RASCI
Retailers Association's
Skill Council of India

Facilitator Guide

Sector
Retail

Sub-Sector
Retail Business

Occupation
Consumer Sales

Retailer

Reference ID: RAS/Q0202, Version 3.0
NSQF Level:4.5

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

Shri Narendra Modi
Prime Minister of India

Acknowledgements

About this Guide

The Facilitator Guide is designed for the Trainers to enable training for a specific job role and enhance the quality of executing the training program. This particular Facilitator Guide is designed for enabling the training program for the job role of " Retailer " in the Retail Sector.

This course is aligned to Qualification Pack, Retailer, Reference ID: RAS/Q0202.

This Qualification pack is developed by Retail Sector Skills Council of India. This course encompasses all 12 National Occupational Standards (NOS).

Each unit starts with learning objectives, followed by relevant activities and corresponding training methodology. Upon successful completion of this course, the participant will be able to:

1. RAS/N0205: Build relationship with vendors / dealers to ensure smooth business operations and increase sales
2. RAS/N0206: Meet health and safety requirements at place of work
3. RAS/N0207: Manage customer needs effectively through need identification and strong customer relationships
4. RAS/N0209: Implement legal compliances, policies and procedures
5. RAS/N0210: Plan and manage finances to accomplish business objectives
6. RAS/N0211: Manage inventory and sales
7. RAS/N0212: Manage marketing and sale of goods and services
8. RAS/N0213: Implement robust business systems to ensure process excellence
9. RAS/N0214: Exhibit business acumen, self-discipline and demonstrate leadership skills
10. RAS/N0230: Use Social Media to Market Products and Services
11. RAS/N0231: Deliver customer service in online mode
12. DGT/VSQ/N0102: Employability Skills (60 Hours)

Besides, it has been endeavored to follow the facilitator guide guidelines prescribed by the National Skill Development Corporation.

Symbols Used

Ask	Explain	Elaborate	Notes	Objectives	Do
Demonstrate	Activity	Team Activity	Facilitation Notes	Practical	Say
Resources	Example	Summary	Role Play	Learning Outcomes	

Table of Contents

Employability Skills is available at the following location :

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

Scan the QR code below to access the ebook

1. Introduction to Retail

Unit 1.1 Retail in India

Unit 1.2 Role of Retail in Retail Sector

Bridge Module

Key Learning Outcomes

At the end of this module, the students will be able to:

1. Summarize the features of retail in India
2. Discuss about traditional and modern retailing in India
3. Discuss the landscape of retail entrepreneurship in India

Unit 1.1 Retail in India

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Outline the current scenario of the retailing sector in India
2. List the factors that lead to growth of retailing sector in India
3. Compare traditional and modern retail sector in India
4. Illustrate different retail formats
5. Describe the role of departments and their functions in a modern retailing operation

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

Say

- Start the class by saying, "This training program is developed to impart specific knowledge and skills relevant to the job required to be performed as a " Retailer ", in the "Retail" Sector/Industry."
- Talk about the Qualification Pack (QP), and the National Occupational Standards (NOS).
- List the compulsory NOSs to the QP " Retailer ".
- Say, "Before we start the program let's play a small game".

Group Activity

Objective	The purpose of this activity is to connect with the course mates
Materials required	Book (for passing)

Steps/procedure	1. Welcome the new participants by giving their own introduction
	2. Make the participants stand in a circle, close enough to the person on each side of them so that they can pass the book quickly.
	3. Say 'Stop' when it is least expected. At that time, the participant holding the book introduces himself/herself while saying his/her name and a little additional information such as favourite hobbies, where they stay, their favourite subject, etc.
	4. The winner of the game should stand and introduce himself/herself at the end of the game.
	5. At last, thank the participants for their participation.
Conclusion / what has been achieved	This activity helps the participants to know each other and allows them to feel comfortable.

Explain

- Explain the following topics:
  - o Retail Sector in India - Current Scenario
  - o Factors Leading to Growth of Retailing Sector in India - Refer to PH Fig.1.1
  - o Traditional v/s Modern Retail Sector in India - Refer to PH Table.1.1
  - o Types of Retail Formats- Refer to PH Table.1.2
  - o Various Departments and Their Functions in Modern Retailing Operations- Refer to PH Table.1.3

Say

- "Let us proceed with an activity to help participants understand the various types of retail formats and their characteristics."

Activity

Objective	The purpose of this activity is to help participants understand the various types of retail formats and their characteristics.
Materials required	- Presentation slides or chart with different retail formats (e.g., supermarkets, department stores, e-commerce, etc.) - Handouts with brief descriptions of retail formats - Pens or markers - Whiteboard or flip chart (optional)

Steps/procedure	1. Begin by introducing the topic of retail formats, explaining their importance in the retail industry.
	2. Briefly describe common retail formats, including examples (e.g., Walmart as a supermarket, Amazon as an e-commerce platform).
	3. Distribute handouts that summarize each retail format's key characteristics and examples.
	4. Divide participants into small groups and assign each group a specific retail format.
	5. Instruct groups to discuss the benefits and challenges of their assigned retail format.
	6. Encourage groups to identify one real-world example of their format and share why it is successful.
	7. Invite each group to present their findings to the class in 2-3 minutes.
Conclusion / What has been achieved	This activity enables participants to identify and differentiate between various retail formats and understand their practical applications in the industry.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- What percentage of consumers in India shop online?
- How does economic growth impact retail?
- What are examples of modern retail formats?
- How does technology benefit retailers?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Unit 1.2 Role of Retailer in Retail Sector

Unit Objectives 🎯

At the end of this unit, the trainee will be able to:

1. Discuss the roles and responsibilities of Retailer

Resources to be Used ⚙️

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do ✓

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say 💬

- "Let us understand and learn about the roles and responsibilities of Retailers."

Do ✓

- Conduct an activity to help participants understand the key roles and responsibilities of a retailer in the supply chain and customer service.

Activity ⚙️

Objective	The purpose of this activity is to help participants understand the key roles and responsibilities of a retailer in the supply chain and customer service.
Materials required	• Handouts with a list of key retailer responsibilities • A whiteboard or flip chart • Markers or pens • Sample customer scenarios (optional)

Steps/procedure	1. Begin with a brief introduction about the role of a retailer in connecting manufacturers to customers. 2. Highlight key responsibilities, such as inventory management, customer service, pricing, and marketing. 3. Distribute handouts summarizing the roles and responsibilities of a retailer. 4. Divide participants into small groups and assign each group one responsibility (e.g., handling customer complaints, stocking inventory, setting prices). 5. Ask each group to create a short role-play or explanation illustrating their assigned responsibility in action. 6. Allow groups 5 minutes to prepare and then present their role-play or explanation to the class. 7. Facilitate a discussion on how each responsibility contributes to a retailer's success and customer satisfaction.
Conclusion / What has been achieved	This activity will enable participants to understand the various roles and responsibilities of a retailer and how they contribute to effective retail operations.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Explain

- Explain the following topics:
  o Roles and Responsibilities of Retailer- Refer to PH Table.1.4
  o Career Progression for Retailer— Refer to PH Table.1.5

Ask

- What role do retailers play in the retail sector?
- How do retailers manage customer relationships?
- Can you give examples of retail industry leaders?
- What does the gross margin indicate?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 1.

2. Ensure that the participants have opened the correct page for the activity.

3. Give them 20 minutes to complete the exercise.

4. Exercise Hints:

- **Multiple-choice Questions:**

    1. Traditional retail offers personal service and has limited inventory

    2. Hypermarkets

    3. Supply Chain and Logistics

    4. Setting and achieving sales targets

    5. Manage department operations and drive sales

- **Answer the following questions:**

    1. **Explain the current scenario of the retail sector in India.**

        Hint: Refer to 1.1.1 in the participant handbook

    2. **Differentiate between the traditional vs modern retail sector in India.**

        Hint: Refer to 1.1.3 in the participant handbook

    3. **What are the different types of retail formats?**

        Hint: Refer to 1.1.4 in the participant handbook

    4. **Explain the functions of various departments in modern retailing operations.**

        Hint: Refer to 1.1.5 in the participant handbook

    5. **What are the roles and responsibilities of retailers?**

        Hint: Refer to 1.2.1 in the participant handbook

2. Build relationship with vendors / dealers to ensure smooth business operations and increase sales

Unit 2.1 Vendor Relationship Management
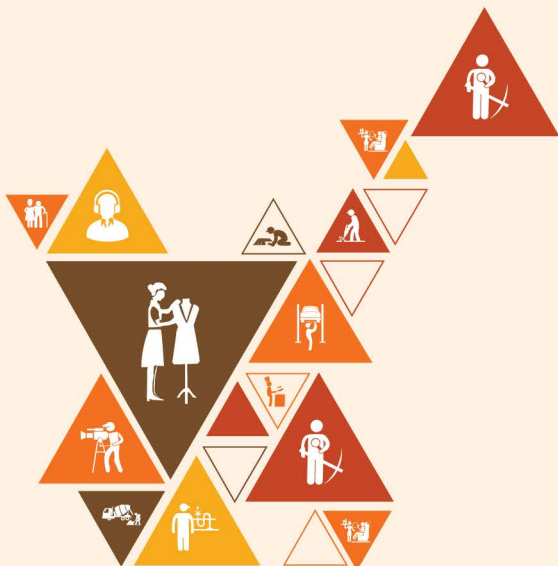
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Key Learning Outcomes

At the end of this module, the trainee will be able to:

1. Explain various ways to build and manage networks with vendors and dealers
2. Discuss how to establish trust and confidence in vendors and partners

Unit 2.1 Vendor Relationship Management

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Explain the importance of identifying where to get help and information from
2. Explain the importance of identifying needs of specific vendors
3. Describe the process of proper contracting with vendors
4. Discuss the best practices followed to maintain cordial relationships
5. Discuss the measures taken to minimize possible risks and losses in vendor relationships
6. State the impact of expressing needs clearly to get into workable relationships with vendors
7. Explain the importance of displaying effective negotiation skills to get better deals

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

Say

- Start the class by saying, "This unit will help you to understand the importance of identifying where to get help and information from."
- "We'll cover the importance of identifying the specific needs of vendors, the process of proper contracting, and best practices to maintain cordial relationships. We'll also discuss how to minimize risks and losses, the impact of clear communication, and the role of effective negotiation skills in securing better deals. This session will provide a comprehensive understanding of creating strong, mutually beneficial partnerships with vendors."

Explain

- Explain the following topics:
  - o Importance of Identifying Sources of Information and Help for Vendor Management – Refer to PH Table.2.1
  - o Importance of Identifying the Needs of Specific Vendors - Refer to PH Fig.2.1
  - o Impact of Expressing Needs on Vendor Relationships- Refer to PH Fig.2.2
  - o Process of Contracting with Vendors - Refer to PH Fig.2.3
  - o Best Practices to Maintain Cordial Relationships- Refer to PH Fig.2.4

Say

- "Let's start with an activity to analyze the factors leading to vendor switching and evaluate the implications for a retail business."

Activity

Objective	The purpose of this activity is to analyze the factors leading to vendor switching and evaluate the implications for a retail business.
Materials required	- Scenario description (e.g., delays in delivery, poor product quality, or inconsistent communication) - Pens and paper - Whiteboard or flip chart (optional)

Steps/procedure	1. Provide participants with a written or verbal scenario where a retailer faces repeated issues with a vendor, such as late deliveries and poor product quality.
	2. Divide participants into small groups to discuss the situation.
	3. Ask each group to identify:
	    - Key reasons for vendor dissatisfaction.
	    - Short-term and long-term impacts on the retailer's operations.
	    - Criteria for selecting a new vendor.
	4. Encourage each group to outline an action plan for transitioning to a new vendor, including risk mitigation strategies.
	5. Have each group present their findings and discuss them collectively.
	6. Conclude with a summary of best practices for vendor management and maintaining supply chain reliability.

Conclusion / what has been achieved	This activity will help participants develop critical thinking skills to evaluate vendor performance, identify risks, and formulate actionable plans for vendor transitions.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- Why is effective vendor management essential for retail operations?
- How does clear communication enhance efficiency?
- What is the benefit of using tools like Zoho Inventory and SAP Ariba?
- Why is identifying reliable sources of information crucial for vendor management?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Elaborate

- Elaborate on the following topics:
  - Measures to Minimize Possible Risks and Losses in Vendor Relationships - Refer to PH Fig.2.5 and Fig.2.6
  - Importance of Negotiation Skills to Obtain Better Deals – Refer to PH Fig.2.7
  - Sustainability Considerations

Do

- To conduct an activity to develop negotiation skills by simulating a bargaining scenario for bulk order discounts.

Activity

Objective	The purpose of this activity is to develop negotiation skills by simulating a bargaining scenario for bulk order discounts.
Materials required	- Roleplay scenario cards (e.g., retailer requesting a discount for bulk purchases from a supplier) - Pens and paper for taking notes - Calculator (optional)

Steps/procedure	1. Begin with a brief discussion on the importance of negotiation in securing better terms for bulk orders.
	2. Share tips for effective bargaining, such as understanding cost margins, emphasizing long-term partnership, and being clear about volume requirements.
	3. Divide participants into pairs or groups, assigning one as the retailer and the other as the supplier.
	4. Provide each group with a roleplay scenario card, including details like the bulk quantity requested, current pricing, and supplier constraints.
	5. Allow 5-7 minutes for roleplay, encouraging participants to use negotiation techniques to reach a mutually beneficial agreement.
	6. Rotate roles to ensure participants experience both sides of the negotiation.
	7. Conclude with a group discussion to share insights and identify successful strategies.
Conclusion / what has been achieved	This activity will help participants improve their negotiation skills and gain confidence in handling bulk order discussions effectively.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- How can vendor relationships cause intellectual property risks?
- Why is vendor evaluation important?
- Why use written agreements in negotiations?
- What is the purpose of clear contracts?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 2.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:

- **Multiple-choice Questions:**
    1. Better procurement decisions and improved sales
    2. Better negotiation and contract terms
    3. Identifying vendor needs and selection
    4. Vendor going out of business
    5. It leads to improved product quality, cost savings, and favorable payment terms

- **Answer the following questions:**
    1. **Explain the importance of vendor management in retail operations.**
       Hint: Refer to 2.1.1 in the participant handbook
    2. **Explain the importance of identifying the needs of specific vendors.**
       Hint: Refer to 2.1.2 in the participant handbook
    3. **What are the key steps involved in contracting with vendors?**
       Hint: Refer to 2.1.4 in the participant handbook
    4. **List the best practices to maintain cordial relationships with vendors.**
       Hint: Refer to 2.1.5 in the participant handbook
    5. **Explain the importance of negotiation skills to obtain better deals.**
       Hint: Refer to 2.1.7 in the participant handbook

3. Meet health and safety requirements at place of work

Unit 3.1 Health and Hygiene

Unit 3.2 Safe Waste Disposal

Unit 3.3 Workplace Hazards and Safety Measures

Unit 3.4 Emergency Procedures
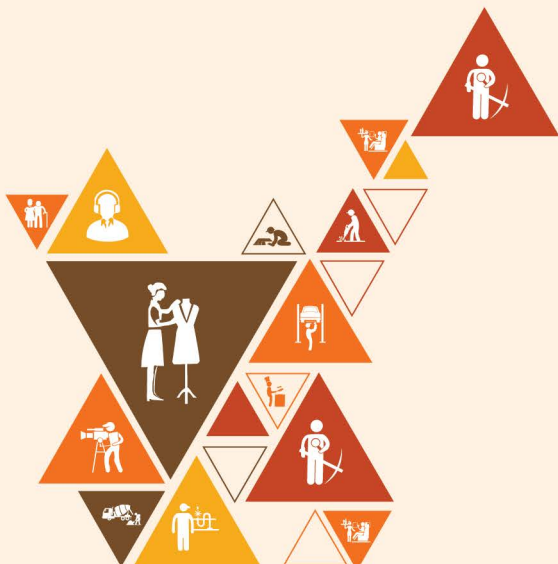
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Key Learning Outcomes

At the end of this module, the trainee will be able to:

1. Demonstrate overall basic hygiene factors and emergency related procedures
2. Explain the waste disposal process
3. Describe various precautionary measures to avoid work hazards
4. List the following standard safety procedure

Unit 3.1 Health and Hygiene

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Explain the importance of being presentable and well-groomed to service customers
2. Discuss the need for maintaining the workplace area clean and hygienic

Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say

- "Let's embark on a journey to understand the importance of being presentable and well-groomed when serving customers, as well as the necessity of keeping the workplace clean and hygienic."
- Let us study in detail."

Do

- Conduct an activity to train participants in identifying hygiene gaps in a retail environment and propose corrective measures.

