
5. **Time Duration:** 30 minutes
6. **Instructions**
 - Divide participants into teams.
 - Provide each team with a trash bag filled with mixed waste items.
 - Set a timer for 20 minutes.
 - Instruct teams to sort the waste into categories (e.g., recyclables, organic, non-recyclables).
 - After the allotted time, discuss the challenges and experiences of the activity.
 - Emphasize the significance of proper waste sorting and disposal.
7. **Outcome:** Participants will gain a practical understanding of responsible waste disposal and recycling through hands-on sorting, fostering a greater awareness of the importance of proper waste management practices in their daily lives.

Notes for Facilitation

- Create a positive and inclusive learning environment.
- Encourage active participation and questions.
- Emphasize the role of personal hygiene in preventing the spread of diseases.
- Highlight local waste disposal regulations and available resources for responsible waste disposal.
- Be prepared to discuss the environmental impact of recycling and proper waste sorting.

Unit 7.2: Workplace Hazards and Precautionary Measures

Unit Objectives

By the end of this unit, the participants will be able to:

1. Identify various workplace hazards
2. Elaborate on the causes of accidents at the workplace and identify measures to prevent such accidents
3. Discuss the ways and means to handle emergencies like fire, robbery, riots etc.
4. Explain the process of mitigating risks to people and property during emergencies

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Good day, everyone! I hope you are all doing well. Today, we are diving into a crucial topic - Workplace Hazards and Precautionary Measures.
- By the end of this session, you will not only understand the importance of workplace safety but also be equipped with the knowledge to keep yourselves and your colleagues safe.
- Our goal today is to explore various workplace hazards, learn precautionary measures to avoid them, and understand specific risks like fire hazards and electrocution.
- You should understand that workplace safety isn't just a legal requirement but also a moral responsibility.

Do

- Begin with a presentation on workplace hazards. Use visuals and real-life examples to engage participants.
- Facilitate a discussion on precautionary measures, focusing on group participation.
- Divide participants into groups. Provide scenario cards with workplace hazards, and have each group discuss how to mitigate the risks presented in their scenario.

Ask

- What are workplace hazards and how are they caused?
- Can you share an example of a situation where precautionary measures were taken to avoid work hazards?

Elaborate

- Various workplace Hazards
- Identify measures to prevent these workplace accidents
- What are different types of Fire hazards and ways to deal with it
- What is electrical hazard and ways to deal with it
- Ways to mitigate risks to people and property during emergencies

Demonstrate

Demonstrate the use of a fire extinguisher and safety harness, highlighting proper techniques. Emphasize on the P.A.S.S. technique (Pull, Aim, Squeeze, Sweep).

Activity

1. **Activity Name:** Hazard Mitigation Scenario
2. **Objective of the activity:** Apply precautionary measures to mitigate workplace hazards.
3. **Type of Activity:** Group
4. **Resources:** Scenario cards, flipchart, markers
5. **Time Duration:** 25 minutes
6. **Instructions**
 - Prepare scenario cards in advance, each depicting a different workplace hazard.
 - Group Formation: Divide the participants into smaller groups, ideally comprising 3-5 members.
 - Distribute one scenario card to each group without revealing the contents to the other groups.
 - Allow the groups ample time, around 15-20 minutes, to read and discuss the scenario on their card.
 - Encourage them to brainstorm and devise a comprehensive mitigation plan to address the specific hazard presented in their scenario.
 - Provide each group with a flipchart and markers. Instruct them to outline their mitigation plan on the flipchart.
 - This should include step-by-step actions, allocation of responsibilities, and any required safety equipment or resources.
 - After the discussion and planning phase, ask each group to present their mitigation plan to the entire class.
 - Allocate a specific time limit for each presentation, ensuring that they cover the key aspects of hazard identification and mitigation.
 - After each presentation, facilitate a discussion to evaluate the effectiveness of the proposed mitigation plans.
7. **Outcome:** The outcome of the Hazard Mitigation Scenario activity is that participants will leave with an enhanced comprehension of how to identify potential workplace hazards and formulate effective strategies for their mitigation.

Notes for Facilitation



- Encourage active participation and questions.
- Foster a safe and non-judgmental learning environment.
- Emphasize the importance of reporting hazards promptly.
- Highlight the significance of regular safety drills.
- Stress the need for continuous safety training and awareness.

Unit 7.3: Standard Safety Procedure

Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the significance of checking and reviewing the storage areas frequently
2. Identify and elaborate on the process of following health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies
3. Demonstrate safe lifting techniques
4. Describe various display safety signs at places for people to be cautious

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Good day, everyone! I hope you are all doing well. Today, we are diving into a crucial topic, 'Standard Safety Procedure.' Safety is everyone's responsibility, and by the end of this session, you will understand why it's vital.
- Our objective today is to grasp the processes and practices related to standard safety procedures in the retail sector.
- In the retail sector, safety isn't just a guideline; it's a way of protecting ourselves, our colleagues, and customers.
- Understanding these procedures can prevent accidents and ensure a safe working environment.

Do

- Can you think of a time when safety procedures saved the day in your daily life?
- Do you know of any common safety hazards in a retail environment?
- Have you ever witnessed or heard of accidents related to material handling? What happened?

Elaborate

- Process of Checking and Reviewing the Storage Areas Frequently:
 - Help identify key areas for regular inspection.
 - Explain the importance of a systematic schedule for inspections.
 - Define monitor compliance with inspection procedures.
 - Outline the checking process through data analysis.

- Housekeeping and Storage Hazards:
 - Identify common housekeeping hazards.
 - Explain the consequences of poor housekeeping.
 - Incorporate housekeeping guidelines into daily routines.
 - Evaluate the workspace for potential hazards regularly.
- Entry and Exit Hazards:
 - Assess entry and exit points for safety risks.
 - Instruct on proper procedures for entering and exiting premises.
 - Conduct drills to practice emergency evacuations.
 - Analyze exit routes for obstruction and accessibility.
 - Document exit hazard assessments and improvements.
- Material Handling Hazards:
 - Train employees in safe material handling practices.
 - Evaluate load weights and sizes before handling.
 - Enforce the use of appropriate handling equipment.
 - Monitor and report any injuries or near-misses related to material handling.
- Hazardous Materials:
 - Identify types of hazardous materials in the workplace.
 - Provide guidelines for the safe storage and handling of these materials.
 - Train learners in emergency response procedures for hazardous spills.
 - Conduct regular inspections of hazardous material storage areas.
 - Maintain up-to-date Material Safety Data Sheets (MSDS) for all hazardous substances.

Demonstrate



Demonstrate the correct procedure for lifting heavy objects safely, emphasizing posture and technique.

Activity



1. **Activity Name:** Safety Inspection Scavenger Hunt
2. **Objective:** To reinforce the importance of standard safety procedures by actively identifying and addressing potential hazards related to storage areas, housekeeping, entry and exit points, material handling, and hazardous materials.
3. **Type of Activity:** Group Activity
4. **Resources:** Safety checklist (prepared in advance by the facilitator), Clipboards or mobile devices for each group, Safety equipment (e.g., gloves, safety glasses) for demonstration purposes, Whiteboard and markers
5. **Time Duration:** 30 minutes
6. **Instructions:**
7. **Introduction (5 minutes):**
 - Provide a brief overview of the key topics covered in the chapter on standard safety procedures.

- Emphasize the importance of actively checking and reviewing storage areas, maintaining housekeeping standards, and identifying and mitigating various hazards.

8. Formation of Inspection Teams (5 minutes): Divide participants into small inspection teams (3-4 members per team).

9. Safety Checklist Distribution (5 minutes):

- Distribute a safety inspection checklist to each team. The checklist should include items related to storage areas, housekeeping, entry and exit points, material handling, and hazardous materials.
- Safety Inspection Scavenger Hunt (10 minutes):
- Instruct each team to conduct a safety inspection based on the provided checklist.
- Teams should actively identify and discuss potential hazards during their inspection.

10. Group Discussion (5 minutes):

- Gather participants for a group discussion on the identified hazards and potential solutions.
- Use the whiteboard to list common hazards and effective safety measures.
- Debrief and Recap (5 minutes):
- Facilitate a debriefing session, summarizing the importance of the safety procedures covered.
- Discuss how regular inspections contribute to a safer work environment.

11. Outcome: Participants will gain practical experience in identifying safety hazards related to storage, housekeeping, entry and exit points, material handling, and hazardous materials. This activity encourages teamwork, active engagement, and a better understanding of the relevance of standard safety procedures in the workplace.

Notes for Facilitation

- Make the class informative yet entertaining
- Give case studies of accidents that arise due to negligence in safety
- Stress the importance of regular safety checks in storage areas.
- Emphasize the need for prompt reporting of safety hazards.
- Highlight the significance of proper handling and storage of hazardous materials.

Answers to Exercises for PHB

Multiple Choice Questions:

1. c. Place competent guards
2. d. All of the above
3. d. All of the above
4. d. None of the above
5. d. All of the above

Descriptive Questions:

1. Refer UNIT 7.1: Maintaining Basic Hygiene and Cleanliness
Topic: 7.1.1 Maintain Personal Hygiene and Grooming
2. Refer UNIT 7.2: Workplace Hazards and Precautionary Measures
Topic: 7.2.1 Various Workplace Hazards
3. Refer UNIT 7.1: Maintaining Basic Hygiene and Cleanliness
Topic: 7.1.2 Preventing the Creation of Unauthorised Waste Dumps
4. Refer UNIT 7.2: Workplace Hazards and Precautionary Measures
Topic: 7.2.2 Precautionary Measures to Avoid Work Hazards
5. Refer UNIT 7.3: Standard Safety Procedure
Topic: 7.3.5 Hazardous Materials

Scan the QR codes or click on the link to watch the related videos



<https://www.youtube.com/watch?v=1umJD13FexA>

Merchandising principles - Health and safety



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Transforming the skill landscape

Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Elaborate on the process of understanding the needs and wants of target customers
2. Illustrate the process of establishing rapport with customers
3. Discuss how to maximize sales opportunities
4. Explain the importance of building strong relationships and network

Unit 8.1: Identifying Target Customers

Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain and identify target customers
2. Elaborate on the process of understanding and assessing target customer needs and desire
3. Elaborate on how to build rapport with customers and express genuine interest in clarifying customer requirements

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Good day, everyone! I hope you are all feeling excited and ready to dive into today's session on "Identifying Target Customers."
- Today, we will explore the critical concept of identifying target customers. By the end of this session, you will understand why this is vital for any business and how to effectively pinpoint your audience.
- Understanding your target customers is like finding the treasure map to success in the retail sector. It's the key to delivering products and services that your customers truly desire, leading to increased satisfaction and profitability.

Do

- Begin by explaining the importance of understanding target customers.
- Share statistics or case studies highlighting the impact of effective targeting in the retail sector.
- Discuss various methods for identifying target customers, such as surveys, market research, and customer personas.
- Engage participants in group discussions or brainstorming sessions to generate ideas on how to identify target customers for a hypothetical retail business.

Ask



- Have you ever been in a situation where a product or service didn't seem to fit your needs or preferences? How did that make you feel?
- Can you think of a well-known brand that seems to know exactly who their customers are? What makes you think so?
- Think about your favorite store or restaurant. What keeps you coming back? Is it the product, the service, or something else?

Elaborate



- Explain target customers and why they matter.
- Outline the methods for identifying target customers.
- Define customer personas and its concept for better understanding.
- Explain the role of market segmentation.

Demonstrate



Demonstrate how to create a simple customer persona using a hypothetical retail business as an example. Show how to gather information and build a profile.

Activity



1. **Activity Name:** Customer Persona Creation
2. **Objective of the activity:** To practice identifying target customers and creating customer personas.
3. **Type of Activity:** Group
4. **Resources:** Handouts with case studies, sticky notes, markers
5. **Time Duration:** 30 minutes
6. **Instructions**
 - Divide participants into small groups.
 - Provide each group with a case study of a retail business.
 - Ask them to identify the target customers for that business and create a customer persona.
 - Use sticky notes to jot down characteristics, preferences, and behaviors of the target customer.
 - Present their personas to the whole group.
7. **Outcome:** Participants will practice identifying target customers and gain hands-on experience in creating customer personas.

Notes for Facilitation

- Ensure that everyone has an opportunity to contribute.
- Emphasize the significance of regularly updating customer personas as market dynamics change.
- Discuss the ethical considerations when collecting and using customer data.
- Highlight the importance of empathy in understanding customer needs and preferences.

Unit 8.2: Sales Opportunities

Unit Objectives

By the end of this unit, the participants will be able to:

1. Develop strategies to maximize sales opportunities by use of add-on and complementary sales techniques
2. Elaborate on the process of building relationships with customers
3. Plan and implement sales presentations
4. Explain how to handle customer grievance

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Welcome, everyone! Let's dive into the world of maximizing sales opportunities with you today.
- In this session, we will explore how to make the most of sales opportunities. By the end, you will be equipped with techniques to boost sales, build strong customer relationships, and handle grievances effectively.
- Understanding these concepts is crucial because they will help you increase your sales, create loyal customers, and resolve any issues that may arise.

Do

- Share real-world examples of add-on and complementary sales techniques. Encourage participants to brainstorm ideas and practice them in pairs.
- Discuss the importance of building customer relationships. Conduct role-play scenarios to demonstrate effective communication.
- Provide tips for planning and implementing sales presentations. Show a sample presentation and ask participants to critique it in small groups.
- Explore different loyalty program models and how they benefit both customers and businesses. Ask participants to design their own loyalty programs

Ask

- How often have you been persuaded to buy something extra when making a purchase? What made you say yes?
- Have you ever referred a friend or family member to a business because you had a great experience? What was it about that experience that made you recommend it?
- Can you recall a time when a salesperson presented a product or service to you in a way that left a lasting impression? What did they do differently?

Elaborate

- Describe maximizing sales opportunities
- Explain why strong customer relationships are required
- Outline the process of planning and implementing sales presentations
- Define Customer Loyalty Programs
- Recall Grievance Handling
- Feedback collection and implementation

Demonstrate

For “Maximizing Sales Opportunities” section, demonstrate the technique of cross-selling by showcasing two complementary products and explaining how they can enhance the customer’s experience.

Activity

1. **Activity Name:** Loyalty Program Design
2. **Objective of the activity:** To practice identifying target customers and creating customer personas.
3. **Type of Activity:** Group
4. **Resources:** Flipchart, markers, sticky notes
5. **Time Duration:** 25 minutes
6. **Instructions**
 - Divide participants into small groups.
 - Each group must create a customer loyalty program for a fictional business. Consider the rewards, tiers, and incentives.
 - Use the flipchart and sticky notes to outline your program.
 - Present your program to the class, explaining why it would be effective.
 - Discuss and critique each program, focusing on what makes them appealing to customers.
7. **Outcome:** Participants will gain practical experience in designing customer loyalty programs and understand their value in retaining customers.

Notes for Facilitation

- For grievance handling, emphasize empathy and active listening.
- Highlight the importance of promptly addressing customer concerns.
- During feedback collection, stress the significance of constructive feedback and its impact on improvement.

Answers to Exercises for PHB

Multiple Choice Questions:

1. a. Target customers
2. a. Referrals
3. d. All of the above
4. d. All of the above
5. d. All of the above

Descriptive Questions:

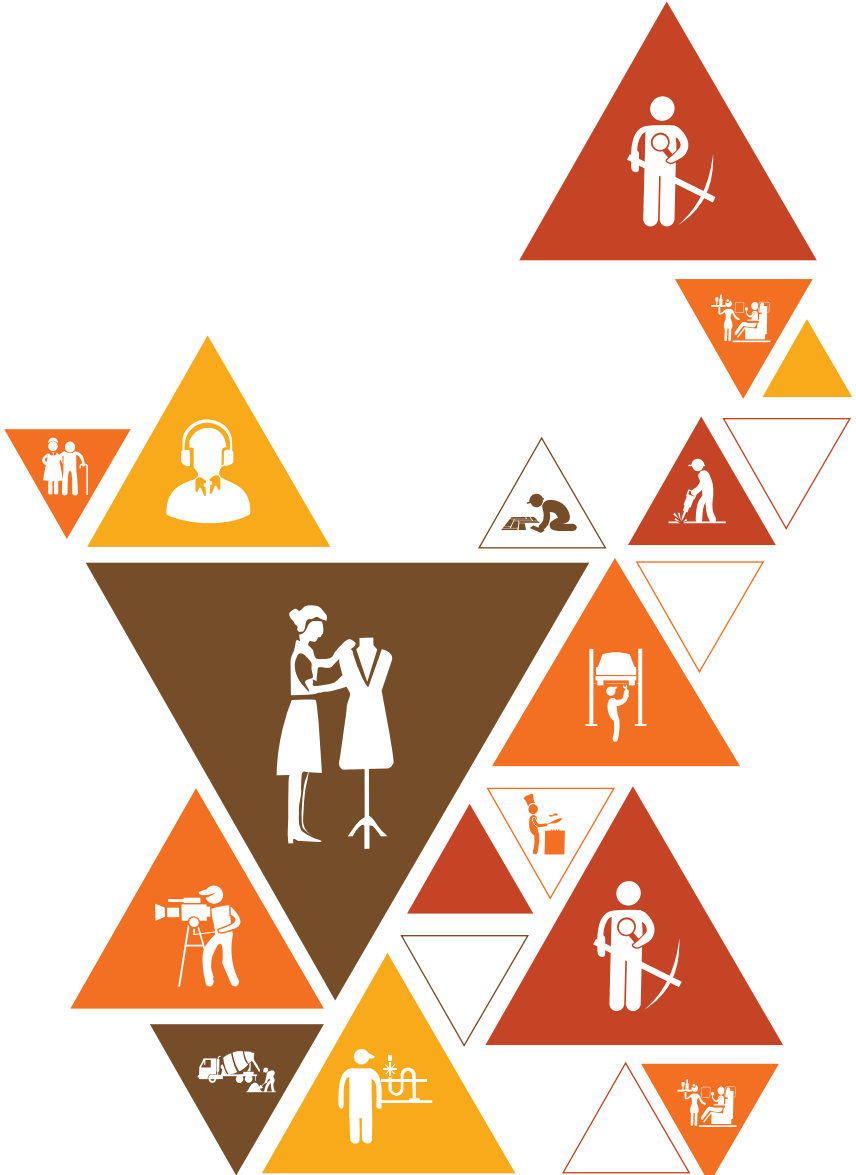
1. Refer UNIT 8.2: Sales Opportunities
Topic: 8.2.3 Process of Planning and Implementing Sales Presentations
2. Refer UNIT 8.1: Identifying Target Customers
Topic: 8.1.2 Possible Options to Satisfy Customer Needs
3. Refer UNIT 8.2: Sales Opportunities
Topic: 8.2.1 Maximise Sales Opportunities by Use of Add-on and Complementary Sales Techniques
4. Refer UNIT 8.2: Sales Opportunities
Topic: 8.2.2 Building Relationships with Customers to Generate Referrals
5. Refer UNIT 8.1: Identifying Target Customers
Topic: 8.1.2 Possible Options to Satisfy Customer Needs

Scan the QR codes or click on the link to watch the related videos



<https://www.bakercommunications.com/sales-training-videos.htm>

Sales training videos

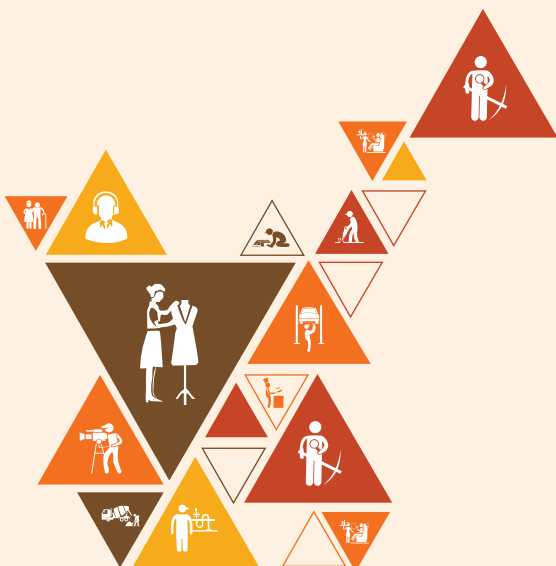




9. Creativity and Innovation in Business

Unit 9.1 - Creativity, Innovation for Sustenance, and Business Growth

Unit 9.2 - Self-Development and Business Growth



RAS/N0208

Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Display creativity and innovation for sustenance and business growth
2. Elaborate on the process of self-motivation to enhance and grow the business

Unit 9.1: Creativity, Innovation for Sustenance, and Business Growth

Unit Objectives

By the end of this unit, the participants will be able to:

1. Identify opportunities and create solutions to face uncertainties
2. Elaborate on how to expand business in other fields/lines of business as desired
3. Discuss innovation and improvisation to pick up performance

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Hello, everyone! Welcome to today's session on "Creativity, Innovation for Sustenance, and Business Growth."
- Today, we will explore into two critical aspects of business growth: identifying opportunities and expanding into new lines of business.
- By the end of this session, you will understand why these topics are crucial for our retail sector and how they can drive innovation and sustainability.
- In our ever-evolving industry, staying stagnant is not an option. To thrive, we must continuously seek new opportunities and be open to innovative ideas.
- By understanding and applying these concepts, you will be better equipped to contribute to our business's growth and success.