Activity

Objective	The purpose of this activity is to train participants in identifying hygiene gaps in a retail environment and propose corrective measures.
Materials required	• A simulated retail setup or layout (can be a classroom setup or a detailed diagram) • Checklist of hygiene standards (e.g., cleanliness, food safety, employee hygiene, pest control) • Pens and paper for notes • Sticky notes or markers to highlight gaps

Steps/procedure	1. Begin with a brief discussion on the importance of maintaining hygiene in a retail environment, focusing on customer safety and brand reputation.
	2. Introduce a standard hygiene checklist covering key areas such as:
	• Cleanliness of floors, shelves, and counters.
	• Proper waste disposal methods.
	• Personal hygiene of staff.
	• Storage and handling of perishable items.
	• Absence of pests.
	3. Divide participants into small groups and provide them with the checklist.
	4. Guide the groups through the simulated retail setup, asking them to identify hygiene gaps and note their observations.
	5. Groups use sticky notes or markers to highlight gaps in the setup and document their findings.
	6. Reconvene to discuss findings as a group, and ask each team to propose corrective actions for the identified gaps.
	7. Summarize the discussion with best practices for maintaining hygiene in a retail setup.
Conclusion / what has been achieved	This activity will provide participants with hands-on experience in conducting hygiene inspections and effectively addressing gaps in a retail environment.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Explain

- Explain the following topics:
  - Personal Hygiene- Refer to PH Fig.3.1
    - Personal Hygiene Practices and Updated Protocols for COVID-19 Hygiene Measures- Refer to PH Fig.3.2 and PH Table.3.1
  - Importance of Being Well-groomed While Serving Customers - Refer to PH Fig.3.3
  - Importance of Maintaining Work Area Clean and Hygienic – Refer to PH Fig.3.4 and Table.3.1

Ask

- Why is personal hygiene important in retail operations?
- How does hygiene help in health and safety in retail?
- What does good personal hygiene reflect in a retail setting?
- Why should cleaning aids be kept dry and clean?
- How does being well-groomed affect customer confidence?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Unit 3.2 Safe Waste Disposal

Unit Objectives

At the end of this unit, the trainee will be able to:

1. State ways to prevent development of unauthorized waste dump yards, in coordination with covendors
2. Explain the importance of locating the vending carts in a clean and Hygienic area

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.

Say

- "In today's session, we will explore strategies to prevent unauthorized waste dump yards and emphasize the importance of locating vending carts in clean and hygienic areas, in collaboration with co-vendors."

Explain

- Explain the following topics:
  - Ways to Prevent Unauthorized Dump Yards- Refer to PH Table.3.2
  - Importance of Placing Vending Carts in Clean and Hygienic Areas – Refer to PH Fig .3.5
    - Ideal Locations for Vending Carts– Refer to PH Fig .3.6

Say

- "Let us now engage in an activity to help participants design an effective waste management plan tailored to the needs of a midsized retail store."

Activity

Objective	The purpose of this activity is to help participants design an effective waste management plan tailored to the needs of a midsized retail store.
Materials required	• Sample store details (size, type of products, waste types) • Chart paper or whiteboard • Markers or pens • Waste segregation posters (optional)

Steps/procedure	1. Start with a brief explanation of the importance of waste management in retail, emphasizing cost efficiency and environmental sustainability.
	
	2. Introduce the key components of a waste management plan, including segregation, disposal, and recycling.
	
	3. Divide participants into small groups and provide them with sample details of a midsized retail store (e.g., a clothing store, grocery store).
	
	4. Instruct each group to identify the types of waste generated (e.g., cardboard, food waste, plastic packaging).
	
	5. Ask participants to outline a plan including:
	  • Methods of waste segregation (e.g., bins for biodegradable, recyclable, and non-recyclable waste).
	  • Strategies for minimizing waste (e.g., reusable packaging, digital receipts).
	  • Vendor partnerships for recycling or waste disposal.
	  • Employee roles in maintaining the plan.
	
	6. Each group presents their plan, followed by a brief discussion and feedback.
	
	7. Conclude with a list of best practices for waste management in retail.

Conclusion / what has been achieved	This activity will help participants learn to design a practical and efficient waste management plan, enhancing operational efficiency and sustainability in retail setups.

Tips

• Monitor student progress during the activity and provide support as needed.

• Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- How can penalties for unauthorized dumping help waste management?
- Why is waste management crucial in retail operations?
- What is the purpose of providing large waste bins around retail premises?
- Why is coordination with co-vendors important in waste management?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Unit 3.3 Workplace Hazards and Safety Measures

Unit Objectives

At the end of this unit, the trainee will be able to:

1. List various work hazards
2. List the causes of accidents at the workplace and identify measures to prevent such accidents
3. Explain ways to adhere to safety standards and ensure no material damage
4. Describe the process to check and review the storage areas frequently

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.

Say

- "Let us gain knowledge and learn about the various work hazards."
- "Retail operations present a unique set of work hazards that can impact the safety and well-being of employees. Understanding these hazards is crucial for implementing effective safety measures and ensuring a safe working environment."
- "Later we'll explore the common causes of workplace accidents and the essential measures to prevent them. We'll discuss how to adhere to safety standards to ensure a safe working environment while avoiding material damage. Additionally, we'll cover the critical process of regularly checking and reviewing storage areas to maintain safety and prevent hazards."

Explain

- Explain the following topics:
    o Various Work Hazards -Refer to PH Table.3.3
    o Causes of Accidents at Workplace and Ways to Prevent Them -Refer to PH Table.3.4
    o Safety Standard Procedures to Prevent Damage to Material and Personnel - Refer to PH Fig.3.7
    o Process to Check and Revies Storage Areas - Refer to PH Fig.3.8

Say 💬

- "Let us now engage in an activity to train participants in identifying potential safety hazards in a retail environment and propose corrective actions."

Activity ⚙️

Objective	The purpose of this activity is to train participants in identifying potential safety hazards in a retail environment and propose corrective actions.
Materials required	• Simulated retail layout (can be a classroom setup or a floor plan diagram) • Hazard markers (e.g., sticky notes or cards labeled "hazard") • Pens and paper for notes • Camera (optional, for documentation)
Steps/procedure	1. Start with a discussion on the importance of maintaining safety in retail spaces for employees and customers. 2. Provide an overview of common retail safety risks, such as wet floors, obstructed aisles, exposed wiring, and poorly stacked shelves. 3. Set up a simulated retail layout in the classroom or provide a printed diagram of a retail space with deliberate safety risks included. 4. Divide participants into small groups and ask them to walk through the setup or examine the diagram, identifying safety hazards. 5. Instruct groups to mark hazards with sticky notes or write them down with proposed corrective actions (e.g., "Wet floor: Place a warning sign and clean immediately"). 6. Reconvene as a group and have each team share their findings and recommendations. 7. Summarize the common risks identified and discuss best practices for retail safety.
Conclusion / what has been achieved	This activity will help participants develop an eye for spotting safety risks and learn practical strategies for creating a safer retail environment.

Tips 🔍

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask 🗨

- What are the common work hazards in retail?
- How can slips, trips, and falls be prevented?
- Why is emergency preparedness important in retail?
- What safety measures can prevent workplace accidents?
- What is the impact of chemical hazards?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Unit 3.4 Emergency Procedures

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Describe ways and means to handle emergency situations like fire, robbery, riots etc
2. Describe ways and means to mitigate risks to people and property during emergencies

Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Discuss the important topics from the previous two modules.

Say

- Start the class by saying, "This unit will help you how to handle emergencies like fires, robberies, and riots, and ways to mitigate risks to people and property during such emergencies."

Do

- To conduct an activity to help participants create a step-by-step protocol for handling robbery situations in a retail setup.

Activity

Objective	The purpose of this activity is to help participants create a step-by-step protocol for handling robbery situations in a retail setup.
Materials required	- Scenario descriptions of robbery incidents - Pens and paper - Whiteboard or flip chart for brainstorming

Steps/procedure	1. Begin with a brief discussion on the importance of having a robbery response protocol to ensure safety and minimize risks.
	2. Share key considerations, such as staying calm, avoiding confrontation, and prioritizing safety.
	3. Divide participants into small groups and provide them with a robbery scenario (e.g., an armed intruder demanding cash, theft of merchandise).
	4. Instruct each group to brainstorm and outline a step-by-step response protocol, addressing: • Immediate actions to ensure employee and customer safety. • Communication with law enforcement.
	5. Steps to secure evidence and report the incident.
	6. Ask each group to present their protocol to the class.
	7. Facilitate a discussion on the protocols, highlighting best practices and areas for improvement.
Conclusion / what has been achieved	This activity will help participants understand the critical elements of a robbery response protocol and be better prepared to handle such emergencies with composure and efficiency.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Explain

- Explain the following topics:
  o Ways to Handle Emergency Situations (fire, robbery, riots, etc.)– Refer to PH Table.3.5
  o Ways to Mitigate Risks to People and Property During Emergencies– Refer to PH Table.3.6

Say

- "Let us now engage in an activity to practice the steps for a safe and orderly evacuation during a fire emergency."

Activity

Objective	The purpose of this activity is to practice the steps for a safe and orderly evacuation during a fire emergency.
Materials required	• Pre-planned evacuation route map • Fire alarm (real or simulated sound) • List of participants • Emergency role assignments (e.g., leader, checker, etc.)
Steps/procedure	1. Begin with a brief explanation of the importance of fire evacuation drills and safety during emergencies. 2. Share the evacuation route map and emergency exit locations. 3. Assign roles to participants, such as evacuation leader, route checker, and timekeeper. 4. Conduct a walkthrough of the evacuation route to familiarize participants. 5. Simulate a fire emergency by triggering a fire alarm sound. 6. Instruct participants to evacuate using the pre-determined route, ensuring calmness and cooperation. 7. Gather participants at the designated assembly point and conduct a headcount. 8. Debrief the group, discussing what went well and areas for improvement.
Conclusion / what has been achieved	This activity will help participants learn how to respond quickly and effectively in a fire emergency, ensuring safety and minimizing risks during real-life scenarios.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- What is the first step when a fire is detected?
- What is the evacuation procedure during a fire?
- Where should employees and customers stay during a disturbance?
- Who should be informed about a data breach?
- When should silent alarms be used?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 3.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
   - **Multiple-choice questions.**
     1. It creates a positive first impression, boosting customer confidence and engagement
     2. Enforcing penalties for unauthorized dumping in cooperation with local authorities
     3. Regularly inspect and maintain floors
     4. Safe storage for flammable materials
     5. Secure the premises by locking doors and windows
   - **Answer the following questions.**
     1. **Explain the importance of personal hygiene in the retail sector.**
        Hint: Refer to PH section 3.1.1
     2. **Explain the importance of maintaining the work area clean and hygienic.**
        Hint: Refer to PH section 3.1.3
     3. **What are the ways to prevent unauthorized dump yards?**
        Hint: Refer to PH section 3.2.1
     4. **List various work hazards in retail operations.**
        Hint: Refer to PH section 3.3.1
     5. **Explain the causes of accidents at the workplace and ways to prevent them.**
        Hint: Refer to PH section 3.3.2

4. Manage customer needs effectively through need identification and strong customer relationships

Unit 4.1 Customer Satisfaction

Unit 4.2 Customer Relationship and Networks

RAS/N0207

Key Learning Outcomes

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At the end of this module, the trainee will be able to:

1. Explain the steps in enhancing customer satisfaction by identifying and catering to their needs and desires
2. Describe how to build strong relationships and network

Unit 4.1 Customer Satisfaction

Unit Objectives 🎯

At the end of the unit, the trainee will be able to:

1. Explain the importance of identifying target customers
2. Discuss the need to understand and assess target customers need and desire
3. List possible options to satisfy customer need
4. Explain the importance of establishing rapport with customers and express genuine interest to clarify customer requirements and enhance outcomes
5. Outline the methods to maximize sales opportunities by use of add-on and complementary sales techniques

Resources to be Used ⚙️

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do ✓

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.

Say 💬

- "In today's session, let's discuss the importance of identifying target customers."
- "Later, we will discuss the importance of understanding target customers' needs and establishing rapport to build trust. We'll explore options for satisfying these needs and techniques to maximize sales opportunities, focusing on add-on and complementary sales strategies."

Explain

- Explain the following topics:
  o Importance of Identifying Target Customers – Refer to PH Fig.4.1
  o Importance of Knowing and Assessing Target Customer Needs and Desires- Refer to PH Fig.4.2
     o Understanding and Assessing Customer Needs and Desires
  o Options to Satisfy Customer Needs– Refer to PH Fig.4.3
  o Ways to Establish Rapport with Customers– Refer to PH Fig.4.4
  o Ways to Show Genuine Interest to Fulfil Customers' Needs and Enhance Outcomes– Refer to PH Table.4.1
  o Ways to Maximize Sales Opportunities Using Add-on and Complementary Sales Techniques– Refer to PH Table.4.2

Do ☑

- To conduct an activity to help participants understand and practice techniques for building positive relationships with customers.

Activity ⚙

Objective	The purpose of this activity is to help participants develop effective communication and problem-solving skills for dealing with difficult customer situations.
Materials required	• Scenario cards with challenging customer situations (e.g., product return, delayed service, pricing dispute) • Notepads and pens for feedback • A timer for managing roleplay duration

Steps/procedure	1. Begin with a brief discussion on the importance of excellent customer service, even in challenging situations.
	2. Share tips for handling difficult customers, such as staying calm, listening actively, and finding solutions.
	3. Divide participants into pairs or small groups. Assign one person as the "customer" and another as the "retailer."
	4. Provide each pair/group with a scenario card, such as:
	    • A customer demanding a refund for a product without a receipt.
	    • A customer upset about delayed delivery.
	    • A customer angry about a pricing discrepancy.
	5. Instruct the "customer" to act out the situation, expressing their concerns or frustration, while the "retailer" attempts to resolve the issue professionally.
	6. After 3-5 minutes of roleplay, ask observers to provide constructive feedback on how the situation was handled.
	7. Rotate roles so everyone gets a chance to play both customer and retailer.
	8. End with a group discussion on lessons learned and strategies for improving customer interactions.

Conclusion / what has been achieved	This activity will help participants enhance their ability to manage challenging customer interactions by focusing on empathy, communication, and problem-resolution skills.

Tips 🔍

- Monitor student progress during the activity and provide support as needed.

- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- How do online recommendations enhance sales?
- Why is identifying target customers important in retail?
- What enhances customer experience in retail?
- What role do loyalty programs play in retail?
- How can in-store promotions increase sales?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Unit 4.2 Customer Relationship and Networks

Unit Objectives 🎯

At the end of the unit, the trainee will be able to:

1. State the impact of building effective relationships with customers to generate referrals
2. Explain ways to manage on time delivery
3. Explain ways to implement customer loyalty programs like vouchers, promotions
4. Illustrate the process of planning and implementing sales presentations

Resources to be Used ⚙️

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do ✓

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.

Say 💬

- "Let's discuss the impact of building effective customer relationships and how these can generate valuable referrals.
- "We'll also explore strategies for managing timely deliveries to ensure customer satisfaction. Additionally, we'll cover methods to implement customer loyalty programs, such as vouchers and promotions, to retain and reward customers. Finally, we'll walk through the process of planning and executing impactful sales presentations, designed to engage customers and drive sales success."

Explain

- Explain the following topics:
  - o Building Strong Customer Relationships
    - o Networking Techniques and CRM Software Applications – Refer to PH Fig.4.5 and Fig.4.6
    - o Digital Engagement Strategies and Personalized Communication– Refer to PH Fig.4.7
    - o Omnichannel Customer Relationship Techniques
  - o Impact of Building Effective Relationships with Customers to Generate Referrals- Refer to PH Fig.4.8
  - o Ways to Manage On-time Delivery– Refer to PH Fig.4.9

Do

- To conduct an activity to encourage participants to think creatively and develop a loyalty program that boosts customer retention and brand loyalty.

Activity

Objective	The purpose of this activity is to encourage participants to think creatively and develop a loyalty program that boosts customer retention and brand loyalty.
Materials required	• Chart paper or whiteboards • Markers or pens • Sample customer profiles (optional) • A timer to manage activity duration

Steps/procedure	1. Begin by discussing the importance of loyalty programs in retaining customers and driving repeat purchases.
	2. Introduce examples of successful loyalty programs (e.g., points-based systems, tiered rewards, exclusive memberships).
	3. Divide participants into small groups and ask them to brainstorm ideas for a unique loyalty program tailored to a retail business of their choice.
	4. Encourage participants to consider the following while designing their program:
	   • Target audience and their preferences.
	   • Type of rewards (e.g., discounts, free products, experiences).
	   • How customers earn and redeem rewards.
	   • How the program creates value and strengthens customer relationships.
	5. Ask each group to present their loyalty program idea to the larger group, explaining its unique features and benefits.
	6. Facilitate a discussion to evaluate the feasibility and creativity of each program, providing constructive feedback.

Conclusion / what has been achieved	This activity will help participants develop an understanding of designing customer-focused loyalty programs, fostering creativity and strategic thinking.

Tips

- Monitor student progress during the activity and provide support as needed.

- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- Why is building customer relationships essential in retail?
- Give examples of successful local partnerships in India.
- How can data analytics personalize customer communication?
- Why is on-time delivery crucial in retail?
- What is the benefit of accurate order processing?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 4.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
- **Multiple choice questions:**
   1. Greet customers warmly
   2. Engaging in active listening and asking open-ended questions
   3. By fostering trust and loyalty
   4. Word-of-mouth marketing
   5. A customer receives a ₹5 voucher for every ₹50 spent
- **Answer the following questions:**
   1. **Why is building rapport important in customer relationships?**
      Hint: Refer to PH section 4.1.4
   2. **How can loyalty programs help businesses retain customers in the long term?**
      Hint: Refer to PH section 4.2.4
   3. **What are some common options businesses use to meet customer needs?**
      Hint: Refer to PH section 4.1.5
   4. **Why is it important to adapt products or services based on customer desires?**
      Hint: Refer to PH section 4.1.2
   5. **What are the key strategies for establishing rapport with customers?**
      Hint: Refer to PH section 4.1.5

5. Implement legal compliances, policies, and procedures

Unit 5.1 Relationship with Local Corporations and Government Bodies

Unit 5.2 Legal Requirements

Unit 5.3 Policies and Procedures Related to Material Handling

RAS/N0209

Key Learning Outcomes

At the end of this module, the trainee will be able to:

1. Explain how to build strong connection with local corporations and government bodies for smooth conduct of business
2. Discuss about updating self and team on legal compliance, different forms of contracts and agreements, legal aspects of financial transactions, quality norms and legal requirements with regards to sale of products and services
3. Implement policies and procedures to ensure safe handling of goods

Unit 5.1 Relationship with Local Corporations and Government Bodies

Unit Objectives

At the end of the unit, the trainee will be able to:

1. List the local corporations and government bodies that have a bearing on the particular business
2. Identify the contact persons of the particular corporations and government bodies
3. Explain the importance of building and maintaining relationship with the key person to ensure smooth functioning of the business

Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say

- "Let's delve into understanding the local corporations and government bodies that impact your business. We will identify key contacts within these organizations and discuss the significance of building and maintaining strong relationships with them to ensure smooth and effective business operations."
- "Local corporations and government bodies play a crucial role in shaping the business environment by regulating, supporting, and facilitating operations."