Do

- Start the session with a brief presentation on the importance of creativity, innovation, and their role in sustaining and growing a business.
- Conduct an interactive brainstorming session where participants identify potential opportunities in the retail sector. Encourage them to think outside the box.
- Discuss strategies and best practices for expanding a retail business into new lines or fields.
- Engage participants in group discussions to analyze case studies related to successful business expansions in the retail industry.

Ask

- What recent innovations or changes in the retail sector have caught your attention?
- Can you share an example of a business that successfully expanded into new areas and how it affected their overall growth?
- Have you ever encountered a situation where identifying an opportunity led to a positive outcome? Please share your experience.

Elaborate

- Identifying Opportunities
 - Explain market trends
 - State the benefits of customer needs and preferences
 - Outline the concept of competitors and emerging technologies
- Expansion of Business in Other Fields/Lines of Business
 - Explain the diversification strategies
 - Define assessment and mitigation
 - Discuss about integration of new business lines

Demonstrate

Demonstrate how to conduct market research to identify opportunities. Show participants how to gather data and analyze it to make informed decisions.

Activity

1. **Activity Name:** Market Opportunity Hunt
2. **Objective of the activity:** To apply the concept of identifying opportunities in the retail sector.
3. **Type of Activity:** Group
4. **Resources:** Flipchart, markers, sticky notes, laptops for research.
5. **Time Duration:** 30 minutes
6. **Instructions**
 - Divide participants into small groups.
 - Each group selects a retail sub-sector (e.g., fashion, electronics).
 - Groups research and identify potential market opportunities within their chosen sub-sector.
 - Create a visual presentation on a flipchart to showcase the identified opportunities.
 - Present findings to the whole class.
7. **Outcome:** Participants gain practical experience in identifying opportunities within specific retail niches.

Notes for Facilitation

- Encourage active participation and open discussion.
- Ensure everyone has an opportunity to share their insights.
- Emphasize the importance of adaptability in the retail sector.
- Discuss real-life examples of businesses that successfully implemented innovative ideas.
- Highlight the significance of risk management when expanding into new business lines.

Unit 9.2: Self-Development and Business Growth

Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the drive of self-development through the use of available media
2. Illustrate the process of identifying and gaining certifications in a related line of business

Resources to be Used

Whiteboard and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- Hello everyone, Let us explore the world of self-development and business growth with you today!
- Our objective is to explore how innovation, self-development through media, and relevant certifications can enhance your performance and business growth.
- Understanding these concepts will empower you to adapt, learn, and grow in a rapidly changing business environment.

Do

- Start with a brief overview of the topics to be covered.
- Engage participants through interactive discussions.
- Use real-life examples to illustrate key concepts.
- Encourage participants to share their experiences.

Ask

- Can you think of a recent innovation in the retail sector that caught your attention?
- How have you used media (online courses, videos, podcasts) to enhance your skills or knowledge?
- Have you ever considered pursuing a certification in a related field? Why or why not?

Elaborate

- Innovating and Improvising to Pick up Performance
 - Define the importance and concept of innovation in retail
 - Talk about strategies for improvising performance
 - Discuss the case studies of successful innovations
- Drive Self-development through Available Media
 - Explain the types of media for self-development
 - Discuss about how to leverage online resources
 - State the benefits of building a personal learning plan
- Certifications in a Related Line of Business
 - Explain the benefits of certifications
 - Ensure the learners come in terms with recognized certifications in retail

Demonstrate

Demonstrate the process of researching and enrolling in an online course related to retail to show how to drive self-development through available media.

Activity

1. **Activity Name:** Innovation Brainstorm
2. **Objective of the activity:** To foster innovative thinking and problem-solving.
3. **Type of Activity:** Group
4. **Resources:** Whiteboard, markers, and brainstorming sheets.
5. **Time Duration:** 30 minutes
6. **Instructions**
 - Form groups of 4-5 participants.
 - Present a retail-related challenge.
 - Each group brainstorms innovative solutions.
 - Groups present their ideas.
 - Discuss the feasibility and potential impact of each idea.
7. **Outcome:** Participants will develop innovative problem-solving skills.

Notes for Facilitation

- Maintain a positive and open atmosphere.
- Emphasize the importance of continuous learning in the retail sector.
- Share personal stories or examples related to self-development.
- Highlight the value of certifications in career progression in retail. Highlight the significance of risk management when expanding into new business lines.

Answers to Exercises for PHB

Multiple Choice Questions:

1. d. All of the above
2. d. All of the above
3. d. All of the above
4. a. business development
5. a. qualities

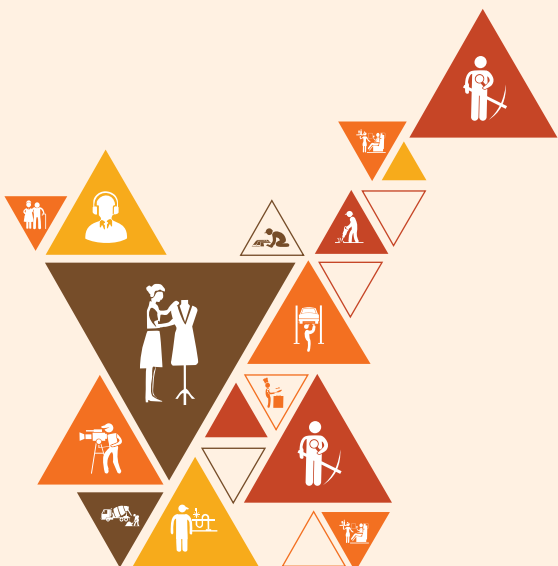
Descriptive Questions:

1. Refer UNIT 9.1: Creativity, Innovation for Sustenance, and Business Growth
Topic: 9.1.1 Identifying Opportunities
2. Refer UNIT 9.2: Self-Development and Business Growth
Topic: 9.2.2 Drive Self-development through Available Media
3. Refer UNIT 9.1: Creativity, Innovation for Sustenance, and Business Growth
Topic: 9.1.2 Expansion of Business in Other Fields/lines of Business
4. Refer UNIT 9.2: Self-Development and Business Growth
Topic: 9.2.1 Innovating and Improvising to Pick up Performance
5. Refer UNIT 9.2: Self-Development and Business Growth
Topic: 9.2.2 Drive Self-development through Available Media



10. Use Social Media to Market Products and Services

Unit 10.1 - Maximize Impact Through Social Media



RAS/N0230

Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Explain the principles of using social media for marketing, branding, and customer communication
2. Use multiple social media and online platforms to create marketing campaign to promote brand, products, and services

Unit 10.1 Maximize Impact Through Social Media

Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the importance of knowing the target customer base
2. Explain purposes for use of social media and online platforms for marketing products and services
3. Discuss the social media guidelines, policies and procedures required to be followed with respect to:
 - Promotional content
 - Providing service to customer
 - Resolving customer complaints and privacy
4. Discuss the policies and procedures that need to be followed for publishing images and any content of others
5. Describe the characteristics of amenable and appealing content on different social media platforms.
6. Explain the functions of different social media platforms and how to:
 - Upload different types of files (pdf, images, videos etc)
 - Insert formatted text
 - Monitor activities and comments of prospects/ customers
 - Use alerts and respond to alerts
 - Responding to comments of customers
7. Explain the principles of positive and professional online communications that can lead to effective customer communication
8. Discuss the approaches to be used when dealing with negativity, complaints, and conflicts on social media

Resources to be Used

- Whiteboard and markers, projector and screen for visual aids, flipcharts, participant handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.

Say

- “Hello everyone! Today, we’ll explore the role of social media in modern marketing and its impact on business growth.
- By the end of this session, you’ll understand how social media drives business success.
- We’ll cover key topics like targeting customer demographics, best practices for campaigns, legal and ethical considerations, and managing online communication to maintain a positive brand image.
- This knowledge will help you enhance your marketing skills and create a strong online presence.”

Do



- Begin by introducing the concept of a social media strategy sprint and its importance.
- Use visuals to explain how it helps plan effective campaigns.
- Discuss key components of a successful strategy.
- Provide practical tips for content creation, engagement, and analytics.
- Emphasize the need to monitor trends and adjust strategies.

Activity



1. Activity Name: Social Media Strategy Sprint
2. Objective of the activity: To understand and apply effective social media strategies for product and service marketing.
3. Type of Activity: Group
4. Resources: Laptops or smartphones, flipcharts, markers, sticky notes.
5. Time Duration: 10-15 minutes
6. Instructions
 - Divide participants into small groups.
 - Each group selects a product or service to market (can be real or fictional).
 - Research effective social media platforms and strategies (e.g., Instagram ads, TikTok influencers).
 - Create a social media marketing plan, outlining key strategies, platforms, and target audience.
 - Present the plan briefly to the class.
7. Outcome: Participants gain hands-on experience in crafting social media strategies and targeting the right audience for their products and services.

Notes for Facilitation



- Encourage all group members to participate actively in brainstorming and planning.
- Emphasize the importance of selecting appropriate social media platforms based on the target audience.
- Highlight creativity and clarity in presenting the marketing strategies.
- Discuss the ethical use of social media for customer engagement and data collection.

Explain



- Explain the following topics-
 - o Importance of social media in modern business
 - o Cost- effectiveness
 - o Identifying target customer base on social media
 - o Strategies for using social media to market products and services
 - o Content creation and curation
 - o Influencer partnerships

- o Case studies of successful social media marketing campaigns
- o Guidelines, policies, and procedures for social media marketing
- o Company policies on social media usage by employees

Ask

- Why is social media important for modern businesses?
- How does social media marketing contribute to cost-effectiveness?
- What are the guidelines for social media marketing?
- How do influencer partnerships help in social media marketing?