Explain

- Explain the following topics:
  - Local Corporations and Government Bodies Related to Business Operations– Refer to PH Table.5.1
  - Importance of Building and Maintaining Relationships with Key People

Do

- To conduct an activity to guide participants in creating a practical sustainability roadmap for a small retail outlet, helping them integrate eco-friendly practices into daily operations.

Activity

Objective	The purpose of this activity is to guide participants in creating a practical sustainability roadmap for a small retail outlet, helping them integrate eco-friendly practices into daily operations.
Materials required	• Whiteboard or flip chart • Markers • Handouts with sustainability strategies (e.g., energy efficiency, waste reduction, sustainable sourcing) • Scenario cards with examples of small retail challenges in sustainability

Steps/procedure	1. Introduce the concept of sustainability in retail by explaining how small businesses can make a significant environmental impact through thoughtful practices.
	
	2. Highlight key areas where sustainability can be integrated into a small retail outlet, such as:
	   • Energy and water efficiency
	   • Waste reduction and recycling
	   • Sustainable product sourcing and packaging
	   • Eco-friendly transportation and delivery options
	
	3. Break participants into small groups and ask them to draft a roadmap for implementing sustainability practices in a small retail outlet. Provide them with scenarios (e.g., "You run a small boutique with limited space" or "You operate a local grocery store").
	
	4. Encourage each group to outline specific actions in the following areas:
	   • Short-term goals: Quick wins, such as switching to energy-efficient lighting, using reusable shopping bags, or reducing plastic packaging.
	   • Mid-term goals: Medium-term changes like sourcing products from eco-friendly suppliers, offering discounts for customers bringing reusable containers, and setting up a recycling program.
	   • Long-term goals: Larger-scale initiatives such as installing solar panels, implementing a zero-waste policy, or partnering with local sustainability organizations.
	
	5. Ask each group to identify challenges they may face while implementing these goals and brainstorm possible solutions (e.g., cost, customer buy-in, limited space).
	
	6. Have each group present their sustainability roadmap, explaining the rationale behind their choices and how they plan to overcome challenges.
	
	7. Facilitate a discussion on how different strategies could be tailored to various types of small retail outlets, considering factors like location, customer base, and resource.

Conclusion / what has been achieved	This activity will help participants learn how to create a structured sustainability roadmap that includes practical, achievable goals for small retail outlets, helping them contribute to environmental conservation while promoting their business.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- How does maintaining relationships with key individuals help during crises?
- What advantages do strong relationships with key individuals offer in business?
- Who are local wholesalers and distributors?
- What role do technology and service providers play?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Unit 5.2 Legal Requirements

Unit Objectives

At the end of the unit, the trainee will be able to:

1. Describe the key elements of major legal oversight systems affecting business operations and follow relevant rules and policies
2. Compare various issues affecting different forms of contract and agreements within business operations
3. Discuss ways to ensure team conformance to the relevant rules and policies for smooth functioning of business
4. Describe the concept of minimizing losses and maximizing gains
5. Describe the legal aspects of financial transactions within business operations
6. Describe legal requirements for the sale of products and services
7. Describe various methods of regulating patents and trademarks in local business environment

Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say

- "Let's explore the key legal aspects that impact business operations. This includes understanding oversight systems, handling contract issues, ensuring policy compliance, minimizing losses, and managing financial transactions. Additionally, we will discuss the legal requirements for selling products and services, as well as regulations concerning patents and trademarks within the local business environment."

Explain

- Explain the following topics:
  - Legal Rules and Policies for Business Operations– Refer to PH Table.5.2
    - Ethical Retailing
    - Sustainability Practices in Retail
  - Compare Issues Affecting Various Forms of Contracts and Agreements within Business Operations- Refer to PH Fig.5.1
  - Ways to Ensure Conformance to Relevant Rules and Policies- Refer to PH Table.5.3
  - Concept of Minimizing Losses and Maximizing Gains

Do

- To conduct an activity to enable participants to understand and implement steps for aligning store operations with environmental laws while promoting sustainability practices.

Activity

Objective	The purpose of this activity is to enable participants to understand and implement steps for aligning store operations with environmental laws while promoting sustainability practices.
Materials required	- Handouts or presentations on local environmental laws (waste management, energy consumption, etc.) - Whiteboard or flip chart - Markers - Example scenarios of sustainability challenges in retail operations
Steps/procedure	1. Begin with a discussion about the importance of environmental laws for businesses and sustainability initiatives in retail operations. 2. Explain key environmental laws that apply to retail businesses, such as waste management, water conservation, emissions control, and energy efficiency. 3. Present the concept of sustainability in retail, including waste reduction, sustainable sourcing, eco-friendly packaging, energy-efficient operations, and reducing carbon footprints. 4. Break the participants into small groups and ask each group to identify potential areas where a typical retail store may fall short in terms of environmental compliance and sustainability (e.g., excessive plastic use, poor waste disposal, lack of energy-saving measures). 5. Have each group propose actionable steps to align the store's operations with environmental laws while promoting sustainability, such as: - Switching to biodegradable packaging. - Implementing energy-efficient lighting and HVAC systems. - Recycling and proper waste management practices. - Sourcing products from sustainable vendors. - Educating staff and customers about sustainable practices.

	6. Encourage groups to consider both legal requirements and long-term benefits of sustainability, including cost savings, brand reputation, and customer loyalty.
	7. Ask each group to present their proposed steps for creating a more sustainable and law-compliant retail operation.
	8. Conclude by discussing the practical challenges of implementing these steps and brainstorm ways to overcome them.
Conclusion / what has been achieved	This activity will help participants understand the intersection of environmental laws and sustainable practices and gain practical knowledge on aligning retail operations with these principles to promote long-term sustainability.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- What are common issues with licensing agreements in retail?
- How do ethical practices align with legal compliance?
- How does compliance with sustainability practices benefit retailers?
- What is the importance of fair-trade practices in retail?
- What are the key elements of Environmental Laws?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Elaborate

- Elaborate on the following topics:
  - Legal Aspects of Financial Transactions Within Business Operations - Refer to PH Fig.5.2
  - Legal Requirements for Sale of Products and Services- Refer to PH Fig.5.3
  - Methods to Regulate Patents and Trademarks in Local Business Environment- Refer to PH Table.5.4

Say 💬

- "Let us proceed with an activity to help participants understand the importance of regulating patents and trademarks and how they can be managed within a local business environment."

Activity ⚙️

Objective	The purpose of this activity is to help participants understand the importance of regulating patents and trademarks and how they can be managed within a local business environment.
Materials required	• Handouts on basic patent and trademark concepts and local regulations • Whiteboard or flip chart • Markers for note-taking • Scenario examples of trademark/patent infringement issues in a local business setting

Steps/procedure	1. Start with a brief discussion on patents and trademarks, explaining their role in protecting intellectual property (IP) in businesses.
	2. Introduce key points regarding the importance of patents and trademarks in local businesses, such as:
	  • Protecting innovation and branding.
	  • Enhancing competitive advantage.
	  • Preventing unauthorized use of intellectual property.
	3. Highlight local regulations related to patents and trademarks, including how businesses can register their IP and the legal processes for protection.
	4. Provide scenario examples of common IP issues in the local business environment (e.g., trademark infringement, patent violations).
	5. Divide participants into small groups and ask each group to develop strategies to regulate patents and trademarks for a hypothetical local business (e.g., a local craft shop, tech startup, or clothing brand).
	6. Encourage groups to consider methods like:
	  • Registering patents and trademarks with local authorities.
	  • Regularly monitoring the market for potential IP infringements.
	  • Educating employees and stakeholders about IP regulations.
	  • Seeking legal advice when in doubt.
	7. Ask each group to present their proposed strategies, highlighting the steps they would take to regulate patents and trademarks in their business.
	8. Conclude the session by summarizing the importance of IP regulation and offering additional tips for compliance and enforcement.

Conclusion / what has been achieved	This activity will enable participants to acquire practical knowledge about regulating patents and trademarks, as well as strategies for protecting intellectual property within a local business environment.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- How can retail businesses protect their patents?
- Why is trademark registration important for retailers?
- What is required for fair pricing and trade practices in retail?
- How should retail businesses handle payment system security?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Unit 5.3 Policies and Procedures Related to Material Handling

Unit Objectives 🎯

At the end of the unit, the trainee will be able to:

1. Discuss the importance of adhering to the policies and procedures of safe handling and transporting of goods
2. Describe ways and means to handle emergencies and mitigate risks

Resources to be Used ⚙️

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do ✓

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say 💬

- "Let's discuss the importance of following policies and procedures for the safe handling and transportation of goods, along with strategies to manage emergencies and mitigate risks, ensuring a secure and efficient operational environment."

Explain 👤

- Explain the following topics:
  - Policies and Procedures Related to Safe Handling, Storage, and Transportation of Goods– Refer to PH Table.5.5
  - Importance of Adhering to Policies
  - Ways to Handle Emergencies and Mitigate Risks

Do ✓

- To conduct an activity to teach participants how to mediate customer grievances effectively and propose legally compliant resolutions.

Objective	The purpose of this activity is to teach participants how to mediate customer grievances effectively and propose legally compliant resolutions.
Materials required	• Scenario cards with a brief on a product misrepresentation case • Notepads and pens • Copies of relevant consumer protection guidelines or laws • Timer for managing activity stages

Steps/procedure	1. Start with a discussion on customer rights and the retailer's obligations under consumer protection laws, focusing on product misrepresentation.
	2. Divide participants into groups of three: one as the "customer," one as the "retailer," and one as the "mediator."
	3. Distribute scenario cards with cases such as:
	   • A product labeled "organic" but found to contain artificial ingredients.
	   • An advertised product feature that does not exist in the actual product.
	   • A customer receiving a lower-quality substitute product.
	4. Instruct the customer to explain their grievance and desired resolution, while the retailer responds with their perspective.
	5. The mediator facilitates the discussion to ensure both sides are heard and works towards a fair resolution, considering legal compliance and customer satisfaction.
	6. Ask each group to present their case, resolution, and rationale to the larger group.
	7. Conclude by discussing best practices for resolving grievances, including transparency, offering remedies like refunds or replacements, and ensuring future compliance.

Conclusion / what has been achieved	This activity will teach participants the importance of effective grievance handling, building trust through transparent communication, and suggesting solutions that comply with legal standards.

Tips

• Monitor student progress during the activity and provide support as needed.

• Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

• How does safe handling impact customer satisfaction?
• What are the key strategies for emergency preparedness?
• How should incidents be reported and investigated?
• What is the procedure for employee training in safe handling?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 5.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:

- **Multiple choice questions:**
    1. Facilitating transportation, warehousing, and distribution of goods
    2. Supply Chain and Logistics Providers
    3. Restrictive operational guidelines
    4. It ensures timely delivery of goods and reduces damage
    5. By ensuring timely deliveries and accurate inventory management

- **Answer the following questions:**
    1. **Why is compliance with safety regulations important in the logistics and transportation sectors?**
       Hint: Refer to PH section 5.3.2
    2. **How does adhering to company policies contribute to smooth business operations?**
       Hint: Refer to PH section 5.3.2
    3. **What are some key local regulations businesses must comply with?**
       Hint: Refer to PH section 5.2.8
    4. **How can businesses develop effective contingency plans to mitigate risks?**
       Hint: Refer to PH section 5.3.3
    5. **What are the benefits of maintaining long-term relationships with partners, suppliers, and customers?**
       Hint: Refer to PH section 5.1.2

6. Plan and manage finances to accomplish business objective

Unit 6.1 Profit and Loss Accounts

Unit 6.2 Negotiation and Generation of Credit from Vendors/Suppliers

Unit 6.3 Planning, Monitoring and Recording Cash Flow
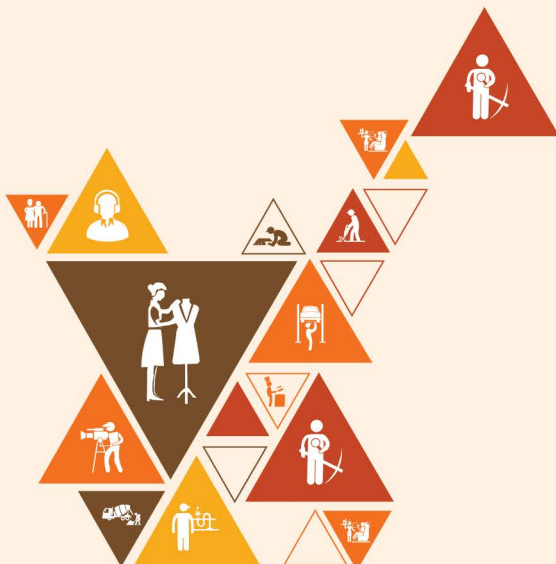
RAS/N0210

Key Learning Outcomes

At the end of this module, the trainee will be able to:

1. Illustrate the process to maintain Profit & Loss Accounts
2. Discuss how to negotiate and generate credit from vendors/suppliers
3. Show how to plan, monitor, and record the cash flow
4. Discuss the importance of implementing security procedures with respect to monetary transactions

Unit 6.1 Profit and Loss Accounts

Unit Objectives

At the end of the unit, the trainee will be able to:

1. Describe elements of basic financial accounting
2. Discuss the importance of training team on conducting basic accounting tasks
3. Describe sources of profits and causes of losses as reflected in the reports

Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say

- "In today's session, let's cover the fundamentals of basic financial accounting, the importance of training teams to handle accounting tasks, and how to identify sources of profit and causes of losses through financial reports, ensuring a clear understanding of financial health in business operations."

Do

- To conduct an activity to help participants understand and calculate gross and net profit margins and interpret their significance for a retail business.

Activity

Objective	The purpose of this activity is to help participants understand and calculate gross and net profit margins and interpret their significance for a retail business.
Materials required	- Handouts with mock financial data for a fictional retail store - Calculator or spreadsheet software (optional) - Whiteboard or flip chart - Markers

Steps/procedure	1. Begin by explaining the concepts of gross profit, net profit, and their respective margins:
	  • Gross Profit Margin: ((Gross Profit / Revenue) × 100)
	  • Net Profit Margin: ((Net Profit / Revenue) × 100)
	2. Distribute handouts with the following mock data for a fictional retail store:
	  • Total Revenue: ₹500,000
	  • Cost of Goods Sold (COGS): ₹300,000
	  • Operating Expenses: ₹100,000
	  • Taxes and Other Costs: ₹20,000
	3. Guide participants through the calculation of gross and net profits:
	  • Gross Profit = Total Revenue - COGS = ₹500,000 - ₹300,000 = ₹200,000
	  • Net Profit = Gross Profit - Operating Expenses - Taxes = ₹200,000 - ₹100,000 - ₹20,000 = ₹80,000
	4. Calculate the gross and net profit margins:
	  • Gross Profit Margin = (₹200,000 / ₹500,000) × 100 = 40%
	  • Net Profit Margin = (₹80,000 / ₹500,000) × 100 = 16%
	5. Ask participants to interpret these results:
	  • A 40% gross profit margin indicates efficient cost control for inventory and sales.
	  • A 16% net profit margin suggests profitability but highlights the impact of operating and tax expenses.
	6. Divide participants into small groups and assign similar mock datasets for individual calculations.
	7. After calculations, each group presents their results and interpretations to the class.
	8. Facilitate a discussion on strategies to improve both gross and net profit margins, such as cost optimization or revenue growth.

Conclusion / what has been achieved	This activity will help participants learn how to calculate gross and net profit margins and understand their significance in evaluating the financial performance of a retail store.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Explain

- Explain the following topics:
  - o Elements of Basic Financial Accounting -Refer to PH Fig.6.1
  - o Components of a Profit and Loss Statement
  - o Impact of Discounts and Returns
  - o KPIs for Financial Health
  - o Process of Conducting Basic Accounting Tasks and Their Importance – Refer to PH Fig.6.2
  - o Sources of Profit and Causes of Losses as Reflected in Reports – Refer to PH Fig .6.3 and Fig.6.4

Say

- "Let us now participate in an activity to teach participants how to create a profit and loss (P&L) statement, identify revenue leaks, and propose corrective measures to improve profitability."

Activity

Objective	The purpose of this activity is to teach participants how to create a profit and loss (P&L) statement, identify revenue leaks, and propose corrective measures to improve profitability.
Materials required	• Handouts with sample data for a fictional retail store • Template for a P&L statement • Calculator (optional) • Whiteboard or flip chart • Markers

Steps/procedure	1. Begin with a brief introduction to profit and loss statements, explaining their role in evaluating a business's financial health.
	2. Discuss common revenue leaks in retail, such as:
	   • High inventory shrinkage (theft or damage)
	   • Unoptimized vendor contracts
	   • Inefficient pricing strategies
	   • Excessive operational costs.
	3. Distribute handouts with fictional data for the retail store, including revenue, cost of goods sold (COGS), operating expenses, and other financial details.
	4. Guide participants through the process of creating a P&L statement, including sections for:
	   • Total revenue
	   • COGS
	   • Gross profit
	   • Operating expenses
	   • Net profit or loss.

	5. Once the P&L statement is complete, ask participants to analyze the figures and identify potential revenue leaks or areas of concern (e.g., low gross profit margin or high operating costs).
	
	6. Encourage participants to brainstorm corrective actions, such as:
	  • Implementing inventory management systems
	  • Renegotiating vendor contracts
	  • Reducing unnecessary expenses
	  • Revising pricing strategies.
	
	7. Ask each group to present their findings, including the identified revenue leaks and proposed solutions.
	
	8. Facilitate a discussion on how these corrective actions can improve profitability and prevent future revenue leak.

Conclusion / what has been achieved	This activity will help participants learn to prepare a P&L statement, identify financial issues, and recommend actionable steps to address revenue leaks in a retail environment.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- How is the cost of goods sold (COGS) calculated?
- Why is training retail staff on accounting tasks important?
- What factors can cause losses in retail?
- How do promotional discounts impact profitability?
- Define Profit and Loss Statement (P&L).

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Unit 6.2 Negotiation and Generation of Credit from Vendors/ Suppliers

Unit Objectives 🎯

At the end of the unit, the trainee will be able to:

1. Discuss the importance of instructing team members to actively control costs in their areas of responsibility
2. Illustrate the business cycle from accounting point of view
3. Define vendor credit cycle to ensure smooth borrowing process

Resources to be Used ⚙️

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do ✓

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say 💬

- "Let's discuss the importance of cost management for team members."
- "Later, we'll understand the business cycle from an accounting perspective and define the vendor credit cycle for smooth borrowing and effective financial management."

Explain

- Explain the following topics:
    - Importance of Controlling Costs -Refer to PH Table.6.1
    - Credit Terms Management
    - Business Cycle as Per Accounting- Refer to PH Fig.6.5
    - Vendor Credit Cycle to Ensure Smooth Borrowing Process – Refer to PH Table.6.2
    - Negotiation Techniques
    - Vendor Contract Clauses

Say 💬

- "Let us now participate in an activity to help participants understand how to create a sales and expense forecast using historical data and predict future financial performance."

Activity ⚙️

Objective	The purpose of this activity is to help participants understand how to create a sales and expense forecast using historical data and predict future financial performance.
Materials required	• Handouts with historical sales and expense data for a fictional retail store • Calculator or spreadsheet software (optional) • Whiteboard or flip chart • Markers

Steps/procedure	1. Introduce the concept of forecasting, explaining its importance in planning for future business operations and growth.
	2. Provide participants with the following mock historical data:
	  • Monthly Sales (₹): Jan: 100,000, Feb: 110,000, Mar: 120,000, Apr: 130,000
	  • Monthly Expenses (₹): Jan: 60,000, Feb: 65,000, Mar: 70,000, Apr: 75,000
	3. Explain the process for forecasting future values using a simple linear growth trend or average percentage increase:
	  • Sales growth: Average monthly growth = (130,000 - 100,000) / 3 = ₹10,000
	  • Expense growth: Average monthly growth = (75,000 - 60,000) / 3 = ₹5,000
	4. Ask participants to forecast sales and expenses for the next three months (May, June, July):
	  • May Sales: ₹130,000 + ₹10,000 = ₹140,000
	  • June Sales: ₹140,000 + ₹10,000 = ₹150,000
	  • July Sales: ₹150,000 + ₹10,000 = ₹160,000
	  • May Expenses: ₹75,000 + ₹5,000 = ₹80,000
	  • June Expenses: ₹80,000 + ₹5,000 = ₹85,000
	  • July Expenses: ₹85,000 + ₹5,000 = ₹90,000
	5. Guide participants to calculate projected monthly profits:
	  • Profit = Sales - Expenses (e.g., May Profit = ₹140,000 - ₹80,000 = ₹60,000).
	6. Divide participants into small groups and provide alternate datasets for forecasting.
	7. Encourage groups to share their forecasts and discuss factors that could influence sales and expenses (e.g., seasonal trends, market changes).
	8. Summarize key learnings, emphasizing the role of forecasting in making informed business decisions.

Conclusion / what has been achieved	This activity will help participants gain practical experience in creating a basic forecast, understand trends in sales and expenses, and learn how to use forecasting for strategic planning.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- How is inventory loss recorded for damaged stock?
- Why do retailers generate financial reports?
- How do retailers generate revenue?
- Why are vendor contracts essential?
- What types of expenses do retailers incur?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Unit 6.3 Planning, Monitoring and Recording Cash Flow

Unit Objectives

At the end of the unit, the trainee will be able to:

1. Identify credit sources for borrowing of funds
2. Explain the terms and conditions of sources offering credit
3. Illustrate the process to raise additional funds for business expansion
4. List possible fraudulent activities in monetary and financial transactions

Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say

- "Let's dive into the key aspects of sourcing credit for business funding. We'll explore different credit sources, their terms and conditions, the process of raising additional funds for expansion, and identify potential fraudulent activities in monetary and financial transactions. This session will provide a comprehensive understanding of financial management and security."
- "Cash flow refers to the movement of money in and out of a business and is essential for maintaining financial stability. For a Retailer, understanding the different types of cash flows is critical for making informed decisions, ensuring liquidity, and achieving business objectives."

Do

- To conduct an activity to familiarize participants with systematic steps and modern tools used for detecting and preventing fraud in financial transactions.

Activity

Objective	The purpose of this activity is to familiarize participants with systematic steps and modern tools used for detecting and preventing fraud in financial transactions.
Materials required	• Presentation slides on fraud detection tools (e.g., AI, machine learning, analytics dashboards) • Handouts summarizing fraud detection steps • Access to demo tools or screenshots of popular fraud detection software (optional) • Whiteboard or flip chart • Markers
Steps/procedure	1. Begin with a brief overview of fraud detection, highlighting the significance of modern monitoring tools in mitigating risks. 2. Introduce popular fraud detection tools, such as: • AI-based systems: Use of predictive modeling and anomaly detection. • Data analytics platforms: Real-time monitoring and reporting. • Blockchain: Enhancing transparency and traceability in transactions. 3. Explain the comprehensive steps for detecting fraud using these tools: • Step 1: Data Integration - Centralize transaction data across all platforms for analysis. • Step 2: Real-Time Monitoring - Use tools to monitor transactions in real time and flag unusual activities. • Step 3: Pattern Recognition - Implement machine learning algorithms to identify suspicious patterns, such as repeated small transactions or transactions outside usual working hours. • Step 4: Alert System - Set up automated alerts for high-risk activities, like large cash transactions or irregular vendor payments. • Step 5: Investigation Workflow - Use case management systems to document and analyze flagged activities for deeper investigation. • Step 6: Auditing and Reporting - Conduct regular audits and generate reports on fraud trends and tool effectiveness. 4. Divide participants into small groups and provide them with fictional scenarios of suspicious transactions. 5. Ask each group to analyze the scenarios using the provided steps and identify which modern tools would be most effective for detecting the fraud. 6. Facilitate group presentations on their findings and discuss how modern tools enhance efficiency compared to traditional methods. .
Conclusion / what has been achieved	This activity will help participants understand the systematic process of fraud detection and the role of modern monitoring tools in identifying and mitigating financial risks.

Tips

- Monitor student progress during the activity and provide support as needed.

- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Explain

- Explain the following topics:
  - Types of Cash Flows
  - Cash Flow Forecasting Tools
    - Integration with Digital Payments
  - Cash Flow Recovery Plans
  - Credit Sources for Borrowing Funds – Refer to PH Fig.6.6
  - Terms and Conditions of Sources Offering Credit– Refer to PH Table .6.3
  - Process to Raise Additional Funds for Business Expansion– Refer to PH Fig.6.7
  - Possible Fraudulent Activities in Monetary and Financial Transactions– Refer to PH Table .6.4
    - Fraud Detection Methods
    - Procedures and Systems to Prevent Monetary Losses Due to Fraudulent Activities

Say

- "Let us now participate in an activity to develop participants' ability to recognize suspicious activities and red flags in financial transactions and enhance their financial vigilance skills."

Activity

Objective	The purpose of this activity is to develop participants' ability to recognize suspicious activities and red flags in financial transactions and enhance their financial vigilance skills.
Materials required	- Handouts with case studies detailing fictional financial transaction scenarios - List of common red flags in financial transactions (e.g., unusual payment methods, inconsistent transaction amounts) - Whiteboard or flip chart - Markers

Steps/procedure	1. Start by discussing the importance of monitoring financial transactions for irregularities to prevent fraud or errors.
	2. Explain key red flags to watch for, such as:
	   • Unusually large cash transactions
	   • Frequent small deposits just below reporting thresholds
	   • Transactions from or to high-risk countries
	   • Inconsistent details in transaction records
	   • Unexplained changes in spending patterns.

	3. Distribute handouts with pre-prepared case studies of fictional financial transactions. Each case study should include both normal and suspicious transaction patterns.
	4. Divide participants into small groups and assign each group a case study.
	5. Instruct groups to analyze their assigned case study and identify potential red flags in the transactions. Encourage them to consider: • The source of funds • The purpose of the transactions • Any discrepancies in amounts, dates, or recipient details.
	6. Ask groups to present their findings, explaining why they consider certain elements to be red flags and suggesting possible actions to address them (e.g., further investigation, reporting the transaction).
	7. Facilitate a discussion on the importance of vigilance and how recognizing red flags can help prevent financial fraud or compliance violations.
Conclusion / what has been achieved	This activity will provide participants with practical experience in identifying red flags in financial transactions and will teach steps to ensure financial integrity and compliance.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- Why is clear communication important in vendor renegotiation?
- Can you give an example of financing cash flow?
- Name the three categories of cash flow.
- What is trade credit?
- Define credit card fraud.

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 6.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:

- **Multiple choice questions:**
    1. Systematic recording, summarizing, and reporting of business transactions
    2. Last In First Out (LIFO) or First In First Out (FIFO)
    3. It helps monitor stock levels, prevent overstocking, and optimize inventory
    4. Managing costs to reinvest savings into business expansion
    5. Increases profit margins by minimizing unnecessary expenses

- **Answer the following questions:**
    1. **What are the key elements involved in basic financial accounting?**
       Hint: Refer to PH section 6.1.1
    2. **How does the business cycle affect the financial performance of a company?**
       Hint: Refer to PH section 6.2.2
    3. **Why is it critical for businesses to fully understand the credit terms before committing to a loan?**
       Hint: Refer to PH section 6.2.2
    4. **What are some common fraudulent activities businesses might encounter in financial transactions?**
       Hint: Refer to PH section 6.3.7
    5. **How can businesses use profit and loss statements to make strategic decisions?**

       Hint: Refer to PH section 6.1.2

7. Manage inventory and sales

Unit 7.1 Market Analysis for Need Identification and Planning Stocks

Unit 7.2 Inventory and Sales Management

RAS/N0211

Key Learning Outcomes

At the end of this module, the trainee will be able to:

1. Demonstrate the process to conduct market analysis to identify customer and plan product assortment/stocks accordingly

2. Explain how to ensure effective management of Inventory and Sales

Unit 7.1 Market Analysis for Need Identification and Planning Stocks

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Explain the meaning of target audience/consumer profile
2. Discuss the buying patterns and analyse sales data to define assortments and modify them as per trends observed
3. Describe the importance for monitoring market trends and technology changes as part of managing inventory demands

Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say

- "Let's explore the significance of target audience and consumer profiles. We will analyze buying patterns and sales data to refine the product assortments."
- "Later, we will discuss the importance of monitoring market trends and technological changes to effectively manage inventory demands."
- "Let us study in detail."

Explain

- Explain the following topics:
  - Meaning of Target Audience and Consumer Profile – Refer to PH Fig.7.1
  - Buying Patterns – Refer to PH Fig.7.2
    - Factors Influencing Buying Patterns– Refer to PH Fig.7.3
    - Demand Patterns
  - Sales Data Analysis to Define Assortments and Modify Them as Per Trends – Refer to PH Table.7.1
    - Sales Forecasting Techniques
  - Importance of Monitoring Market Trends- Refer to PH Fig.7.4

> o Technology Changes in Managing Inventory Demands- Refer to PH Fig.7.5
>> o Stock Buffer Planning

Do ☑

- Conduct a class activity to help participants understand how monitoring market trends can influence business strategies and decision-making.

Activity

Objective	The purpose of this activity is to help participants understand how monitoring market trends can influence business strategies and decision-making.
Materials required	- Handouts with examples of recent market trends (e.g., rise in online shopping, eco-friendly products) - Whiteboard or flip chart - Markers - A short video or infographic summarizing current retail trends (optional)
Steps/procedure	1. Begin with a brief discussion on what market trends are and why they matter for businesses. 2. Share a few examples of recent market trends (e.g., increased demand for sustainable products, the popularity of digital payment methods). 3. Divide participants into small groups and provide each group with one market trend example. 4. Ask each group to discuss and list how the trend could impact the following: - Customer preferences - Product offerings - Marketing strategies - Operational adjustments 5. Each group presents their findings to the larger group. 6. Facilitate a discussion on how monitoring these trends helps businesses stay competitive, meet customer expectations, and adapt to changes in the industry. 7. Encourage participants to brainstorm methods for staying updated on market trends, such as attending trade shows, following industry news, or conducting customer surveys. 8. Conclude by summarizing the role of market trend monitoring in driving business innovation and growth.
Conclusion / what has been achieved	This activity helps participants gain insights into the significance of tracking market trends and how doing so can guide businesses to align with customer needs and remain competitive in a dynamic market.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- Why is identifying a target audience important?
- Define stock buffer planning.
- What is regression analysis?
- What are examples of regional preferences in India?
- Define consume profile.

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Unit 7.2 Inventory and Sales Management

Unit Objectives

At the end of the unit, the trainee will be able to:

1. Describe inventory/procuring capacity as per demand
2. Define targets for self and team to achieve business gains
3. Discuss the importance to match logistics of delivery to inventory supply requirements
4. Illustrate the steps to prevent inventory losses
5. Explain the need to have plan for contingencies in case of stockout

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say

- Start the class by saying, "This unit will help you understand the fundamentals of managing inventory and procurement effectively, including aligning capacity with demand, setting achievable targets, ensuring logistics match supply needs, preventing losses, and preparing contingency plans for stockouts to drive business success."
- "Let's explore the topic in detail."

Explain

- Explain the following topics:
  - o Inventory and Procuring Capacity as Per Demand
    - o Inventory Valuation Methods
  - o Setting Targets for Self and Team to Achieve Business Gains
  - o Importance of Matching Logistics of Delivery with Inventory Supply Requirements
  - o Steps to Prevent Inventory Losses

Do ☑

- Conduct an activity to help participants identify and implement strategies to minimize inventory losses in a retail environment.

Activity ⚙

Objective	The purpose of this activity is to help participants identify and implement strategies to minimize inventory losses in a retail environment.
Materials required	- Handouts detailing common causes of inventory loss (e.g., theft, spoilage, mismanagement) - Case studies or scenarios of inventory loss - Whiteboard or flip chart - Markers

Steps / procedure	1. Begin by discussing the concept of inventory losses and their impact on business profitability.
	2. Distribute handouts listing common causes of inventory losses, such as employee theft, shoplifting, spoilage, and inaccurate record-keeping.
	3. Provide a fictional scenario: "A retail store reports consistent inventory discrepancies. Expired goods are also frequently found in stock. What steps can prevent these issues?"
	4. Divide participants into small groups and ask them to brainstorm preventive measures based on the scenario.
	5. Groups should develop a list of steps to prevent inventory losses, such as:
	    • Implementing regular inventory audits
	    • Installing security cameras
	    • Training staff on proper stock management
	    • Establishing clear guidelines for handling perishable items
	    • Using inventory management software
	6. Each group presents their solutions, explaining how these steps can address the specific causes of inventory loss.
	7. Facilitate a discussion on the practicality of implementing the suggested measures in real-life retail settings.
	8. Summarize the activity by emphasizing the importance of proactive measures in minimizing inventory losses.