Notes for Facilitation

- Examine participants about their expectations from this program.
- Inquire about participants if they have any doubts. Then, encourage them to ask questions.
- Answer their queries.

Elaborate

- Elaborate the following topics:
 - o Copyright images and other intellectual property
 - o Using images, videos, and music legally on social platforms
 - o Licensing agreements
 - o Importance of positive and professional online communication
 - o The role of professionalism in building trust online
 - o Guidelines for positive interactions with followers and customers
 - o Dealing with negative comments or criticism in a professional manner
 - o Handling feedback on social media
 - o Best practices for responding to feedback

Ask

- Why is positive and professional online communication important?
- How does professionalism contribute to building trust online?
- What are best practices for responding to feedback on social media?
- What are guidelines for positive interactions with followers and customers?

Notes for Facilitation

- Examine participants about their expectations from this program.
- Inquire about participants if they have any doubts. Then, encourage them to ask questions.
- Answer their queries.

Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

Scan the QR codes or click on the link to watch the related videos



<https://www.youtube.com/watch?v=S0k7LlpxPGc>

Copyright Images and Other Intellectual Property



<https://www.youtube.com/watch?v=xvZHNwBHirQ>

Importance of Social Media in Modern Business



<https://www.youtube.com/watch?v=4dcVQO0vcsA>



NSDC
National
Skill Development
Corporation
Transforming the skill landscape

Employability Skills is available at the following location



<https://www.skillindiadigital.gov.in/content/list>

Employability Skills

Annexure I

Training Delivery Plan

Training Delivery Plan			
Program Name:	Direct Seller		
Qualification Pack Name & Ref. ID	Direct Seller, RAS/Q0201		
Version No.	4.0	Version Update Date	30/04/2024
Pre-requisites to Training (if any)	NA		
Training Outcomes	<p>By the end of this program, the participants will be able to:</p> <ol style="list-style-type: none"> 1. Get licenses, follow legal policies and procedures to start/run business 2. Perform basic accounting practices 3. Continuously update self on new products/services offered by business 4. Conduct daily business operations 5. Build relationship with vendors/dealers to ensure smooth business operations and increase sales 6. Meet health and safety requirements at place of work 7. Manage customer needs effectively through need identification and strong customer relationship 8. Demonstrate/show creativity, newness/Innovation and enthusiasm to grow business 9. Use Social Media to Market Products and Services 10. Employability skills 		

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
1	Introduction to Retail	Introduction to Retail	<ul style="list-style-type: none"> • State the meaning of retail. • Identify the difference between the traditional and modern retail sector. • Identify the traditional forms of retailing in India. • Explain the features of various retail formats. • Identify the departments and functions in a modern retailing operation. • Describe the components involved in the retail supply chain 	Bridge Module (Additional learning)	Self-study	Participants Handbook	0 Theory 00: 00 Practical 00: 00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Traditional and Modern Retail in India	<ul style="list-style-type: none"> Differentiate between the traditional and modern retail sectors. Describe the traditional retail scene in India Describe the emerging modern forms of retailing in India List the departments and functions in a modern retailing operation. Outline the structure of and roles in a front-end store operation. Describe the role of Individual Sales professional 		Additional Learning	Additional Learning	0 Theory 00:00 Practical 00:00
		Retail Formats	<ul style="list-style-type: none"> Illustrate the different retail formats Summarizes the key features of retail formats Elaborate on the departments and functions in a modern retailing operation 				
		Retail Supply Chain	<ul style="list-style-type: none"> State the meaning of supply and retail supply chain. Identify the elements of a typical supply chain. List the features of a supply chain. Identify the factors that influence supply chain management 		Additional Learning	Additional Learning	0 Theory 00:00 Practical 00:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
2	Preliminary Preparation to Start a Business	Business Legal Compliance	<ul style="list-style-type: none"> State the legal requirements in various stages of a business structure. Describe the policies and procedures that have a bearing on the particular business process. Discuss legal formalities applicable for the particular business. Explain the processes related to legal compliance requirements involved in the business. Explain the impact of local authorities on the business. Discuss on the ways of building and maintaining business relationships with key persons. Describe on the process of seeking the required legal and accounting expertise for the Business Structure. Describe the relevant rules and legislative policies for a particular business structure. 	RAS/N0201 PC1, PC2, PC3, PC4, PC7, PC8, PC9, KU1, KU2, KU3, KU4	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Product Assortment comprising non-food items such as clothes, toys/ladies ornaments/ plastic containers/ handicraft items, dummy Flowers or any other utility items/ consumer goods, Registration copy, Challan Copy, Cart (Thela)/Table/ Chair/ Stall, Straw basket (Tokri), Hangers, Umbrella/Tent, Racks/ Stand, Weighing scale/ Handscale, Ground cover/Plastic sheet (tarp), Crate, Carry Bags, Cash Box, Placards/ Signages, Calculator,	8 Theory 04:00 Practical 04:00
		Business Startup Essentials	<ul style="list-style-type: none"> Explain the process of securing the information on purchase rights. Discuss on the process of determining brand ownership and protection rights. List the hazards and risks involved in the business. Identify local corporations/authorities that have a bearing on the particular business process. 		RAS/N0201 PC2, PC5, PC6, PC7, PC8, PC9, PC10, PC11, PC12, PC15, KU2, KU3, KU4		6 Theory 03:00 Practical 03:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
			<ul style="list-style-type: none"> Demonstrate how to build and maintain relationships with the key persons to ensure smooth functioning of business. Illustrate the process of getting permissions and compliances as per legal requirements Roleplay a situation of completing business registration and other legal formalities. Identify & examine legal options for the most suitable type of business structure. 			Sample visiting card Pre-printed bill book, Company Brochure, Product Catalogue/ Product Detailer	
		Seeking legal and accounting expertise and handling various hazards and risks involved in business.	<ul style="list-style-type: none"> Demonstrate the ways to seek legal and accounting expertise as required to inform final decision regarding business structure. Identify and describe policies and procedures that have a bearing on the business. Identify and describe the relevant rules and legislative policies. Follow the rules and policies for smooth functioning of business. Demonstrate on preparing a report to describe the concept of minimizing losses and maximizing gains. Demonstrate on the process of establishing the cost of procurement rights to products and services (if applicable). Demonstrate ways to handle various equipment and hazardous materials involved in the business. 	RAS/N0201 PC2, PC6, PC7, PC8, PC9, PC10, PC12, PC14, KU2, KU3, KU4, KU5			6 Theory 03:00 Practical 03:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
3	Planning the Finances for the Business	Under-standing Financial Account-ing	<ul style="list-style-type: none"> Explain the elements of basic financial accounting List the basic accounting tasks 	RAS/N0202 PC7, PC8, KU1, KU3	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discus-sion	Product Assortment comprising non-food items such as clothes, toys/ladies ornaments/ plastic containers/ handicraft items, dummy Flowers or any other util-ity items/ consumer goods, Registra-tion copy, Challan Copy, Cart (Thela)/Ta-ble/ Chair/ Stall, Straw basket (Tokri), Hangers, Umbrel-la/Tent, Racks/ Stand, Weighing scale/ Handscale, Ground cover/Plas-tic sheet (tarp), Crate, Carry Bags, Cash Box, Placards/ Signages, Calculator,	8 Theory 02:00 Practical 06:00
		Financial Reporting and Per-formance	<ul style="list-style-type: none"> List the reports that need to be maintained Prepare budget to help better planning and management of finances Describe sources of profits and causes of losses Describe the process to control budget through monitoring of various financial elements such as an income vis-a-vis expenditure, profit vis-a-vis loss etc. and correct deviations 	RAS/N0202 PC5, PC6, PC10, KU4			7 Theory 03:00 Practical 04:00
		Account-ing Funda-mentals	<ul style="list-style-type: none"> Discuss the importance of error free accounting. Explain the principles of accounting that is applied in day-to-day operations of the business 	RAS/N0202 KU1			7 Theory 03:00 Practical 04:00
		Accounting Legalities and Math Essentials	<ul style="list-style-type: none"> Plan, monitor and record the cash flow Explain the legal implications of erroneous accounting. Discuss the need for basic mathematical skills in day-to-day accounting operations. 	RAS/N0202 PC2, KU2, KU3			7 Theory 03:00 Practical 04:00
		Funding and Cash Flow Es-sentials	<ul style="list-style-type: none"> Assess and identify source of funding and what is needed to secure that funding. Demonstrate the process to plan, monitor and record the cash flow. 	RAS/N0202 PC1, PC2			7 Theory 03:00 Practical 04:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Banking, Accounting, and Reporting	<ul style="list-style-type: none"> Dramatize the complete process of opening a bank account. Demonstrate the process of conducting basic accounting tasks and maintaining required reports. Show how to create and maintain reports by categorizing sources of profits and causes of losses. 	RAS/N0202 PC3, PC8, PC9, PC10, KU3		Sample visiting card Pre-printed bill book, Company Brochure, Product Catalogue/ Product Detailer	7 Theory 03:00 Practical 04:00
		Spotting and Preventing Fraudulent Monetary Transactions	<ul style="list-style-type: none"> Roleplay a scenario to identify possible fraudulent activities related to monetary transactions. Dramatize a situation on implementing security procedures and checks to prevent monetary losses due to fraudulent activities. 	RAS/N0202 PC11, PC12			7 Theory 03:00 Practical 04:00
4	Acquiring Market Awareness	Market Trends and Business Progression	<ul style="list-style-type: none"> Explain the importance of market trends and its relation to progression of the business. 	RAS/N0203 PC2, PC3, KU1, KU2	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Product Assortment comprising non-food items such as clothes, toys/ladies ornaments/ plastic containers/ handicraft items, dummy Flowers or any other utility items/ consumer goods, Registration copy, Challan Copy, Cart (Thela)/Table/ Chair/ Stall, Straw basket (Tokri), Hangers,	8 Theory 04:00 Practical 04:00
		Up-Selling, Cross-Selling, and Expansion	<ul style="list-style-type: none"> Explain the concept of up-selling, cross-selling, and need for expansion of business. 	RAS/N0203 PC3, KU2			8 Theory 04:00 Practical 04:00
		Sourcing and Processing Product and Service Data	<ul style="list-style-type: none"> Explain the concept of sourcing and processing product and service data relevant to business. Discuss new technologies that can improve efficiencies and reduce risks. 	RAS/N0203 PC4, PC9, KU1, KU2, KU3			8 Theory 04:00 Practical 04:00
		Keeping Business Equipment Running Smoothly	<ul style="list-style-type: none"> Explain the preventive measures and maintenance required for equipment Identify the products/ services involved in the business. 	RAS/N0203 PC8, KU3			8 Theory 04:00 Practical 04:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Com- petitive Market Analysis	<ul style="list-style-type: none"> Demonstrate on how to perform market analysis for the products and services offered by the competition. Dramatize a situation on conducting market analysis based on the market trend with respect to sales patterns. 	RAS/N0203 PC2, PC6		Umbrel- la/Tent, Racks/ Stand, Weighing scale/ Handscale, Ground cover/Plas- tic sheet (tarp), Crate, Carry Bags, Cash Box, Placards/ Signages, Calculator, Sample vis- iting card Pre-printed bill book, Company Brochure, Product Catalogue/ Product Detailer	8 Theory 03:00 Practical 05:00
		Data-Driv- en Market Analysis	<ul style="list-style-type: none"> Maintain accurate and current details of products and services in product database Demonstrate how to perform market analysis for the products and services offered by the competition. 	RAS/N0203 PC2, PC5, PC6, PC9, KU2, KU3			8 Theory 03:00 Practical 05:00
		Under- standing Competi- tion and Trends	<ul style="list-style-type: none"> Demonstrate on how to perform market analysis for the products and services offered by the competition. Dramatize a situation on conducting market analysis based on the market trend with respect to sales patterns. 	RAS/N0203 PC2, PC6, PC7, KU1			7 Theory 03:00 Practical 04:00
5	Aspects of Marketing	Target Mapping, Customer Needs, and As- sortment Optimiza- tion	<ul style="list-style-type: none"> Explain the process of mapping the target and identification of customer need. Illustrate the buying patterns and the process of modifying the assortments according to the observed trends. Identify trend setters in the specific business. 	RAS/N0204 PC1, PC2, KU2, KU4	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Product Assortment comprising non-food items such as clothes, toys/ladies ornam- ents/plastic containers/ handicraft items, dummy Flowers or any other utility items/ consumer goods, Regist- ration copy, Challan Copy,	8 Theory 04:00 Practical 04:00
		Seasonal Promo- tions Planning	<ul style="list-style-type: none"> Discuss possible seasonal effects on particular business. State the importance of selecting appropriate medium of promotions. Explain the process of planning budgetary requirements for the promotional programs. 	RAS/N0204 PC2, PC5, PC6, PC7, KU2, KU3, KU4			8 Theory 04:00 Practical 04:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Promotional Effectiveness, Inventory Protection, and Business Growth	<ul style="list-style-type: none"> Explain the process of tracking and monitoring the effectiveness of the promotional programs. Discuss the process to prevent inventory loss Define targets to achieve business gains. 	RAS/N0204 PC4, PC5, PC6, PC8, PC12, PC14, KU4, KU5		Cart (Thela)/ Table/ Chair/ Stall, Straw basket (Tokri), Hangers, Umbrella/ Tent, Racks/ Stand, Weighing scale/ Handscale, Ground cover/ Plastic sheet (tarp), Crate, Carry Bags, Cash Box, Placards/ Signages, Calculator, Sample visiting card Pre-printed bill book, Company Brochure, Product Catalogue/ Product Detailer	8 Theory 04:00 Practical 04:00
		Set Targets, Monitor Stocks, and Know Your Audience	<ul style="list-style-type: none"> Discuss on the targets to achieve business gains. Describe the importance of monitoring stock levels and maintaining them at the required levels. Demonstrate how to identify target audience profile/market. 	RAS/N0204 PC1, PC14, KU4			8 Theory 04:00 Practical 04:00
		Optimizing Assortments and Promotions	<ul style="list-style-type: none"> Illustrate how to identify buying patterns of customers to define assortments and modify them as per trends observed. Roleplay a scenario on conducting a market study to identify products being offered by competitors/other players in the locality. Identify and select the right medium of promotions. Demonstrate the process of organizing resources depending upon the marketing medium. 	RAS/N0204 PC2, KU4			8 Theory 03:00 Practical 05:00
		Promotional Program Planning and Budgeting	<ul style="list-style-type: none"> Show how to plan budget requirements for the promotional programs by tracking and monitoring the effectiveness of the promotional program. Assess inventory/procuring capacity as per costs involved. Assess operational costs and calculate projected break-even point. 	RAS/N0204 PC7, PC9, PC10, KU5			8 Theory 03:00 Practical 05:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Inventory Loss Prevention and Contingency Planning	<ul style="list-style-type: none"> Demonstrate the steps in preventing inventory losses. Roleplay a scenario of Monitoring stock levels and maintain them at required levels. Illustrate the process of planning for contingencies. 	RAS/N0204 PC11, PC12, PC19, KU4			7 Theory 03:00 Practical 04:00
6	Under-standing Business Relations	Vendor Connection Strategies	<ul style="list-style-type: none"> Discuss various ways to connect with vendors. Explain the importance of identifying the needs and requirements of specific vendors. 	RAS/N0205 PC4, PC5, PC6, KU1, KU2	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Product Assortment comprising non-food items such as clothes, toys/ladies ornaments/plastic containers/handicraft items, dummy Flowers or any other utility items/consumer goods, Registration copy, Challan Copy, Cart (Thela)/Table/ Chair/ Stall, Straw basket (Tokri), Hangers, Umbrella/Tent, Racks/ Stand, Weighing scale/ Handscale, Ground cover/Plastic sheet (tarp), Crate, Carry Bags, Cash Box,	7 Theory 03:00 Practical 04:00
		Vendor Contracting Best Practices	<ul style="list-style-type: none"> Describe the steps involved in the process of proper contracting with vendors. 	RAS/N0205 PC8, KU1			8 Theory 03:00 Practical 05:00
		Vendor Relationship Risk Mitigation	<ul style="list-style-type: none"> Discuss the importance of maintaining cordial relationships with vendors by minimizing possible risks and losses in vendor relationships. 	RAS/N0205 PC9, PC10, KU1			8 Theory 03:00 Practical 05:00
		Communicating Effectively with Vendors in Local Language	<ul style="list-style-type: none"> Roleplay a scenario of communicating clearly in the required local language if needed with the vendors. Identify where to get help and information from. 	RAS/N0205 PC1, PC4, KU1, KU2			8 Theory 04:00 Practical 04:00
		Vendor Requirements: From Understanding to Collaboration	<ul style="list-style-type: none"> Identify appropriate ways to understand what is required from specific vendors Dramatize a situation of expressing the needs clearly and get into workable relationship with the vendor. 	RAS/N0205 PC5, PC6, KU1			8 Theory 04:00 Practical 04:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Negotiating with Vendors	<ul style="list-style-type: none"> • Roleplay a situation on negotiating with vendors for better deal. • Demonstrate various ways to minimize possible risks and losses in vendor relationships. 	RAS/N0205 PC7, PC9, KU1		Placards/ Signages, Calculator, Sample visiting card Pre-printed bill book, Company Brochure, Product Catalogue/ Product Detailer	8 Theory 04:00 Practical 04:00
		Practices for Cordial Relationships	<ul style="list-style-type: none"> • Follow best practices and maintain cordial relationships. 	RAS/N0205 PC5, PC6, PC7, PC10, KU1, KU2			8 Theory 04:00 Practical 04:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
7	Importance of Personal Hygiene while Doing Business	Workplace Safety, Hygiene, and Customer Service	<ul style="list-style-type: none"> Explain the importance of being presentable and well-groomed to service customers of all types. Discuss the process of safe disposal of waste at disposal stations. Elaborate on the process of wastewater drained off in a designated way. Explain the importance of health and sanitation requirements. Elaborate on the causes of accidents at the workplace and identify measures to prevent such accidents. 	RAS/N0206 PC3, PC15, PC16, KU3, KU4	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Product Assortment comprising non-food items such as clothes, toys/ladies ornaments/plastic containers/hand-icraft items, dummy Flowers or any other utility items/ consumer goods, Registration copy, Challan Copy, Cart (Thela)/ Table/ Chair/ Stall, Straw basket (Tokri), Hangers, Umbrella/ Tent, Racks/ Stand, Weighing scale/ Handscale,	7 Theory 04:00 Practical 03:00
		Emergency Preparedness and Safety	<ul style="list-style-type: none"> Discuss the ways and means to handle emergencies like fire, robbery, riots etc. Explain the process of mitigating risks to people and property during emergencies. Explain the significance of checking and reviewing the storage areas frequently. Describe various display safety signs at places for people to be cautious. Demonstrate standard appearance of being presentable and well-groomed to service customers of all types. 	RAS/N0206 PC3, PC12, PC13, PC22, PC25, KU2, KU3			7 Theory 04:00 Practical 03:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Safety and Hygiene	<ul style="list-style-type: none"> Dramatize a situation to maintain good Housekeeping and self-hygiene. Demonstrate on the process of disposing of the waste safely in government approved disposal stations. Dramatize on how to handle emergency situations like fire, robbery, riots etc. Demonstrate right ways and means to mitigate risks to people and property during emergencies. Roleplay a scenario on adopting measures to prevent accidents at the workplace by understanding the causes. 	RAS/N0206 PC1, PC7, PC10, PC12, PC13, PC20, KU2, KU3		Ground cover/ Plastic sheet (tarp), Crate, Carry Bags, Cash Box, Placards/ Signages, Calculator, Sample visiting card Pre-printed bill book, Company Brochure, Product Catalogue/ Product Detailer	6 Theory 04:00 Practical 02:00
		Safe Stacking, Lifting, and Storage	<ul style="list-style-type: none"> Roleplay a situation of Stacking items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas. Follow health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies. Identify and Display safety signs at places where necessary for people to be cautious. Adhere to safety standards and ensure no material damage. 	RAS/N0206 PC23, PC24, PC25, PC26, KU3, KU4			5 Theory 03:00 Practical 02:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
8	Customer is the King	Identifying and Understanding Your Target Customer	<ul style="list-style-type: none"> Explain the process of identifying the target customer. Explain the importance of understanding and assessing target customer needs and desire. 	RAS/N0207 PC1, PC2, KU1	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Product Assortment comprising non-food items such as clothes, toys/ladies ornaments/ plastic containers/ hand-icraft items, dummy Flowers or any other utility items/ consumer goods, Registration copy, Challan Copy, Cart (Thela)/ Table/ Chair/ Stall, Straw basket (Tokri), Hangers, Umbrella/ Tent, Racks/ Stand, Weighing scale/ Handscale, Ground cover/ Plastic sheet (tarp), Crate, Carry Bags, Cash Box, Placards/ Signages, Calculator,	5 Theory 02:00 Practical 03:00
		Customer Relationship Building and Loyalty	<ul style="list-style-type: none"> Describe the importance of building rapport with the customers and express genuine interest in clarifying customer requirements. Describe how to build referrals. Define loyalty program. 	RAS/N0207 PC5, PC8, KU4			5 Theory 02:00 Practical 03:00
		Sales Maximization and Customer Care	<ul style="list-style-type: none"> Discuss on developing strategies to maximize sales opportunities by use of add-on and complementary sales techniques Explain the steps in to handle customer grievance. 	RAS/N0207 PC6, PC13, KU1, KU3			4 Theory 01:00 Practical 03:00
		Target Customer: Identify, Assess, and Satisfy	<ul style="list-style-type: none"> Demonstrate the steps in identifying target customers. Assess target customer need and desire. Roleplay a situation on satisfying customer needs by presenting options in an attractive manner. 	RAS/N0207 PC1, PC2, PC4, KU1			3 Theory 01:00 Practical 02:00
		Customer Rapport and Sales Mastery	<ul style="list-style-type: none"> Dramatize a situation on establishing rapport with the customers and express genuine interest to clarify customer requirements. Roleplay a scenario on maximizing sales opportunities by use of add-on and complementary sales techniques. 	RAS/N0207 PC5, PC6, PC9, KU1, KU3			4 Theory 02:00 Practical 02:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
			<ul style="list-style-type: none"> Demonstrate the process of collecting feedback to improvise to increase business returns and reach. 			Sample visiting card Pre-printed bill book, Company Brochure, Product Catalogue/ Product Detailer	
		Customer Loyalty and Complaints: Roleplay and Resolution	<ul style="list-style-type: none"> Roleplay a situation on using customer loyalty programs like vouchers and promotions. Roleplay a situation of handling customer complaints and problems for positive outcome. 	RAS/N0207 PC11, PC13, KU3, KU4			4 Theory 02:00 Practical 02:00
9	Creativity and Innovation in Business	Expanding and Innovating for Business Growth	<ul style="list-style-type: none"> Explain on the process of expanding business in other fields/lines of business as desired. Discuss innovation and improvisation to pick up performance. 	RAS/N0208 PC2, PC3, KU1, KU2, KU3	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Product Assortment comprising non-food items such as clothes, toys/ladies ornaments/ plastic containers/ handicraft items, dummy Flowers or any other utility items/ consumer goods, Registration copy, Challan Copy, Cart (Thela)/Table/ Chair/ Stall, Straw basket (Tokri), Hangers, Umbrella/Tent, Racks/ Stand, Weighing scale/ Handscale,	7 Theory 03:00 Practical 04:00
		Self-Development Through Media and Certifications	<ul style="list-style-type: none"> Explain the drive of self-development through the use of available media. Illustrate the process of identifying and gaining certifications in a related line of business. 	RAS/N0208 PC5, PC6, KU1, KU2			7 Theory 03:00 Practical 04:00
		Uncertainty Management and Vendor Engagement	<ul style="list-style-type: none"> Identify opportunities and create solutions to face uncertainties. Dramatize a situation on how to conduct discussions/workshops and engage with other successful vendors. 	RAS/N0208 PC1, PC4 KU1, KU2			6 Theory 02:00 Practical 04:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Self-Development and Certifications	<ul style="list-style-type: none"> Identify and select through the available media to drive self-development. Identify and gain certifications in related line of business. 	RAS/N0208 PC5, PC6, KU1, KU2		Ground cover/Plastic sheet (tarp), Crate, Carry Bags, Cash Box, Placards/ Signages, Calculator, Sample visiting card Pre-printed bill book, Company Brochure, Product Catalogue/ Product Detailer	5 Theory 02:00 Practical 03:00
10.	Use Social Media to Market Products and Services	Maximize Impact Through Social Media	<ul style="list-style-type: none"> Explain the importance of knowing the target customer base. Explain purposes for use of social media and online platforms for marketing products and services. Discuss the social media guidelines, policies and procedures required to be followed with respect to: <ul style="list-style-type: none"> Promotional content, Providing service to customer Resolving customer complaints and privacy. Discuss the policies and procedures that need to be followed for publishing images and any content of others. 	RAS/N0230		White-board and markers, projector and screen for visual aids, flipcharts, Participant Handbook, pen, writing pad, laptop, laser pointer, equipment, and tools.	8 Theory 04:00 Practical 04:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Maximize Impact Through Social Media (Contd..)	<ul style="list-style-type: none"> Describe the characteristics of amenable and appealing content on different social media platforms. Explain the functions of different social media platforms and how to: <ul style="list-style-type: none"> Upload different types of files (pdf, images, videos etc) Insert formatted text Monitor activities and comments of prospects/ customers. Use alerts and respond to alerts. Responding to comments of customers. Explain the principles of positive and professional online communications that can lead to effective customer communication. Discuss the approaches to be used when dealing with negativity, complaints, and conflicts on social media 				6 Theory 03:00 Practical 03:00
		Maximize Impact Through Social Media (Contdd..)					6 Theory 03:00 Practical 03:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
11	Employability Skills	Introduction to Employability Skills	<ul style="list-style-type: none"> Discuss the Employability Skills required for jobs in various industries List different learning and employability related GOI and private portals and their usage 	DGT/VSQ/N0102	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/ Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards, Display Racks - Gondola / Shelves, Display/ Boards/ Standees for product categories and offers(- Different Types), Calculator, Stock Amirah,	1.5 Hours
		Constitutional values - Citizenship	<ul style="list-style-type: none"> Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen Show how to practice different environmentally sustainable practices. 	DGT/VSQ/N0102			1.5 Hours