Conclusion / what has been achieved	This activity helps participants understand the causes of inventory losses and learn effective prevention strategies. It also helps ensure better inventory control and increased profitability.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- Name three common inventory valuation methods.
- How can vendor relationships help prevent inventory losses?
- What tools can automate procurement decisions?
- Why is it important to monitor market trends and competitors?
- What factors should be considered for analysing demand?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Elaborate

- Elaborate on the following topics:
  - Contingency Plans in Case of Stockout - Refer PH Fig 7.6
  - Stock Turnover Metrics
  - Reverse Logistics
  - Warehouse/Storage Automation

Ask

- Why is a contingency plan important for stockouts?
- Name some popular inventory apps for small retailers.
- Define a stockout.
- How can inventory management software help retailers?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 7.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:

- **Multiple choice questions:**
    1. Running out of stock for a product customers want
    2. Establish relationships with multiple suppliers
    3. To handle unexpected surges in demand or supply chain disruptions
    4. Historical sales data, demand variability, and supplier lead times
    5. Placing high-value items in locked cases or behind counters

- **Answer the following questions:**
    1. **What factors should be considered when defining a consumer profile?**
       Hint: Refer to PH section 7.1.1
    2. **How can sales data analysis be used to optimize product assortments?**
       Hint: Refer to PH section 7.1.3
    3. **What are some recent technological advancements in inventory management?**
       Hint: Refer to PH section 7.2.1
    4. **How can businesses minimize the risk of stockouts through proactive planning?**
       Hint: Refer to PH section 7.2.6
    5. **Why is it important to synchronize delivery logistics with inventory supply?**
       Hint: Refer to PH section 7.2.7

8. Manage marketing and sale of goods and services

Unit 8.1 Establishing Customer Requirements and Formulate Marketing Strategy

Unit 8.2 Selling Products and Services

RAS/N0212

Key Learning Outcomes

At the end of this module, the trainee will be able to:

1. Demonstrate the process to record customer requirements and preferences in relation to business products or services and factor into marketing strategy

2. Demonstrate how to develop and impart product knowledge to the team

3. Dramatize the process to record information by applying questioning techniques, sound listening and interpretation of non-verbal cues

4. Dramatize the process of selling the product by highlighting its features, benefits or any other additional offers/complementary products

5. Roleplay a scenario on closing sale by encouraging customers to make the purchase decision

Unit 8.1 Establishing Customer Requirements and Formulate Marketing Strategy

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Explain the importance of engaging with existing and potential customers to establish demand
2. Discuss the need to devise marketing strategy to optimise sales and profit, according to customer requirements, market position, logistical capacity and business resources and forecasts relating to demand
3. Describe segmentation, targeting and positioning of a product
4. Define resource requirements for implementation of marketing plans
5. Explain the process to decide cost of promotional activities to reach identified and potential customers
6. Explain the method to allocate resources required to implement marketing strategy
7. Outline the benefits of establishing systems for regularly monitoring marketing activities and evaluating marketing strategies

Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say

- "In today's session, we will discuss the key aspects of developing and implementing a successful marketing strategy."
- "We'll explore customer engagement, segmentation, resource allocation, cost determination for promotional activities, and the importance of monitoring and evaluating marketing efforts to optimize sales and profits."

Explain

- Explain the following topics:
  - Importance of Engaging with Existing and Potential Customers to Establish Demand- Refer to PH Table.8.1
    - Customer Segmentation
  - Need to Devise Marketing Strategy to Optimise Sales and Profit

- ○ Omnichannel Marketing- Refer to PH Fig.8.1
- ○ Segmentation, Targeting and Positioning of a Product - Refer to PH Fig.8.2- Fig.8.4
- ○ Resource Requirements for Implementation of Marketing Plans- Refer to PH Fig.8.5

Do ✓

- Conduct an activity to help participants understand the importance of marketing strategies and how to create effective plans to increase sales and profitability.

Activity

Objective	The purpose of this activity is to help participants understand the importance of marketing strategies and how to create effective plans to increase sales and profitability.
Materials required	• Handouts with marketing strategy components (e.g., pricing, promotions, channels) • Case study or fictional scenario of a retail business • Whiteboard or flip chart • Markers

Steps / procedure	1. Begin by explaining what a marketing strategy is and why it is essential for optimizing sales and profit.
	2. Share an example of a successful marketing strategy and its impact on sales.
	3. Present a fictional scenario: "A retail store selling eco-friendly products is struggling with low sales despite high-quality items. Devise a marketing strategy to boost sales and profits."
	4. Divide participants into small groups and ask each group to:
	  • Identify the target audience
	  • Propose pricing strategies (e.g., discounts, bundling)
	  • Suggest promotional ideas (e.g., social media campaigns, influencer partnerships)
	  • Recommend sales channels (e.g., online platforms, in-store events)
	5. Each group develops a brief marketing strategy based on the scenario.
	6. Groups present their strategies and justify how their plan can optimize sales and profits.
	7. Facilitate a discussion on the feasibility of the proposed strategies and their potential impact.
	8. Summarize the activity by highlighting key takeaways, such as the need for customer-centric approaches and the role of innovation in marketing.

Conclusion / what has been achieved	This activity helps participants learn the components of an effective marketing strategy and how to design plans tailored to specific business challenges to boost sales and profitability.

Tips

- Monitor student progress during the activity and provide support as needed.

- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- How does understanding customer needs help businesses?
- What are the main types of segmentation?
- Why is a marketing strategy important?
- Define omnichannel marketing.
- What are examples of demographic segmentations?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Elaborate

- Elaborate on the following topics:
  - Process to Decide Cost of Promotional Activities to Reach Identified and Potential Customers - Refer PH Table.8.2
  - Method to Allocate Resources Required to Implement Marketing Strategy
    - Budgeting for Marketing Campaigns
  - Benefits of Establishing Systems for Monitoring Marketing Activities and Evaluating Marketing Strategies – Refer to PH Fig.8.6

Ask

- How should promotional channels be assessed?
- What is the final step in determining promotional costs?
- Why is it important to benchmark costs against industry standards?
- What is the purpose of determining the cost of promotional activities?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Unit 8.2 Selling Products and Services

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Explain the need to identify target customer, initiate customer contact, and approach the customer
2. Explain ways to solve customer objections related to price, quality, delivery or any other by applying a problem-solving technique

Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say

- "Let us gain knowledge and learn about the crucial steps in identifying and approaching target customers, followed by effective methods for addressing customer objections related to price, quality, and delivery using problem-solving techniques."
- "Identifying target customers, initiating contact, and approaching them strategically are critical for business success. These steps ensure resources are used efficiently, relationships are built effectively, and customer needs are met, leading to higher satisfaction, loyalty, and profitability."

Explain

- Explain the following topics:
  - Need to Identify Target Customers, Initiate Customer Contact and Approach Customer
    - Selling Skills and Consultative Selling Techniques
    - Step-by-Step Selling Process and Up-selling and Cross-selling Tactics
  - Problem-solving Techniques to Solve Customer Objections - Refer to PH Fig.8.7
    - Post-Sale Relationship Management

Do ☑

- Conduct an activity to help participants recognize the importance of maintaining strong relationships with customers after a sale, leading to repeat business and positive referrals.

Activity ⚙

Objective	The purpose of this activity is to help participants recognize the importance of maintaining strong relationships with customers after a sale, leading to repeat business and positive referrals.
Materials required	• Handouts with examples of post-sale relationship strategies (e.g., follow-up emails, loyalty programs) • Case study or scenario of a customer post-purchase experience • Whiteboard or flip chart • Markers

Steps/procedure	1. Start by explaining the concept of post-sale relationship management and its importance in retaining customers and ensuring long-term business success.
	2. Share examples of common post-sale strategies such as follow-up calls, customer feedback requests, and loyalty programs.
	3. Present a fictional scenario: "A customer buys a product, but after a few weeks, they have a negative experience with the product. How can the store resolve the situation and maintain a positive relationship?"
	4. Divide participants into small groups and ask them to brainstorm ways to manage this relationship and prevent customer dissatisfaction, including:
	  • Offering a replacement or refund
	  • Providing a discount for future purchases
	  • Sending personalized follow-up emails or calls
	  • Asking for feedback and suggestions for improvement
	5. Each group shares their strategies for managing post-sale relationships.
	6. Facilitate a discussion on how these strategies help build trust, loyalty, and encourage repeat business.
	7. Highlight the long-term benefits of post-sale relationship management, such as increased customer retention, referrals, and positive brand reputation.
	8. Summarize by emphasizing the importance of customer satisfaction and ongoing engagement after the sale to ensure continued success.

Conclusion / what has been achieved	This activity helps participants understand the critical role of post-sale relationship management in fostering customer loyalty, enhancing the overall customer experience, and driving long-term business growth.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- How does understanding target customers improve marketing efforts?
- What is the benefit of gathering customer feedback through surveys?
- Why is identifying customer needs important in selling?
- Define up-selling.

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 8.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:

- **Multiple choice questions:**
    1. By empathising, providing solutions, and reassuring customers
    2. The product's superior quality and long-term benefits
    3. To allocate resources efficiently and achieve desired goals
    4. Customer feedback
    5. Defining marketing objectives

- **Answer the following questions:**
    1. **Why is customer engagement crucial for establishing product demand?**
       Hint: Refer to PH section 8.1.1
    2. **How does a well-crafted marketing strategy contribute to increased sales and profitability?**
       Hint: Refer to PH section 8.1.2
    3. **What are the key resources needed to implement a successful marketing plan?**
       Hint: Refer to PH section 8.1.4

4. **How can businesses use data collected from monitoring marketing activities to improve future campaigns?**

    Hint: Refer to PH section 8.1.7

5. **What are the best methods for initiating contact with potential customers?**

    Hint: Refer to PH section 8.2.1

9. Implement robust business systems to ensure process excellence

Unit 9.1 Updating Product/Service Knowledge for Business Success

Unit 9.2 Management of Equipment, Systems, and Product/Service Processes
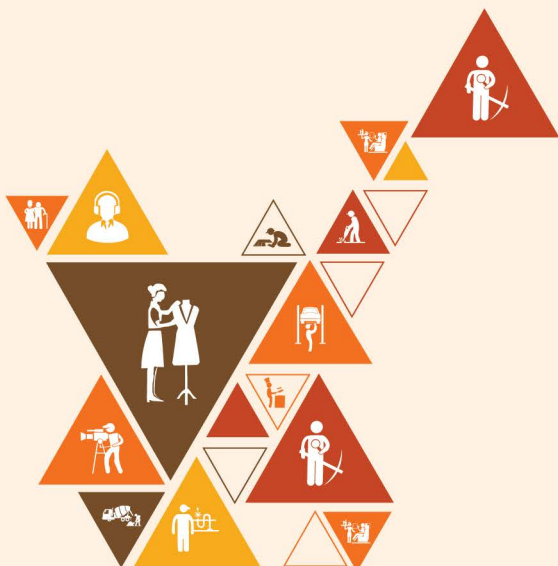
RAS/N0213

Key Learning Outcomes

At the end of this module, the trainee will be able to:

1. Illustrate the process of learning and updating product/service information relevant to business
2. Demonstrate the process of operating relevant equipment required for daily operations
3. Describe how to source, supply, package, and market products/services

Unit 9.1 Updating Product/Service Knowledge for Business Success

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Describe in-depth knowledge of products/services involved in the business
2. Describe the features of products/services, their advantages and benefits with respect to comparative and complementary products in the market
3. Discuss about the market trends with respect to sales patterns as against comparative and complementary products in the market
4. Describe related products/services and possible opportunities with respect to up-selling, cross-selling, expansion of business to the team

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say

- "Let's delve into the in-depth knowledge of products and services, exploring their features, advantages, and benefits in comparison to market competitors. We'll also discuss market trends, sales patterns, and potential opportunities for up-selling, cross-selling, and business expansion."

Explain

- Explain the following topics:
  - Knowledge of Products/Services Involved in Business
  - Features of Products/Services and Their Advantages Concerning Comparative and Complementary Products in the Market
  - Market Trends Concerning Sales Patterns as Against Comparative and Complementary Products in the Market
  - Related Products/Services and Possible Opportunities Concerning Up-selling, Cross-selling, Expansion of Business to the Team

Do ✓

- Conduct an activity to emphasize the importance of having a deep understanding of the products or services a business offers in order to enhance customer service, sales, and business growth.

Activity

Objective	The purpose of this activity is to emphasize the importance of having a deep understanding of the products or services a business offers in order to enhance customer service, sales, and business growth.
Materials required	• Product/service catalog or brochures (if applicable) • Whiteboard or flip chart • Markers • Case study or example of a product/service

Steps/procedure	1. Start with a brief discussion on the importance of knowing the products/services a business offers. Explain how it impacts customer trust, sales, and overall business success.
	
	 2. Share a few examples of companies or businesses that excel in product knowledge, and how that knowledge drives customer satisfaction.
	
	 3. Present a scenario: "You are a sales associate at a retail store. A customer asks for recommendations based on specific needs or preferences. How would you respond, and how does knowing the products/services benefit your answer?"
	
	 4. Divide participants into small groups and ask them to brainstorm the following:
	   • What kind of information do salespeople need to know about a product/service?
	   • How can understanding the product/service help in upselling or cross-selling?
	   • How does deep product knowledge improve customer service?
	
	 5. After brainstorming, ask each group to share their insights with the rest of the participants.
	
	 6. Conduct a roleplay where participants practice answering customer inquiries about a product/service, demonstrating how product knowledge is applied.
	
	 7. Facilitate a discussion on how continuous learning about the product or service is important for staying competitive and responsive to customer needs.
	
	 8. Conclude by emphasizing that product/service knowledge is not just about technical specifications but also understanding how they solve customer problems or improve their lives.

Conclusion / what has been achieved	This activity will help participants understand how crucial in-depth product/service knowledge is to providing excellent customer service, improving sales, and maintaining a competitive edge in the market.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- How can retailers gain in-depth knowledge of products and services?
- What are the benefits of focusing on related products and services?
- How can team members be trained to leverage up-selling and cross-selling opportunities?
- What are complementary products?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Unit 9.2 Management of Equipment, Systems, and Product/ Service Processes

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Discuss about the new technologies that can improve efficiencies and reduce risks
2. Describe the best sources of materials
3. Discuss the importance of negotiating to arrive at the most profitable vendor relationship for the organization
4. State the reasons to obtain feedback on products and services received from the customers

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say

- "Let's discuss how new technologies can improve efficiency and reduce risks. We will identify the best sources for materials and emphasize the importance of negotiating profitable vendor relationships. Additionally, we will explore the value of obtaining customer feedback on products and services."

Explain

- Explain the following topics:
  - New Technologies to Improve Efficiencies and Reduce Risks in Daily Operations
  - Best Sources of Materials- Refer to PH Fig.9.1
  - Importance of Negotiation to Achieve Profitable Vendor Relationship
  - Reasons to Obtain Feedback on Products and Services Received from Customers- Refer to PH Table.9.1

Do ☑

- Conduct an activity to highlight the significance of effective negotiation skills in establishing long-term, profitable vendor relationships.

Activity ⚙

Objective	The purpose of this activity is to highlight the significance of effective negotiation skills in establishing long-term, profitable vendor relationships.
Materials required	• Handouts with key negotiation strategies (e.g., win-win approach, BATNA) • Case study of a successful vendor negotiation • Whiteboard or flip chart • Markers

Steps/procedure	1. Start by discussing what negotiation is and why it is crucial in building strong, profitable relationships with vendors.
	2. Share examples of how effective negotiation can lead to better pricing, favorable payment terms, and quality improvements in vendor relationships.
	3. Present a fictional scenario: "A retailer wants to negotiate a discount with a supplier for a bulk order, but the supplier is hesitant. What strategies can the retailer use to achieve a better deal?"
	4. Divide participants into pairs. Assign one participant the role of the retailer and the other the role of the vendor. Ask them to negotiate based on the scenario provided.
	5. Instruct the participants to focus on finding a win-win solution, emphasizing long-term partnership benefits.
	6. After the roleplay, ask each pair to share their negotiation strategies and outcomes. Discuss which approaches were most effective in achieving a mutually beneficial deal.
	7. Facilitate a group discussion on key negotiation techniques that lead to profitable vendor relationships, such as:
	    • Building trust and understanding
	    • Identifying mutual goals and objectives
	    • Compromise and flexibility
	    • Offering incentives or future business opportunities
	8. Summarize the key takeaways, emphasizing the importance of negotiation not just for one-time deals but for fostering lasting and profitable vendor relationships.

Conclusion / what has been achieved	This activity will help participants gain a deeper understanding of how effective negotiation can create win-win situations, improve vendor relationships, and contribute to business profitability.

Tips 🔍

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- How do barcode scanners improve retail operations?
- Why are cash drawers important in retail?
- What is the function of payment terminals in retail?
- How do customer-facing displays benefit retail operations?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 9.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:

- **Multiple choice questions:**
    1. A smartphone case or charger for a smartphone
    2. Up-selling
    3. Real-world scenario practice and workshops on selling techniques
    4. To protect sensitive data and mitigate digital risks
    5. By refining marketing messages based on customer-valued benefits

- **Answer the following questions:**
    1. **Why is it essential for a business to have detailed knowledge of its products and services?**
       Hint: Refer to PH section 9.1.1
    2. **How can businesses highlight the unique features of their products compared to competitors?**
       Hint: Refer to PH section 9.1.2
    3. **What are the key differences between up-selling and cross-selling?**
       Hint: Refer to PH section 9.1.4
    4. **How does customer feedback contribute to product/service improvement?**
       Hint: Refer to PH section 9.2.4
    5. **What are some emerging technologies that can improve business efficiency?**
       Hint: Refer to PH section 9.2.1

10. Exhibit business acumen, self-discipline and demonstrate leadership skills

Unit 10.1 Creation of a Strong Business Plan

Unit 10.2 Self-motivation to Enhance and Grow Business

Unit 10.3 Creativity and Innovation for Sustenance and Business Growth

RAS/N0214

Key Learning Outcomes

At the end of this module, the trainee will be able to:

1. Describe how to create and validate a strong business plan
2. Discuss how to motivate self to enhance and grow his/her business
3. Display creativity and innovation for sustenance and business growth
4. Explain how to lead and manage a team

Unit 10.1 Creation of a Strong Business Plan

Unit Objectives 🎯

At the end of this unit, the trainee will be able to:

1. Explain about short-term and long-term plans with respect to returns from the business
2. Define milestones and break them into achievable targets
3. Describe the efforts and resources required for creating a strong business plan
4. Describe ways to get buy in from investors and other credit sources

Resources to be Used ⚙️

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do ✓

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say 💬

- "Let's embark on a journey to discuss both short-term and long-term business plans. We will focus on expected returns, define key milestones, and break them down into achievable targets. Additionally, we will cover the efforts and resources required to create a strong business plan, as well as strategies for securing buy-in from investors and credit sources."

Explain

- Explain the following topics:
  - Short-term and Long-term Plans Related to Returns from Business – Refer to PH Table.10.1
  - Milestones and Breaking Milestones to Achievable Targets - Refer to PH Fig.10.1
  - Efforts and Resources Required for Creating a Strong Business Plan - Refer to PH Fig.10.2
  - Ways to Get Buy-in from Investors and Other Credit Sources– Refer to PH Table.10.2

Do ☑

- Conduct an activity to help participants understand the importance of planning for short-term and long-term business returns and how it contributes to sustainable growth.

Activity ⚙

Objective	The purpose of this activity is to help participants understand the importance of planning for short-term and long-term business returns and how it contributes to sustainable growth.
Materials required	• Handouts with examples of short-term and long-term business goals • Flip chart or whiteboard • Markers
Steps/procedure	1. Start with a brief explanation of what short-term and long-term returns mean in the context of a business. 2. Highlight examples of short-term plans, such as increasing monthly sales, reducing inventory costs, or launching a promotional campaign. 3. Discuss examples of long-term plans, such as expanding into new markets, building brand loyalty, or investing in infrastructure. 4. Divide participants into small groups and provide them with a scenario: "You own a small retail store. Outline one short-term plan to increase sales within the next three months and one long-term plan to enhance profitability over the next five years." 5. Ask each group to brainstorm and write their plans on the flip chart or whiteboard. 6. Facilitate a discussion where each group presents their plans, explaining the rationale behind them and how they align with the business's overall objectives. 7. Share tips on balancing short-term gains with long-term growth, such as reinvesting profits, focusing on customer retention, and adapting to market trends. 8. Summarize the discussion by emphasizing how aligning short-term actions with long-term goals ensures consistent and sustainable returns.
Conclusion / what has been achieved	This activity will help participants understand the significance of strategic planning for both immediate and long-term business returns, while gaining insights into balancing short-term actions with long-term goals for sustained growth.

Tips 🔍

- Monitor student progress during the activity and provide support as needed.

- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- List the examples of short-term plans.
- Why is creating a business plan important for a retailer?
- What is strategic planning for a retailer?
- How does financial forecasting help a retailer?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Unit 10.2 Self-motivation to Enhance and Grow Business

Unit Objectives 🎯

At the end of this unit, the trainee will be able to:

1. Discuss about entrepreneurial thinking and perspective
2. Describe the process of identifying and getting certifications in related line of business
3. Outline the benefits of participating in workshops, seminars and engaging with successful business owners

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do ✓

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say 💬

- "In this unit, we'll explore entrepreneurial thinking, its perspectives, and the process of obtaining relevant certifications. Additionally, we will discuss the benefits of attending workshops, seminars, and networking with successful business owners to foster business growth."

Explain

- Explain the following topics:
    - o Entrepreneurial Thinking and Perspective
    - o Process of Identifying and Getting Certifications for Specific Business- Refer to PH Fig.10.3
    - o Benefits of Participating in Workshops, Seminars and Engaging with Successful Business Owners - Refer to PH Fig.10.4

Do ☑

- Conduct an activity to help participants recognize the value of attending workshops and seminars and how networking with successful business owners can enhance their skills and business growth.

Activity ⚙

Objective	The purpose of this activity is to help participants recognize the value of attending workshops and seminars and how networking with successful business owners can enhance their skills and business growth.
Materials required	• List of upcoming workshops and seminars (or examples) • Flip chart or whiteboard • Markers • Success stories or case studies of individuals who benefited from workshops and networking
Steps/procedure	1. Start by discussing the importance of continuous learning and networking for business growth. Explain how workshops and seminars offer opportunities to acquire new knowledge and skills. 2. Share examples of successful business owners who have benefited from attending seminars or engaging with mentors. 3. Present a case study: "A small business owner attended a marketing seminar, learned new strategies, and applied them to increase sales by 30% in 6 months." Discuss how this opportunity contributed to their success. 4. Ask participants to reflect on a time they attended a seminar or workshop. In small groups, ask them to share what they learned and how it benefited their personal or professional growth. 5. After the group discussions, ask participants to brainstorm how attending workshops and seminars could improve their own businesses. Encourage them to think about topics like marketing, finance, customer service, and leadership. 6. Facilitate a discussion on how networking with successful business owners can offer valuable insights and mentorship. Ask participants to share how they could expand their networks and the potential benefits of doing so. 7. Highlight the importance of staying updated with industry trends through such events and using the knowledge gained to make informed business decisions. 8. Conclude by encouraging participants to take the initiative to seek out these opportunities and apply the lessons learned to grow their businesses.
Conclusion / what has been achieved	This activity will help participants understand the value of attending workshops and seminars and recognize how engaging with successful business owners can provide valuable insights, skills, and networking opportunities that lead to business success.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- Define the importance of entrepreneurial thinking.
- What is the first step in obtaining certifications?
- Why are workshops and seminars beneficial for professional growth?
- How do workshops and seminars build credibility and confidence?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Unit 10.3 Creativity and Innovation for Sustenance and Business Growth

Unit Objectives ⊚

At the end of this unit, the trainee will be able to:

1. Discuss the importance of identifying opportunities and create solutions to face uncertainties
2. Discuss the importance of keeping self-updated on to expand business in other fields/line of business as desired
3. Explain ways to improvise methods so as to improve efficiencies
4. Discuss the impact of motivating team members

Resources to be Used ⚙

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do ✓

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say 💬

- "Let's dive into this session to explore the importance of identifying opportunities and developing solutions to address uncertainties. We'll also discuss how to stay informed in order to expand into new business areas. Additionally, we will cover methods to enhance efficiency and strategies for motivating team members to achieve a greater impact."

Explain 🛠

- Explain the following topics:
  o Importance of Identifying Opportunities and Creating Solutions to Face
  o Importance of Keeping Self-updated to Expand Business in Other Fields/Lines of Business
  o Ways to Improvise Methods to Improve Efficiencies
  o Impact of Motivating Team Members - Refer to PH Fig.10.5

Do ☑

- Conduct an activity to demonstrate the importance of motivating team members and how it positively impacts productivity, morale, and business success.

Activity ⚙

Objective	The purpose of this activity is to demonstrate the importance of motivating team members and how it positively impacts productivity, morale, and business success.
Materials required	• Whiteboard or flip chart • Markers • Handouts with motivational strategies and their benefits • Case study of a motivated team achieving business goals

Steps/procedure	1. Start by discussing what motivation is and why it is important in a team environment. Highlight that motivated employees are more productive, innovative, and engaged.
	2. Present a brief case study: "A retail team that was motivated through recognition, team-building activities, and clear career progression increased sales by 20% in the next quarter." Discuss the factors that led to their success.
	3. In small groups, ask participants to discuss strategies they think would effectively motivate their own teams (e.g., setting clear goals, offering rewards, providing learning opportunities).
	4. After the group discussions, ask each group to share their strategies and explain how those methods could positively impact employee performance and overall business success.
	5. Facilitate a larger discussion on the direct impact of motivating team members, including:
	   • Improved performance and productivity
	   • Increased job satisfaction and morale
	   • Lower turnover rates
	   • Enhanced teamwork and collaboration
	   • Innovation and creativity in problem-solving
	6. Summarize the discussion by emphasizing how consistent motivation can create a positive work environment, leading to better business outcomes. Encourage participants to apply these techniques in their own workplaces.

Conclusion / what has been achieved	This activity will help participants understand the significant benefits of motivating team members, including increased productivity, better morale, and a more positive work environment that leads to business success.

Tips 🔍

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- Why is identifying opportunities in uncertain times important for long-term success?
- How does continuous learning help in expanding a business?
- What is one strategy to improve efficiencies in a business?
- How does motivation influence a company's work culture?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 10.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
- **Multiple choice questions:**
    1. To enhance productivity, boost morale, and foster a positive work culture
    2. Ignoring employee feedback
    3. Leveraging analytics to guide decision-making and optimise resource utilisation
    4. It helps identify risks and fosters adaptability
    5. It helps investors understand how and when they will see a return on their investment
- **Answer the following questions:**
    1. **How can businesses set realistic short-term goals for returns?**
       Hint: Refer to PH section 10.1.1
    2. **What are the essential components of a strong business plan?**
       Hint: Refer to PH section 10.1.3
    3. **How can attending workshops and seminars enhance business knowledge?**
       Hint: Refer to PH section 10.2.3
    4. **Why is employee feedback essential for identifying areas of improvement?**
       Hint: Refer to PH section 10.3.3
    5. **What are effective ways to motivate team members in a business environment?**
       Hint: Refer to PH section 10.3.4

11. Use Social Media to Market Products and Services

Unit 11.1 Maximize Impact Through Social Media
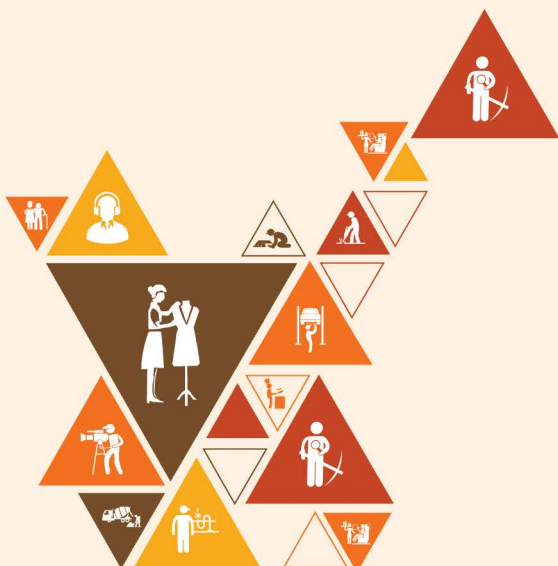
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Key Learning Outcomes

At the end of this module, the trainee 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 11.1 Maximize Impact Through Social Media

Unit Objectives ⊚

At the end of this unit, the trainee 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 ⚙

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do ✓

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say 💬

- "Let's explore the significance of understanding the target customer base and leveraging social media and online platforms for marketing. We will discuss guidelines for creating promotional content, providing customer service, resolving complaints, and addressing privacy concerns. Additionally, we will examine publishing policies and strategies for creating engaging content, effectively using social media features, and maintaining positive online communication while managing negativity and conflicts."

Explain

- Explain the following topics:
  - o Importance of Social Media in Modern Business – Refer to PH Table.11.1
  - o Identifying Target Customer Base on Social Media
  - o Strategies for Using Social Media to Market Products and Services- Refer to PH Fig.11.1
  - o Guidelines, Policies, and Procedures for Social Media Marketing
  - o Copyright Images and Other Intellectual Property
  - o Importance of Positive and Professional Online Communication - Refer to PH Fig.11.2
  - o Handling Feedback on Social Media

Do

- Conduct an activity to help participants understand how to respond to both positive and negative feedback on social media to maintain a professional image and build customer trust.

Activity

Objective	The purpose of this activity is to help participants understand how to respond to both positive and negative feedback on social media to maintain a professional image and build customer trust.
Materials required	- Example social media posts with customer feedback (both positive and negative) - Flip chart or whiteboard - Markers - Handouts with dos and don'ts for responding to feedback

Steps/procedure	1. Begin with a brief discussion on the importance of handling social media feedback effectively, emphasizing its role in brand reputation and customer relationships.
	2. Share examples of positive and negative customer feedback on social media, along with examples of appropriate and inappropriate responses.
	3. Divide participants into small groups and provide each group with a scenario (e.g., a glowing review, a complaint about late delivery, or a public criticism of a product).
	4. Ask each group to draft a response to their assigned scenario. Encourage them to focus on professionalism, empathy, and resolution.
	5. Have each group share their drafted responses with the larger group. Provide constructive feedback and discuss best practices for responding to social media feedback.
	6. Facilitate a discussion on key points to remember, such as:
	   • Responding promptly and politely
	   • Acknowledging the customer's concerns
	   • Offering solutions or asking to take the conversation offline if needed
	   • Showing appreciation for positive feedback
	   • Avoiding defensive or emotional responses
	7. Conclude by encouraging participants to develop a social media feedback response protocol for their business.

Conclusion / what has been achieved	This activity will help participants gain practical insights and skills to handle social media feedback effectively, fostering positive customer relationships and protecting their business reputation.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- What is the role of social media in modern business?
- How does social media presence impact brand recognition and loyalty?
- Why is it important to disclose paid promotions on social media?
- Why are licensing agreements important for businesses?
- What is the key to content creation in social media marketing?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 11.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
- **Multiple choice questions:**
    1. Global reach and accessibility
    2. It offers free access and low-cost advertising options
    3. Direct interaction with customers
    4. To better target the right audience
    5. A fictional representation of an ideal customer

- **Answer the following questions:**
    1. **Why is timely and constructive response to feedback important for brand reputation?**
       Hint: Refer to PH section 11.1.7
    2. **How can businesses identify their target audience on social media platforms?**
       Hint: Refer to PH section 11.1.2
    3. **Why is social media an essential tool for brand building and customer engagement?**
       Hint: Refer to PH section 11.1.1
    4. **What are the best practices for responding to customer feedback on social media?**
       Hint: Refer to PH section 11.1.7
    5. **How does maintaining a positive tone in online communication impact a brand's image?**

       Hint: Refer to PH section 11.1.6

12. Deliver Customer Service in Online Mode

Unit 12.1 Providing Online Customer Service
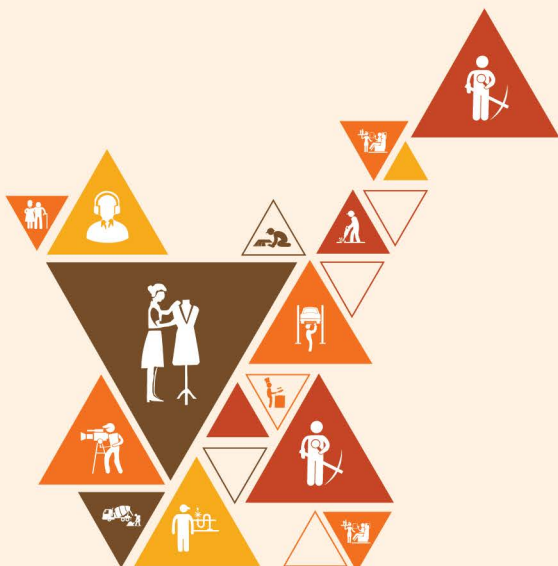
RAS/N0231

Key Learning Outcomes

At the end of this module, the trainee will be able to:

1. Explain the key elements of providing service to the customers in online mode

2. Show how to provide service to the customers in online mode

Unit 12.1 Providing Online Customer Service

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Discuss key the considerations with respect to statutory compliances related to online customer service provisions
2. Describe the key aspects of standards followed by organisations in providing online services to customer
3. Discuss the characteristics of acceptable online communication styles and techniques related to written communication
4. Explain the reasons for customer problems, complaints and dissatisfaction in an online retail environment
5. Outline the best practices of providing online refunds and product exchanges to the customers
6. Discuss the rudiments of techniques used to identify and resolve customer service problems whilst building customer loyalty in online retail environment
7. Explain the role and impact of customer feedback in an online retail environment

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say

- "Let's discuss the statutory compliance for online customer service, organizational standards, effective communication techniques, and common causes of customer dissatisfaction. Additionally, we will explore best practices for refunds, exchanges, resolving service issues, and leveraging customer feedback to build loyalty."

Explain

- Explain the following topics:
  - o Statutory Compliances Considerations Related to Online Customer Service Provisions- Refer to PH Fig.12.1
  - o Key Aspects of Standards Followed by Organisations in Providing Online Services to Customers - Refer to PH Fig.12.2
  - o Characteristics of Acceptable Online Communication Styles and Techniques Related to Written Communication- Refer to PH Fig.12.3
  - o Reasons for Customer Problems, Complaints and Dissatisfaction in an Online Retail Environment
  - o Best Practices for Providing Online Refunds and Product Exchanges to Customers- Refer to PH Fig.12.4
  - o Rudiments of Techniques Used to Identify and Resolve Customer Service Problems Whilst Building Customer Loyalty in Online Retail Environment - Refer to PH Fig.12.5

Do

- Conduct an activity to help participants understand the key principles and best practices for handling online refunds and product exchanges to enhance customer satisfaction and trust.

Activity

Objective	The purpose of this activity is to help participants understand the key principles and best practices for handling online refunds and product exchanges to enhance customer satisfaction and trust.
Materials required	• Sample refund/exchange policies from various e-commerce platforms • Handouts with key best practices • Flip chart or whiteboard • Markers

Steps/procedure	1. Start by discussing why a transparent and customer-friendly refund/exchange policy is important for online businesses (e.g., builds trust, reduces disputes).
	 2. Present sample refund and exchange policies from well-known e-commerce platforms, highlighting the key elements that make them effective.
	 3. Divide participants into small groups and provide each group with a customer scenario (e.g., a defective product, a customer requesting an exchange for size, a late delivery refund request).
	 4. Ask each group to draft a response and solution for their scenario, ensuring it aligns with the principles of transparency, fairness, and customer convenience.
	 5. Each group presents their response, and the facilitator provides feedback, emphasizing best practices such as:
	     • Clear communication of terms and timelines
	     • Easy-to-follow processes for refunds and exchanges
	     • Providing multiple refund/exchange options

	• Offering prompt resolutions and updates • Ensuring data security during the process 6. Summarize the discussion by creating a checklist of best practices that participants can implement in their own refund and exchange processes.
Conclusion / what has been achieved	This activity will help participants learn how to design and implement effective online refund and exchange policies prioritizing customer satisfaction while maintaining business efficiency.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- How has e-commerce affected consumer rights in India?
- Why is a professional tone vital in written communication?
- What are common causes of customer complaints in online retail?
- What is the aim of the GST Act, 2017 in e-commerce?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Elaborate

- Elaborate on the following topics:
  o Role and Impact of Customer Feedback in an Online Retail Environment – Refer to PH Fig.12.6
  o Emerging Technologies in Online Customer Service- Refer to PH Fig.12.7- Fig.12.9
  o Omnichannel Customer Service Strategies
  o Metrics and KPIs for Measuring Customer Service Effectiveness
  o Advanced Handling of Customer Grievances
  o Cultural and Regional Sensitivity

Do ☑

- To conduct an activity to familiarize participants with the concept of omnichannel customer service and how to implement it effectively to enhance the customer experience.