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Becoming a Professional in the 21st Century	<ul style="list-style-type: none"> Discuss importance of relevant 21st century skills. Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life. Describe the benefits of continuous learning. 	DGT/VSQ/ N0102		Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), Dummy Products (Products with ad – on accessories such as mobile handsets with ear phones etc.)Point of with barcode, specifications, price tags, VM elements (Mannequins - Full/ Half Bust, Dangers, Wobblers, Hangers, Fixtures, Banners, Posters,	2.5 Hours
		Basic English Skills	<ul style="list-style-type: none"> Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone Read and interpret text written in basic English Write a short note/ paragraph / letter/e-mail using basic English 	DGT/VSQ/ N0102			10 Hours
		Career Development & Goal Setting	<ul style="list-style-type: none"> Create a career development plan with well-defined short- and long-term goals 	DGT/VSQ/ N0102			2 Hours
		Communication Skills	<ul style="list-style-type: none"> Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette. Explain the importance of active listening for effective communication Discuss the significance of working collaboratively with others in a team 	DGT/VSQ/ N0102			5 Hours

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Diversity & Inclusion	<ul style="list-style-type: none"> Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD Discuss the significance of escalating sexual harassment issues as per POSH act. 	DGT/VSQ/ N0102		POS Display (LED Light box); Signage Board; Offer /Policy Signage), Shopping Basket/ Shopping Cart, Dummy Fire Extinguishers	2.5 Hours
		Financial and Legal Literacy	<ul style="list-style-type: none"> Outline the importance of selecting the right financial institution, product, and service Demonstrate how to carry out offline and online financial transactions, safely and securely List the common components of salary and compute income, expenditure, taxes, investments etc. Discuss the legal rights, laws, and aids 	DGT/VSQ/ N0102			5 Hours
		Essential Digital Skills	<ul style="list-style-type: none"> Describe the role of digital technology in today's life Demonstrate how to operate digital devices and use the associated applications and features, safely and securely Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely Create sample word documents, excel sheets and presentations using basic features 	DGT/VSQ/ N0102			10 Hours

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Entrepreneurship	<ul style="list-style-type: none"> Explain the types of entrepreneurship and enterprises Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement Create a sample business plan, for the selected business opportunity 	DGT/VSQ/ N0102			7 Hours
		Customer Service	<ul style="list-style-type: none"> Describe the significance of analyzing different types and needs of customers Explain the significance of identifying customer needs and responding to them in a professional manner. Discuss the significance of maintaining hygiene and dressing appropriately 	DGT/VSQ/ N0102			5 Hours
		Getting Ready for apprenticeship & Jobs	<ul style="list-style-type: none"> Create a professional Curriculum Vitae (CV) Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively Discuss the significance of maintaining hygiene and confidence during an interview Perform a mock interview List the steps for searching and registering for apprenticeship opportunities 	DGT/VSQ/ N0102			8 Hours

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
Total							Theory: 150:00 Practical: 180:00
Employability Skill (DGT/VSQ/N0102)							60:00
OJT							60:00
Total Duration							Theory + Practical + OJT + ES = 450:00

Annexure II

Assessment Criteria

CRITERIA FOR ASSESSMENT OF TRAINEES

Assessment Criteria for Individual Sales Professional	
Job Role	Direct Seller
Qualification Pack	RAS/Q0201 V4.0
Sector Skill Council	Retailers Association's Skill Council of India

S. No.	Guidelines for Assessment
1.	Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council.
2.	Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS.
3.	SSC will lay down proportion of marks for Theory and Skills Practical for each Element/ PC.
4.	Individual NCVET recognised assessment agencies will prepare the theory and practical question papers.
5.	The assessments will be conducted by individual NCVET recognised assessment agencies as per the SOP.
6.	Every learner/ candidate appearing for the assessment must possess the OJT completion certificate from the employer to undertake the assessments under this qualification.
7.	The assessment for the theory and practical will be conducted online on a digital assessment platform with comprehensive auditable trails.
8.	Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/ option NOS/set of NOS.
9.	To pass the Qualification Pack assessment, every trainee should score a minimum of 70% aggregate passing percentage recommended at QP Level.
10.	In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.
11.	For detailed guidelines SOP on assessments can be referred to on the RASCI website.