Activity ⚙

Objective	The purpose of this activity is to familiarize participants with the concept of omnichannel customer service and how to implement it effectively to enhance the customer experience.
Materials required	• Case studies or examples of successful omnichannel strategies • Handouts with tips and best practices • Flip chart or whiteboard • Markers

Steps/procedure	1. Begin by explaining the concept of omnichannel customer service and how it differs from multichannel service. Emphasize the importance of a seamless customer experience across all channels.
	2. Share examples or case studies of companies excelling in omnichannel strategies, such as those integrating social media, email, in-store, and mobile apps.
	3. Divide participants into small groups and assign each group a customer scenario (e.g., a complaint received via social media, a query from a website live chat, or a follow-up from an in-store purchase).
	4. Ask each group to design a customer service response plan that incorporates multiple channels (e.g., initiating contact on one platform and resolving the issue on another).
	5. Groups present their plans, focusing on the steps they would take to ensure a seamless and consistent customer experience.
	6. Discuss best practices for implementing omnichannel strategies, such as:
	   • Maintaining consistent branding and tone across all channels
	   • Ensuring that customer interactions are logged and accessible across platforms
	   • Using technology like CRM systems to integrate customer data
	   • Training staff to handle queries across multiple channels effectively
	7. Summarize the discussion with a checklist of key components for successful omnichannel customer service.

Conclusion / what has been achieved	This activity will help participants understand the importance of omnichannel customer service and gain practical insights into designing strategies that provide a seamless and consistent customer experience.

Tips 🔍

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- Why is customer feedback important for online retailers?
- How does a virtual assistant benefit customer?
- What is the benefit of "Click-and-Collect" in retail?
- What does the Customer Satisfaction Score (CSAT) measure?
- How is understanding regional languages beneficial in customer service?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Explain

- Explain the following topics:
  - Proactive Customer Service- Refer to PH Table.12.1
  - Training Modules for Customer Service Representatives- Refer to PH Fig.12.10
  - Success Stories of Companies Excelling in Online Customer Service
  - Analysis of Customer Service Failures
  - Sustainability and Ethical Practices
  - Compliance with Legal Acts

Ask

- How has Amazon India excelled in customer service?
- Why is transparency in consumer data use important?
- What did Big Basket do during the COVID-19 pandemic to improve customer service?
- How does Nykaa offer personalized customer service?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

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

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 12.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:

- **Multiple choice questions:**
    1. Assisting customers throughout their association with the brand
    2. Addressing and resolving customer concerns efficiently
    3. Right to Discounts
    4. Digital Personal Data Protection Act, 2023
    5. 30 days

- **Answer the following questions:**
    1. **What are the common standards businesses adhere to when offering online customer services?**
       Hint: Refer to PH section 12.1.1
    2. **How can businesses collect actionable customer feedback in an online setting?**
       Hint: Refer to PH section 12.1.3
    3. **What are some key statutory compliances businesses must follow for online customer service?**
       Hint: Refer to PH section 12.1.1
    4. **Why is it important to minimize delays in refund and exchange procedures?**
       Hint: Refer to PH section 12.1.5
    5. **How can businesses address frequent customer complaints effectively?**

       Hint: Refer to PH section 12.1.4

13. Employability Skills

DGT/VSQ/N0102

Scan the QR codes or click on the link for the e-books

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

14. Annexures

Annexure I: Training Delivery Plan

Annexure II: Assessment Criteria

Annexure III: QR Codes

Annexure I

Training Delivery Plan

Training Delivery Plan			
Program Name:	Retailer		
Qualification Pack Name & Ref. ID	RAS/Q0202		
Version No.	3.0	**Version Update Date**	3 0 - 0 4 - 2024
Pre-requisites to Training (if any)	No licensing or statutory approvals required for the training		
Training Outcomes	**By the end of this program, the participants will be able to:** 1. Implement legal compliances, policies, and procedures. 2. Effectively manage finances to accomplish business objectives. 3. Conduct market analysis to ensure effective inventory and sales management. 4. Manage marketing and sale of goods and services. 5. Implement robust business systems to ensure process excellence. 6. Maintain health and safety requirements at the place of work. 7. Build relationships with vendors/dealers to ensure smooth business operations and increase sales 8. Manage customer needs effectively through need identification and strong customer relationship. 9. Exhibit business acumen, self-discipline and demonstrate leadership skills. 10. Use Social Media to Market Products and Services 11. Deliver customer service in online mode 12. Employability Skills		

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodology	Training Tools/Aids	Duration in Hours
1.	Introduction to Retail	Retail in India	• Outline the current scenario of the retailing sector in India • List the factors that lead to growth of retailing sector in India • Compare traditional and modern retail sector in India • Illustrate different retail formats • Describe the role of departments and their functions in a modern retailing operation	Bridge Module	Additional Learning	Additional Learning	0 Theory 00:00 Practical 00:00
		Role of Retailer in Retail Sector	• Discuss the roles and responsibilities of Retailer		Additional Learning	Additional Learning	0 Theory 00:00 Practical 00:00
2	Build relationship with vendors / dealers to ensure smooth business operations and increase sales	Vendor Relationship Management	• Explain the importance of identifying where to get help and information from • Explain the importance of identifying needs of specific vendors	RAS/N0205	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras & Mobiles); Danglers; Coupons & Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables & Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Dummy Billing & Invoicing Software; Dummy Multi-store POS software, Dummy	8 Theory 04 : 00 Practical 04 : 00

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodology	Training Tools/Aids	Duration in Hours
		Vendor Relationship Management (Contd..)		128		Multistore software for Inventory Control, Stock management, Accounting, HRMIS, Reporting; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting cards; Company Brochure; Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans	7 Theory 03 : 00 Practical 04 : 00
		Vendor Relationship Management (Contd..)	• Describe the process of proper contracting with vendors • Discuss the best practices followed to maintain cordial relationships				7 Theory 03 : 00 Practical 04 : 00
		Vendor Relationship Management (Contd..)					7 Theory 03 : 00 Practical 04 : 00
		Vendor Relationship Management (Contd..)	• Discuss the measures taken to minimize possible risks and losses in vendor relationships • State the impact of expressing needs clearly to get into workable relationships with vendors	RAS/ N0205			7 Theory 03 : 00 Practical 04 : 00
		Vendor Relationship Management (Contd..)					7 Theory 03 : 00 Practical 04 : 00
		Vendor Relationship Management (Contd..)	• Explain the importance of displaying effective negotiation skills to get better deals				7 Theory 03 : 00 Practical 04 : 00
		Vendor Relationship Management (Contd..)					5 Theory 03 : 00 Practical 02 : 00

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodol-ogy	Training Tools/Aids	Duration in Hours
3	Meet health and safety require-ments at place of work	Health and Hy-giene	• Explain the im-portance of being presentable and well-groomed to service customers • Discuss the need for maintaining the workplace area clean and hygienic	RAS/ N0206	Classroom lecture/ PowerPoint Presenta-tion/ Ques-tion & Answer and Group Discussion	Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer relat-ed advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras & Mobiles); Dan-glers; Coupons & Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables & Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Billing Dummy Software; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Regis-ter; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting card; 10	Retailer Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans; Company brochure Point of Sale (POS) Terminal (Comput-er, Cash draw- er, Receipt printer, Bar-code scanner, Card swiping machine), Dummy Products (Products with ad -on accesso- ries such as mobile handsets with ear phones etc.)	7 Theory 03 : 00 Practical 04 : 00
		Safe Waste Disposal	• State ways to pre-vent development of unauthorized waste dump yards, in coordination with co-vendors • Explain the impor-tance of locating the vending carts in a clean and Hygienic area	RAS/ N0206			7 Theory 03 : 00 Practical 04 : 00
		Work-place Hazards and Safety Measures	• List various work hazards • List the causes of ac-cidents at the work-place and identify measures to prevent such accidents • Explain ways to ad-here to safety stan-dards and ensure no material damage • Describe the process to check and review the storage areas frequently				7 Theory 03 : 00 Practical 04 : 00

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodology	Training Tools/Aids	Duration in Hours
		Emergency Procedures	• Describe ways and means to handle emergency situations like fire, robbery, riots etc • Describe ways and means to mitigate risks to people and property during emergencies	RAS/ N0206		with barcode, specifica- tions, price tags, VM elements (Mannequins - Full/ Half Bust, Danglers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Dis- play (LED Lightbox); Signage Board; Of- fer /Policy Signage), Shopping Basket/ Shopping Cart, Dummy Fire Extin- guishers	7 Theory 03 : 00 Practical 04 : 00
4.	Manage customer needs effectively through need identification and strong customer relationships	Customer Satisfaction	• Explain the importance of identifying target customers • Discuss the need to understand and assess target customers need and desire	RAS/ N0207	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer relat- ed advertisement; Card Swapping Ma- chine; Gondolas; Products for display (Dummy cameras & Mobiles); Danglers; Coupons & Vouch- ers; Credit notes; Currency notes of different Denomi- nations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables & Stools; Stock Almirah; CC TV Camera; Projec- tor; 1 Computer; LCD TV (optional); Demo Counter; Dummy Billing & Invoicing Software; Dummy Multi-store POS software, Dummy Multistore software	7 Theory 03 : 00 Practical 04 : 00
		Customer Satisfaction (Contd..)	• List possible options to satisfy customer need • Explain the importance of establishing rapport with customers and express genuine interest to clarify customer requirements and enhance outcomes • Outline the methods to maximize sales opportunities by use of add-on and complementary sales techniques		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		7 Theory 03 : 00 Practical 04 : 00

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodol-ogy	Training Tools/Aids	Duration in Hours
		Customer Relation-ship and Networks (Contd..)	• State the impact of building effective relationships with customers to gener-ate referrals • Explain ways to manage on time delivery		Classroom lecture/ PowerPoint Presenta-tion/ Ques-tion & Answer and Group Discussion	for Inventory Con-trol, Stock manage-ment, Accounting, HRMIS, Reporting; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Regis-ter; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting cards; Com-pany Brochure; Cal-culator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans	5 Theory 02 : 00 Practical 03 : 00
		Customer Relation-ship and Networks (Contd..)	• Explain ways to im-plement customer loyalty programs like vouchers, promo-tions • Illustrate the pro-cess of planning and implementing sales presentations		Classroom lecture/ PowerPoint Presenta-tion/ Ques-tion & Answer and Group Discussion		5 Theory 02 : 00 Practical 03 : 00
5.	Imple-ment legal compli-ances, policies, and proce-dures	Relation-ship with Local Cor-porations and Gov-ernment Bodies	• List the local cor-porations and government bodies that have a bearing on the particular business • Identify the contact persons of the par-ticular corporations and government bodies • Explain the impor-tance of building and maintaining relationship with the key person to ensure smooth functioning of the business	RAS/ N0209	Classroom lecture/ PowerPoint Presenta-tion/ Ques-tion & Answer and Group Discussion	Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer relat-ed advertisement; Card Swapping Ma-chine; Gondolas; Products for display (Dummy cameras & Mobiles); Danglers; Coupons & Vouch-ers; Credit notes; Currency notes of different Denomi-nations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables & Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter;	7 Theory 03 : 00 Practical 04 : 00

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodology	Training Tools/Aids	Duration in Hours
		Legal Requirements	• Describe the key elements of major legal oversight systems affecting business operations and follow relevant rules and policies • Compare various issues affecting different forms of contract and agreements within business operations • Discuss ways to ensure team conformance to the relevant rules and policies for smooth functioning of business • Describe the concept of minimizing losses and maximizing gains		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Dummy Billing & Invoicing Software; Dummy Multi-store POS software, Dummy Multistore software for Inventory Control, Stock management, Accounting, HRMIS, Reporting; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting cards; Company Brochure; Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans	7 Theory 03 : 00 Practical 04 : 00
		Legal Requirements (Contd..)	• Describe the legal aspects of financial transactions within business operations • Describe legal requirements for the sale of products and services • Describe various methods of regulating patents and trademarks in local business environment		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		7 Theory 03 : 00 Practical 04 : 00
		Policies and Procedures Related to Material Handling	• Discuss the importance of adhering to the policies and procedures of safe handling and transporting of goods • Describe ways and means to handle emergencies and mitigate risks		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		7 Theory 03 : 00 Practical 04 : 00

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodology	Training Tools/Aids	Duration in Hours
6	Plan and manage finances to accomplish business objectives	Profit and Loss Accounts	• Describe elements of basic financial accounting • Discuss the importance of training team on conducting basic accounting tasks • Describe sources of profits and causes of losses as reflected in the reports	RAS/ N0210	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras & Mobiles); Danglers; Coupons & Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables & Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Dummy Billing & Invoicing Software; Dummy Multi-store POS software, Dummy Multistore software for Inventory Control, Stock management, Accounting, HRMIS, Reporting; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting cards; Company Brochure; Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans	7 Theory 03 : 00 Practical 04 : 00
		Profit and Loss Accounts (Contd..)					7 Theory 03 : 00 Practical 04 : 00
		Profit and Loss Accounts (Contd..)					7 Theory 03 : 00 Practical 04 : 00
		Negotiation and Generation of Credit from Vendors/ Suppliers (Contd..)	• Discuss the importance of instructing team members to actively control costs in their areas of responsibility • Illustrate the business cycle from accounting point of view • Define vendor credit cycle to ensure smooth borrowing process	RAS/ N0210			7 Theory 03 : 00 Practical 04 : 00
		Negotiation and Generation of Credit from Vendors/ Suppliers (Contd..)					7 Theory 03 : 00 Practical 04 : 00
		Negotiation and Generation of Credit from Vendors/ Suppliers (Contd..)					7 Theory 03 : 00 Practical 04 : 00

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodology	Training Tools/Aids	Duration in Hours
		Planning, Monitoring and Recording Cash Flow	• Identify credit sources for borrowing of funds • Explain the terms and conditions of sources offering credit				6 Theory 02 : 00 Practical 04 : 00
		Planning, Monitoring and Recording Cash Flow (Contd..)	• Illustrate the process to raise additional funds for business expansion • List possible fraudulent activities in monetary and financial transactions				4 Theory 02 : 00 Practical 02 : 00
7	Manage inventory and sales	Market Analysis for Need Identification and Planning Stocks	• Explain the meaning of target audience/ consumer profile • Discuss the buying patterns and analyse sales data to define assortments and modify them as per trends observed • Describe the importance for monitoring market trends and technology changes as part of managing inventory demands	RAS/ N0211	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras & Mobiles); Danglers; Coupons & Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables & Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Dummy Billing & Invoicing Software; Dummy Multi-store POS software, Dummy Multistore software for Inventory Control, Stock management, Accounting, HRMIS, Reporting; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register;	7 Theory 03 : 00 Practical 04 : 00
		Market Analysis for Need Identification and Planning Stocks (Contd..)					7 Theory 03 : 00 Practical 04 : 00
		Market Analysis for Need Identification and Planning Stocks (Contd..)					7 Theory 03 : 00 Practical 04 : 00
		Market Analysis for Need Identification and Planning Stocks (Contd..)					7 Theory 03 : 00 Practical 04 : 00

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Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodology	Training Tools/Aids	Duration in Hours
		Inventory and Sales Management	• Describe inventory/ procuring capacity as per demand • Define targets for self and team to achieve business gains	RAS/ N0211		Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting cards; Company Brochure; Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans	7 Theory 03 : 00 Practical 04 : 00
		Inventory and Sales Management (Contd..)	• Discuss the importance to match logistics of delivery to inventory supply requirements				7 Theory 03 : 00 Practical 04 : 00
		Inventory and Sales Management (Contd..)	• Illustrate the steps to prevent inventory losses • Explain the need to have plan for contingencies in case of stockout				7 Theory 03 : 00 Practical 04 : 00
		Inventory and Sales Management (Contd..)					5 Theory 03 : 00 Practical 02 : 00
8.	Manage marketing and sale of goods and services	Establishing Customer Requirements and Formulate Marketing Strategy	• Explain the importance of engaging with existing and potential customers to establish demand • Discuss the need to devise marketing strategy to optimise sales and profit, according to customer requirements, market position, logistical capacity and business resources and forecasts relating to demand • Describe segmentation, targeting and positioning of a product	RAS/ N0212	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras & Mobiles); Danglers; Coupons & Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables & Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter;	7 Theory 03 : 00 Practical 04 : 00

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodol-ogy	Training Tools/Aids	Duration in Hours
		Estab-lishing Customer Require-ments and Formulate Marketing Strategy (Contd..)	• Define resource requirements for implementation of marketing plans • Explain the process to decide cost of promotional activi-ties to reach iden-tified and potential customers			Dummy Billing & Invoicing Software; Dummy Multi-store POS software, Dummy Multistore software for In-ventory Control, Stock management, Accounting, HRMIS, Reporting; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Regis-ter; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting cards; Com-pany Brochure; Cal-culator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans	7 Theory 03 : 00 Practical 04 : 00
		Estab-lishing Customer Require-ments and Formulate Marketing Strategy (Contd..)					7 Theory 03 : 00 Practical 04 : 00
		Estab-lishing Customer Require-ments and Formulate Marketing Strategy (Contd..)					7 Theory 03 : 00 Practical 04 : 00
		Estab-lishing Customer Require-ments and Formulate Marketing Strategy (Contd..)	• Explain the method to allocate resources required to imple-ment marketing strategy • Outline the bene-fits of establishing systems for regularly monitoring market-ing activities and evaluating market-ing strategies.				7 Theory 03 : 00 Practical 04 : 00