Assessment Outcomes	Assessment Criteria for Outcomes	Marks Allocation	
		Theory	Skills Practical
RAS/N0201: Get licenses, follow legal policies and procedures to start/run business	<i>Liaison and interact with local corporations/authorities for smooth conduct of business</i>	13.5	31.5
	PC1. identify local corporations/authorities that have a bearing on the particular business process	3	7
	PC2. build and maintain relationships with the key persons to ensure smooth functioning of business	1.5	3.5
	PC3. get permissions and compliances as per legal requirements	3	7
	PC4. complete business registration and other legal formalities	3	7
	PC5. examine legal options for the most suitable type of business structure	1.5	3.5
	PC6. seek legal and accounting expertise as required to inform final decision regarding business structure	1.5	3.5
	<i>Learn and orient oneself on knowledge of legal policies, compliances, quality norms with respect to selling of products and services</i>	13.5	31.5
	PC7. describe policies and procedures that have a bearing on the business	1.5	3.5
	PC8. describe the relevant rules and legislative policies	1.5	3.5
	PC9. conform to the rules and policies for smooth functioning of business	1.5	3.5
	PC10. describe the concept of minimising losses and maximising gains	1.5	3.5
	PC11. secure information on purchase rights to products and services and ensure full understanding of their implications	1.5	3.5
	PC12. establish cost of procurement rights to products and services (if applicable)	3	7
	PC13. determine brand ownership and protection rights	3	7
	PC14. describe processes related to handling of goods, equipment and hazardous material involved in the business	1.5	3.5
	PC15. understand hazards and risks involved in the above processes	1.5	3.5
	NOS Total	30	70
	<i>Manage financial resources and cash flow</i>	18	42
RAS/N0202: Perform basic accounting practices	PC1. assess and identify source of funding and what is needed to secure that funding	3	7
	PC2. plan, monitor and record the cash flow	3	7
	PC3. open and manage a bank account	3	7
	PC4. control costs through assessment and interpretation of information on costs and resource allocation	3	7
	PC5. prepare budget to help better planning and management of finances	3	7
	PC6. control budget through monitoring of various financial elements such as income vis- a-vis expenditure, profit vis-a-vis loss etc. and correct deviations	3	7
	<i>Maintain Profit and Loss Accounts</i>	9	21
	PC7. understand elements of basic financial accounting	1.5	3.5
	PC8. conduct basic accounting tasks	3	7
	PC9. create and maintain reports	1.5	3.5
	PC10. describe sources of profits and causes of losses as reflected in the reports	3	7
	PC11. understand possible fraudulent activities related to monetary transactions	1.5	3.5
	PC12. implement security procedures and checks to prevent monetary losses due to fraudulent activities	1.5	3.5
	NOS Total	30	70

	<i>Update oneself on information related to products/services relevant to business</i>	21	49
RAS/N0203: Continuously update self on new products/ services offered by business	PC1. describe the products/services involved in the business	4.5	10.5
	PC2. understand the market trend with respect to sales patterns	4.5	10.5
	PC3. identify related products/services and possible opportunities with respect to up- selling, cross-selling, expansion of business etc.	3	7
	PC4. describe the concept of sourcing and processing product and service data relevant to business	3	7
	PC5. maintain accurate and current details of products and services in product database	3	7
	PC6. conduct study of products/services offered by competition	3	7
	PC7. operate relevant equipment involved in business	4.5	10.5
	PC8. describe the precautions and maintenance required	1.5	3.5
	PC9. identify and describe new technologies that can improve efficiencies and reduce risks	3	7
	NOS Total	30	70
	<i>Conduct market analysis to identify customer need and plan product assortment/ range accordingly</i>	7.5	17.5
RAS/N0204: Conduct daily business operations	PC1. identify target audience profile/market	1.5	3.5
	PC2. identify buying patterns of customers to define assortments and modify them as per trends observed	3	7
	PC3. identify customers easy to access in order to target selling to them	1.5	3.5
	PC4. identify products being offered by competitors/other players in the locality	1.5	3.5
	<i>Execute marketing plans through promotions and campaigns to create awareness of generate customer interest</i>	6	14
	PC5. select the right medium of promotions	1.5	3.5
	PC6. organize resources depending upon the marketing medium	1.5	3.5
	PC7. plan budget requirements for the promotional programs	1.5	3.5
	PC8. track and monitor effectiveness of the promotional programs	1.5	3.5
	<i>Effectively drive management of inventory and sales</i>	16.5	38.5
	PC9. assess inventory/procuring capacity as per costs involved	1.5	3.5
	PC10. assess operational costs	1.5	3.5
	PC11. calculate projected break-even point	1.5	3.5
	PC12. take steps to prevent inventory losses	1.5	3.5
	PC13. calculate profits and margins	1.5	3.5
	PC14. define targets to achieve business gains	1.5	3.5
	PC15. ensure required inventory is on hand	1.5	3.5
	PC16. match logistics of delivery to inventory supply requirements	1.5	3.5
	PC17. monitor stock levels and maintain them at required levels	1.5	3.5
	PC18. coordinate stock take or cyclical count	1.5	3.5
	PC19. plan for contingencies	1.5	3.5
	NOS Total	30	70

RAS/ N0205: Build relationship with vendors / dealers to ensure smooth business operations and increase sales	<i>Build and manage networks with vendors and dealers</i>	7.8	18.2
	PC1. communicate clearly in the required local language	3.6	8.4
	PC2. articulate clearly and coherently	2.1	4.9
	PC3. respond appropriately	2.1	4.9
	<i>Establish trust and confidence in vendors and partners</i>	22.2	51.8
	PC4. identify where to get help and information from	3.6	8.4
	PC5. understand what is required from specific vendors	3.6	8.4
	PC6. express need clearly and get into workable relationship with vendor/s	2.1	4.9
	PC7. negotiate with vendors for better deal	3.6	8.4
	PC8. ensure proper contracting with vendors	3.6	8.4
	PC9. ensure minimisation of possible risks and losses in vendor relationships	3.6	8.4
	PC10. understand best practices and maintain cordial relationships	2.1	4.9
	NOS Total	30	70
RAS/N0206: Meet health and safety requirements at place of work	<i>Implementing overall basic hygiene factors and understanding emergency related procedures</i>	15.5	33.5
	PC1. wash hands with clean water and soap in order to keep them clean at all times	1.5	3.5
	PC2. wear clean and washed clothes every day	1	2
	PC3. be presentable and well groomed to service customers of all types	1.5	3.5
	PC4. use separate and clean handkerchief/cloth for wiping off perspiration or dust	1	2
	PC5. keep the cleaning aids dry and clean	1	2
	PC6. avoid sneezing or coughing around the area of work	1	2
	PC7. sweep the surrounding area to create a tidy atmosphere	1.5	3.5
	PC8. drain out or dry off any accumulation of stale water in the form of small pools, etc., which can be breeding ground for mosquitoes	1	2
	PC9. use government approved disposal stations or appropriately large waste bins to store and dispose-off collected waste	1.5	3.5
	PC10. advise customers to throw waste at designated bins or waste areas	1	2
	PC11. prevent development of clean areas into unauthorised waste dump yards over time, in coordination with co-vendors	1	2
	PC12. describe ways and means to handle emergency situations like fire, robbery, riots etc.	1.5	3.5

	PC13. describe ways and means to mitigate risks to people and property during emergencies	1	2
	<i>Disposing of waste safely</i>	4.5	11
	PC14. avoid locating the vending cart near heaps of dumped industrial or food waste with pests around	1	2.5
	PC15. ensure that all waste is collected and disposed-off safely at the end of the day at the nearest waste disposal station	1.5	3.5
	PC16. ensure that waste water is drained-off in closed drains or in a designated way	1	2.5
	PC17. describe other ways to maintain cleanliness. Not to litter and dump waste in an unauthorized area	1	2.5
	<i>Taking precautionary measures to avoid work hazards</i>	4.5	12
	PC18. understand the various work hazards	1.5	3.5
	PC19. take necessary steps to eliminate or minimize hazards	1	3.5
	PC20. describe the causes of accidents at the workplace and identify measures to prevent such accidents from taking place	1	2.5
	PC21. take preventive measures to avoid risk of burns and other injury	1	2.5
	<i>Following standard safety procedure</i>	5.5	13.5
	PC22. check and review the storage areas frequently	1	2.5
	PC23. stack items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas	1	3.5
	PC24. follow health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies	1	2
	PC25. display safety signs at places where necessary for people to be cautious	1	2
	PC26. adhere to safety standards and ensure no material damage	1.5	3.5
	NOS Total	30	70
RAS/N0207: Manage customer needs effectively through need identification and strong customer relationships	<i>Enhancing customer satisfaction by identifying and catering to their needs and desires</i>	19.5	45.5
	PC1. identify target customers	3	7
	PC2. understand and assess target customer need and desire	3	7
	PC3. identify possible options to satisfy customer need	3	7
	PC4. present options in an attractive manner that are mutually beneficial in nature	3	7
	PC5. establish rapport with customers and express genuine interest to clarify customer requirements and enhance outcomes	3	7
	PC6. maximise sales opportunities by use of add-on and complementary sales techniques	1.5	3.5
	PC7. provide customer with detailed information about the product/service	3	7
	PC8. build relationships with customers to generate referrals	1.5	3.5
	PC9. collect feedback to improvise to increase business returns and reach	1.5	3.5
	PC10. manage on time delivery service fulfilment	3	7
	PC11. implement customer loyalty programs like vouchers, promotions	1.5	3.5
	PC12. plan and implement sales presentations	1.5	3.5
	PC13. understand customer complaints and problems and support difficult customers to produce positive outcome	1.5	3.5
	NOS Total	30	70






RAS/N0208: Demonstrate/show creativity, newness/innovation and enthusiasm to grow business	<i>Display creativity and innovation for sustenance and business growth</i>	14.4	33.6
	PC1. identify opportunities and create solutions to face uncertainties	4.2	9.8
	PC2. expand business in other fields/line of business as desired	6	14
	PC3. innovate and improvise to pick up performance	4.2	9.8
	<i>Motivate self to enhance and grow his/her business</i>	15.6	36.4
	PC4. participate in discussions/workshops and engage with other successful vendors	4.8	11.2
	PC5. drive self-development through available media	6	14
	PC6. identify and gain certifications in related line of business	4.8	11.2
	NOS Total	30	70
RAS/N0230: Use Social Media to Market Products and Services	PC1. Classify the need of social media requirements to promote products and services	2	4
	PC2. Identify suitable social media platforms that have reach and access to the target customer segment	2	4
	PC3. Evaluate the latest trends in using social media platforms to promote products and services	2	4
	PC4. Shortlist the social media platforms required to promote organisation's products and services that have access and reach to the target customers	2	4
	PC5. Prepare a social media publishing calendar	3	7
	PC6. Aggregate preliminary content on products and services to be published on the social media platforms	2	5
	PC7. Curate the promotional content aligned with brand cultures, target customers, and social media platform requirements and compliances	2	5
	PC8. Prepare marketing campaigns on special offers, promotions and events as required	3	7
	PC9. Post content on the social media platforms in alignment with social media policies and procedures	3	7
	PC10. Use standard monitoring tools to track activity on social media posts	2	5
	PC11. Identify opportunities to enhance customer experience and implement changes	2	5
	PC12. Review the account and posts on social media for look and feel and update continuously	2	6
	PC13. Engage with customers to resolve customer complaints and providing customer service	3	7
	NOS Total	30	70






DGT/VSQ/ N0102: Employability Skills (60 Hours)	<i>Introduction to Employability Skills</i>	1	1
	PC1. identify employability skills required for jobs in various industries	-	-
	PC2. identify and explore learning and employability portals	-	-
	<i>Constitutional values – Citizenship</i>	1	1
	PC3. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-
	PC4. follow environmentally sustainable practices	-	-
	<i>Becoming a Professional in the 21st Century</i>	2	4
	PC5. recognize the significance of 21st Century Skills for employment	-	-
	PC6. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-
	<i>Basic English Skills</i>	2	3
	PC7. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-
	PC8. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-
	PC9. write short messages, notes, letters, e-mails etc. in English	-	-
	<i>Career Development & Goal Setting</i>	1	2
	PC10. understand the difference between job and career	-	-
	PC11. prepare a career development plan with short- and long-term goals, based on aptitude	-	-
	<i>Communication Skills</i>	2	2
	PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-
	PC13. work collaboratively with others in a team	-	-
	<i>Diversity & Inclusion</i>	1	2
	PC14. communicate and behave appropriately with all genders and PwD	-	-
	PC15. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-
	<i>Financial and Legal Literacy</i>	2	3
	PC16. select financial institutions, products and services as per requirement	-	-
	PC17. carry out offline and online financial transactions, safely and securely	-	-
	PC18. identify common components of salary and compute income, expenses, taxes, investments etc	-	-
	PC19. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-
	<i>Essential Digital Skills</i>	3	4
	PC20. operate digital devices and carry out basic internet operations securely and safely	-	-
	PC21. use e-mail and social media platforms and virtual collaboration tools to work effectively	-	-
	PC22. use basic features of word processor, spreadsheets, and presentations	-	-





	<i>Entrepreneurship</i>	2	3
	PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for po-tential business through research	-	-
	PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-
	PC25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the po-tential business opportunity	-	-
	<i>Customer Service</i>	1	2
	PC26. identify different types of customers	-	-
	PC27. identify and respond to customer requests and needs in a professional manner.	-	-
	PC28. follow appropriate hygiene and grooming standards	-	-
	<i>Getting ready for apprenticeship & Jobs</i>	2	3
	PC29. create a professional Curriculum vitae (Ré-sumé)	-	-
	PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-
	PC31. apply to identified job openings using offline/online methods as per requirement	-	-
	PC32. answer questions politely, with clarity and confidence, during recruitment and selection	-	-
	PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-
	NOS Total	20	30

Annexure III

List of QR Codes Used in PHB

Module No.	Unit No.	Topic Name	Page No. in FG	Link for QR Code (s)	QR code (s)
1. Intro-duction to the Retail Sector	UNIT 1.3: Re-tail Formats	1.3.1 Retail Format	13	https://www.youtube.com/watch?v=xOkRogadXqk	 Retail formats in india
2. Prelim-inary Pre-pa-ration to Start a Business	UNIT 2.2: Legal Com-pliances with Respect to Selling of Products and Ser-vices	2.2.1 Process to get Permissions and Complian-ces as per Legal Require-ments	27	https://www.youtube.com/watch?v=tAkxbbGmok0	 What is Shop and Establish-ment License?
4. Acquir-ing Market Awareness	UNIT 4.1: Updating Self on Prod-ucts/ Services Rele-vant to Business	4.1.1 Prod-ucts/Services Involved in the Business	46	https://www.youtube.com/watch?v=mmm0ccYPliU	 Pricing Strategy An Introduction
		4.1.2 Market Trends Con-cerning Sales Patterns	46	https://www.youtube.com/watch?v=QivGmFztyuw	 Pay Yourself When Pricing Your Products & Services
5. Aspects of Mar-ket-ing	UNIT 5.1: Planning of Product Assort-ments and Range Based Market Anal-ysis	5.1.1 Target Au-dience Profile/ market	56	https://www.youtube.com/watch?v=CF2K58sPFcc&t=27s	 Defining Prod-ucts - An intro-duction

Module No.	Unit No.	Topic Name	Page No. in FG	Link for QR Code (s)	QR code (s)
	UNIT 5.2: Organising Resources and Pro-motional Programs	5.2.1 Selecting the Right Medium of Promotions	56	www.youtube.com/watch?v=zldwm__fnEc www.youtube.com/watch?v=nPTRz-fi11gg&t=39s	 Integrated Marketing Campaigns - An introduction
	UNIT 5.3: Inventory Management	5.3.1 Assess Inventory/pro-curing Ca-pacity as per Costs Involved	56	https://www.youtube.com/watch?v=r7FoV4XoAaw	 RFID in fashion
		5.3.5 Check-ing Inventory Levels	56	https://www.youtube.com/watch?v=jxCG9MxIoK0&t=44s	 Inventory Man-agement Tips For Wholesale Businesses
6. Under-standing Business Relations	UNIT 6.1: Vendor Man-agement	6.1.1 Sourcing of Vendors	62	https://www.youtube.com/watch?v=Gm-agMsfu0s&t=11s	 Learn English for Retail Salesper-son
7. Import-ance of Personal Hygiene while Doing Business	UNIT 7.2: Workplace Hazards and Precau-tion-ary Measures	7.2.5 Ways to Mitigate Risks to People and Property during Emergencies	74	https://www.youtube.com/watch?v=1umJD13FexA	 Merchandis-ing principles - Health and safety

Module No.	Unit No.	Topic Name	Page No. in FG	Link for QR Code (s)	QR code (s)
8. Customer is the King	UNIT 8.2: Sales Op-portunities	8.2.2 Building Relationships with Customers to Generate Referrals	83	https://www.bakercommunications.com/sales-training-videos.htm	 Sales training videos
10. Use Social Media to Market Products and Services	Unit 10.1 - Maximize Impact Through Social Media	Copyright Images and Other Intellectual Property	98	https://www.youtube.com/watch?v=S0k7LlpxPGc	
			98	https://www.youtube.com/watch?v=xvZHNwBHirQ	
		Importance of Social Media in Modern Business	98	https://www.youtube.com/watch?v=4dcVQO0vcsA	

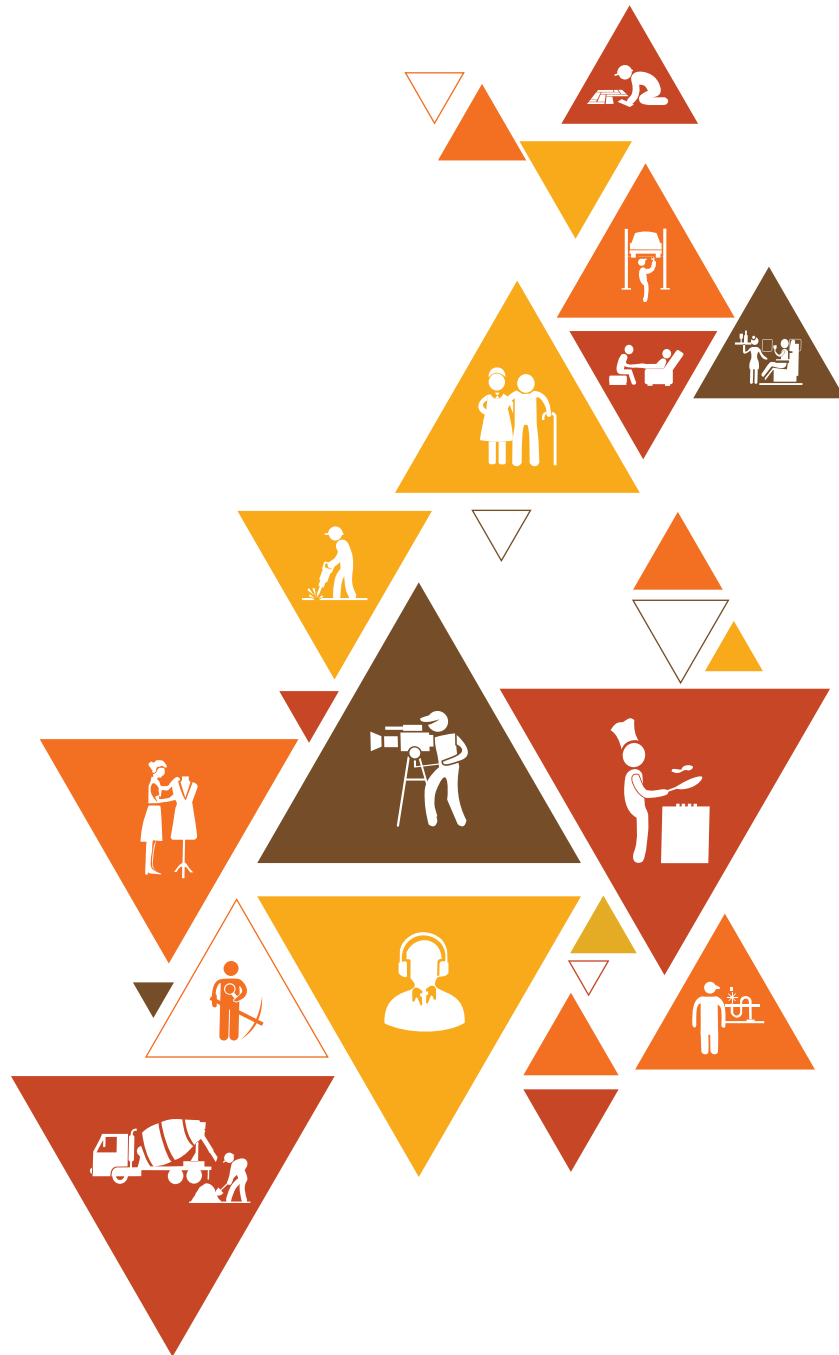
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Web: www.rasci.in
Phone: +91-22-40058210-5

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