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodology	Training Tools/Aids	Duration in Hours
		Establishing Customer Requirements and Formulate Marketing Strategy (Contd..)		137			7 Theory 03 : 00 Practical 04 : 00
		Selling Products and Services (Contd..)	• Explain the need to identify target customer, initiate customer contact, and approach the customer				7 Theory 03 : 00 Practical 04 : 00
		Selling Products and Services (Contd..)	• Explain ways to solve customer objections related to price, quality, delivery or any other by applying a problem-solving technique				5 Theory 03 : 00 Practical 02 : 00
9.			• Describe in-depth knowledge of products/services involved in the business • Describe the features of products/services, their advantages and benefits with respect to comparative and complementary products in the market	RAS/ N0213	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras & Mobiles);	7 Theory 03 : 00 Practical 04 : 00

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodol-ogy	Training Tools/Aids	Duration in Hours
		Selling Prod-ucts and Services (Contd..)	• Discuss about the market trends with respect to sales patterns as against comparative and complementary products in the market • Describe related products/services and possible oppor-tunities with re-spect to up-selling, cross-selling, expan-sion of business to the team		Classroom lecture/ PowerPoint Presenta-tion/ Ques-tion & Answer and Group Discussion	Danglers; Coupons & Vouchers; Credit notes; Currency notes of different Denomi-nations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables & Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Dummy Billing & Invoicing Software; Dummy Multi-store POS software, Dummy Multistore software for Inventory Con-trol, Stock manage-ment, Accounting, HRMIS, Reporting; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Regis-ter; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting cards; Com-pany Brochure; Cal-culator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans	7 Theory 03 : 00 Practical 04 : 00

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodology	Training Tools/Aids	Duration in Hours
		Management of Equipment, Systems, and Product/ Service Processes	• Discuss about the new technologies that can improve efficiencies and reduce risks • Describe the best sources of materials		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		6 Theory 03 : 00 Practical 03 : 00
		Management of Equipment, Systems, and Product/ Service Processes (Contd..)	• Discuss the importance of negotiating to arrive at the most profitable vendor relationship for the organization • State the reasons to obtain feedback on products and services received from the customers		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		6 Theory 03 : 00 Practical 03 : 00
10.		Creation of a Strong Business Plan	• Explain about short-term and long-term plans with respect to returns from the business • Define milestones and break them into achievable targets • Describe the efforts and resources required for creating a strong business plan • Describe ways to get buy in from investors and other credit sources	RAS/ N0214	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras & Mobiles); Danglers; Coupons & Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables	7 Theory 03 : 00 Practical 04 : 00

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodology	Training Tools/Aids	Duration in Hours
		Self-motivation to Enhance and Grow Business	• Discuss about entrepreneurial thinking and perspective • Describe the process of identifying and getting certifications in related line of business • Outline the benefits of participating in workshops, seminars and engaging with successful business owners		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	& Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Dummy Billing & Invoicing Software; Dummy Multi-store POS software, Dummy Multistore software for Inventory Control, Stock management, Accounting, HRMIS, Reporting; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting cards; Company Brochure; Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans	7 Theory 03 : 00 Practical 04 : 00
		Creativity and Innovation for Sustenance and Business Growth	• Discuss the importance of identifying opportunities and create solutions to face uncertainties • Discuss the importance of keeping self-updated on to expand business in other fields/line of business as desired		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		6 Theory 02 : 00 Practical 04 : 00
		Creativity and Innovation for Sustenance and Business Growth (Contd..)	• Explain ways to improvise methods so as to improve efficiencies • Discuss the impact of motivating team members		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		5 Theory 02 : 00 Practical 03 : 00
11.		Maximize Impact Through Social Media	• Explain the importance of knowing the target customer base • Explain purposes for use of social media and online platforms for marketing products and services	RAS/ N0230	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Case study scenarios on aspects of branding, marketing involving customer communication, computers or mobile devices and general software programs used to produce and schedule content, a range of social media and online platforms.	4 Theory 02 : 00 Practical 02 : 00

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodology	Training Tools/Aids	Duration in Hours

		Maximize Impact Through Social Media (Contd..)	• Discuss the social media guidelines, policies and procedures required to be followed with respect to:
			  o Promotional content
			  o Providing service to customer
			  o Resolving customer complaints and privacy
			• Discuss the policies and procedures that need to be followed for publishing images and any content of others
					Classroom lecture/ PowerPoint Presentation/ Question
					
					& Answer and Group Discussion
							6
							Theory
							03 : 00
							Practical
							03 : 00

		Maximize Impact Through Social Media (Contd..)	• Describe the characteristics of amenable and appealing content on different social media platforms.
			• Explain the functions of different social media platforms and how to:
			  o Upload different types of files (pdf, images, videos etc)
			  o Insert formatted text
			  o Monitor activities and comments of prospects/ customers
			  o Use alerts and respond to alerts
			  o Responding to comments of customers
					Classroom lecture/ PowerPoint Presentation/ Question
					
					& Answer and Group Discussion
							6
							Theory
							03 : 00
							Practical
							03 : 00

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodology	Training Tools/Aids	Duration in Hours
		Maximize Impact Through Social Media (Contd..)	• 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		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		4 Theory 02 : 00 Practical 02 : 00
12	Deliver customer service in online mode	Providing Online Customer Service	• Discuss key the considerations with respect to statutory compliances related to online customer service provisions	RAS/ N0231	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Roleplay briefs, digital tools for online communication: internet connection, smart phone, social media platforms, email, laptop/ desktop computer	8 Theory 03 : 00 Practical 05 : 00
		Providing Online Customer Service (Contd..)	• Describe the key aspects of standards followed by organisations in providing online services to customer				7 Theory 03 : 00 Practical 04 : 00
		Providing Online Customer Service (Contd..)					7 Theory 03 : 00 Practical 04 : 00
		Providing Online Customer Service (Contd..)	• Discuss the characteristics of acceptable online communication styles and techniques related to written communication • Explain the reasons for customer problems, complaints and dissatisfaction in an online retail environment • Outline the best practices of providing online refunds and product exchanges to the customers	RAS/ N0231			8 Theory 03 : 00 Practical 05 : 00

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodology	Training Tools/Aids	Duration in Hours
		Providing Online Customer Service (Contd..)					6 Theory 02 : 00 Practical 04 : 00
		Providing Online Customer Service (Contd..)					6 Theory 02 : 00 Practical 04 : 00
		Providing Online Customer Service (contd..)	• Discuss the rudiments of techniques used to identify and resolve customer service problems whilst building customer loyalty in online retail environment				6 Theory 02 : 00 Practical 04 : 00
		Providing Online Customer Service (Contd..)	• Explain the role and impact of customer feedback in an online retail environment				6 Theory 02 : 00 Practical 04 : 00
13.	Employability Skills	Introduction to Employability Skills	1. Discuss the Employability Skills required for jobs in various industries. 2. List different learning and employability related GOI and private portals and their usage.	Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet		T: 1.5 P: 0
		Constitutional values - Citizenship	1. 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.	Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet		T: 1.5 P: 0

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodology	Training Tools/Aids	Duration in Hours
			2. Show how to practice different environmentally sustainable practices.				
		Becoming a Professional in the 21st Century	1. Discuss importance of relevant 21st century skills. 2. 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. 3. Describe the benefits of continuous learning.	Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet		T: 2.5 P: 0
		Basic English Skills	1. Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone. 2. Read and understand text written in basic English. 3. Write a short note/paragraph / letter/e-mail using correct basic English.	Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet		T: 10 P: 0

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodology	Training Tools/Aids	Duration in Hours
		Career Development & Goal Setting	1. Create a career development plan with well-defined short- and long-term goals.		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 2 P: 0
		Communication Skills	1. Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette. 2. Explain the importance of active listening for effective communication. 3. Discuss the significance of working collaboratively with others in a team.		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 5 P: 0
		Diversity & Inclusion	1. Demonstrate how to behave, communicate, and conduct appropriately with all genders and PwD. 2. Discuss the significance of escalating sexual harassment issues as per POSH act.		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 2.5 P: 0

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodology	Training Tools/Aids	Duration in Hours
		Financial and Legal Literacy	1. Outline the importance of selecting the right financial institution, product, and service. 2. Demonstrate how to carry out offline and online financial transactions, safely and securely. 3. List the common components of salary and compute income, expenditure, taxes, investments etc. 4. Discuss the legal rights, laws, and aids.	Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet		T: 5 P: 0
		Essential Digital Skills	1. Describe the role of digital technology in today's life. 2. Demonstrate how to operate digital devices and use the associated applications and features, safely and securely. 3. Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely. 4. Create sample word documents, excel sheets and presentations using basic features. 5. Utilize virtual collaboration tools to work effectively.	Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet		T: 10 P: 0

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodology	Training Tools/Aids	Duration in Hours
		Entrepreneurship	1. Explain the types of entrepreneurship and enterprises. 2. Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan. 3. Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement. 4. Create a sample business plan, for the selected business opportunity.	Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet		T: 7 P: 0
		Customer Service	1. Describe the significance of analyzing different types and needs of customers. 2. Explain the significance of identifying customer needs and responding to them in a professional manner. 3. Discuss the significance of maintaining hygiene and dressing appropriately.	Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet		T: 5 P: 0

Sl. No.	Module Name	Session Name	Session Objectives	NOS Ref.	Methodology	Training Tools/Aids	Duration in Hours
		Getting Ready for Apprenticeship & Jobs	1. Create a professional Curriculum Vitae (CV). 2. Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively. 3. Discuss the significance of maintaining hygiene and confidence during an interview. 4. Perform a mock interview. 5. List the steps for searching and registering for apprenticeship opportunities.	Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet		T: 8 P: 0
Total (In Hours)						**Theory**	205
						Practical	275
						On the Job Training	60
						***Grand Total (in Hours)**	540 hours

Annexure II

Assessment Criteria

CRITERIA FOR ASSESSMENT OF TRAINEES

Assessment Criteria for Retailer	
Job Role	Retailer
Qualification Pack	RAS/Q0202, V3.0
Sector Skill Council	Retailers Association's Skill Council of India

CRITERIA FOR ASSESSMENT OF TRAINEES

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	Theory Marks	Practical Marks	Project Marks	Viva Marks
RAS/N0205: Build relationship with vendors / dealers to ensure smooth business operations and increase sales	*Build and manage networks with vendors and dealers*	**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	-	-
	Establish trust and confidence in vendors and partners	**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	*Implementing overall basic hygiene factors and understanding emergency related procedures*	**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	-	-
Disposing of waste safely	**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	-	-
Taking precautionary measures to avoid work hazards	**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	-	-
Following standard safety procedure	**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	*Enhancing customer satisfaction by identifying and catering to their needs and desires*	**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	-	-
	Build strong relationships and network	**10.5**	**24.5**	-	-
	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/N0209: Implement legal compliances, policies and procedures	*Liaison and interact with local corporations and government bodies for smooth conduct of business*	**7.5**	**17.5**	-	-
	PC1. identify local corporations and government bodies that have a bearing on the particular business	3	7	-	-
	PC2. identify the contact persons of the particular corporations and government bodies	1.5	3.5	-	-
	PC3. interact and maintain relationships with the key persons to ensure smooth functioning of business	3	7	-	-
	Awareness of self and team on legal compliance, different forms of contracts and agreements, legal aspects of financial transactions, quality norms and legal requirements with regards to sale of products and services	15	35	-	-
	PC4. determine key elements of major legal oversight systems affecting business operations and follow relevant rules and policies	3	7	-	-

PC5. compare various issues affecting different forms of contract and agreements within business operations	1.5	3.5	-	-
PC6. ensure team conformance to the relevant rules and policies for smooth functioning of business	1.5	3.5	-	-
PC7. describe the concept of minimizing losses and maximizing gains	1.5	3.5	-	-
PC8. articulate legal aspects of financial transactions within business operations	3	7	-	-
PC9. describe legal requirements for the sale of products and services	3	7	-	-
PC10. describe various methods of regulating patents and trademarks in local business environment	1.5	3.5	-	-
Awareness of safety hazards and implement policies and procedures to ensure goods are handled, stored and transported safely and according to requirements for dangerous and hazardous materials	**7.5**	**17.5**	-	-
PC11. identify and adhere to policies and procedures to ensure goods are handled, stored and transported safely and according to requirements for dangerous and hazardous materials	3	7	-	-
PC12. ensure security checks and balances are conducted to prevent hazards and risks involved in the business process	1.5	3.5	-	-
PC13. describe ways and means to handle emergencies and mitigate risks	1.5	3.5	-	-
PC14. record, store and transfer information according to legislative and business requirements	1.5	3.5	-	-
NOS Total	**30**	**70**	**-**	**-**
RAS/N0210: Plan and manage finances to accomplish business objectives — *Maintain Profit & Loss Accounts*	6	14	-	-
PC1. describe elements of basic financial accounting	1.5	3.5	-	-
PC2. educate team on conducting basic accounting tasks	1.5	3.5	-	-
PC3. create and maintain accounting reports	1.5	3.5	-	-
PC4. describe sources of profits and causes of losses as reflected in the reports	1.5	3.5	-	-
Negotiate and generate credit from vendors/suppliers	9.5	21.5	-	-
PC5. assess and interpret information on costs and resource allocation	1.5	3.5	-	-
PC6. instruct team members to actively control costs in their areas of responsibility	1.5	3.5	-	-
PC7. understand the business cycle from accounting point of view	1.5	3.5	-	-
PC8. calculate break-even point and payment schedules	1	2	-	-
PC9. calculate credit amount and credit period required in order to break even	1	2	-	-

	PC10. define vendor credit cycle to ensure smooth borrowing process	1.5	3.5	-	-
	PC11. negotiate with vendor and finalise credit cycle	1.5	3.5	-	-
	Plan, monitor and record the cash flow	**9**	**19.5**	-	-
	PC12. identify credit sources for borrowing of funds	1.5	3.5	-	-
	PC13. explain the terms and conditions of sources offering credit	1.5	3.5	-	-
	PC14. follow recommended personal hygiene, workplace hygiene and sanitation practices	1	2	-	-
	PC15. clean and disinfect all material, tools and supplies before and after use	1	2	-	-
	PC16. report immediately to concerned authorities regarding sign and symptoms of illness of self and other colleagues	1	2	-	-
	PC17. follow processes specified for disposal of hazardous waste	1	2	-	-
	PC14. assess risks involved in borrowing / raising of funds	1.5	3.5	-	-
	PC15. select the suitable credit source after evaluation of creditors	1.5	3	-	-
	PC16. raise additional funds for business expansion	1.5	3	-	-
	PC17. promptly implement recommendations for improving cost reduction and communicate to team	1.5	3	-	-
	Ensure implementation of security procedures with respect to monetary transactions	**5.5**	**15**	-	-
	PC18. maintain procedures in regard to preparation of budget or target figures	1.5	3	-	-
	PC19. compare, analyse, document and report budget and actual sales revenue and expenditure figures, according to budget targets	1	2	-	-
	PC20. identify and describe possible fraudulent activities in monetary and financial transactions	1	3	-	-
	PC21. implement procedures and systems to prevent monetary losses due to fraudulent activities	1	3.5	-	-
	PC22. implement, monitor and maintain store systems for recording sales figures, revenue and expenditure	1	3.5	-	-
	NOS Total	**30**	**70**	-	-
RAS/N0211: Manage inventory and sales	*Conduct market analysis to identify need and plan assortment/stocks accordingly*	**9**	**21**	-	-
	PC1. identify target audience/consumer profile	1.5	3.5	-	-
	PC2. identify buying patterns and analyse sales data to define assortments and modify them as per trends observed	3	7	-	-

	PC3. understand competitors/other players/substitute products	1.5	3.5	-	-
	PC4. determine means to forecast demands on inventory	1.5	3.5	-	-
	PC5. describe the importance for monitoring market trends and technology changes as part of managing inventory demands	1.5	3.5	-	-
	Effective inventory and sales management	**21**	**49**	-	-
	PC6. describe inventory/procuring capacity as per demand	3	7	-	-
	PC7. determine required inventory is on hand	3	7	-	-
	PC8. monitor stock levels and maintain at required levels	3	7	-	-
	PC9. coordinate stocktake or cyclical count	3	7	-	-
	PC10. understand operational costs	1.5	3.5	-	-
	PC11. define targets for self and team to achieve business gains	1.5	3.5	-	-
	PC12. match logistics of delivery to inventory supply requirements	1.5	3.5	-	-
	PC13. calculate profits and margins	1.5	3.5	-	-
	PC14. take steps to prevent inventory losses	1.5	3.5	-	-
	PC15. plan for contingencies in case of stockout	1.5	3.5	-	-
	NOS Total	**30**	**70**	-	-
RAS/N0212: Manage marketing and sale of goods and services	*Establish customer requirements*	**6**	**14**	-	-
	PC1. engage with existing and potential customers to establish demand	3	7	-	-
	PC2. record customer requirements and preferences in relation to business products or services and factor into marketing strategy	3	7	-	-
	Develop, implement and monitor marketing strategy	**13.5**	**31.5**	-	-
	PC3. devise marketing strategy to optimise sales and profit, according to customer requirements, market position, logistical capacity and business resources and forecasts relating to demand	3	7	-	-
	PC4. describe segmentation, targeting and positioning of a product	3	7	-	-
	PC5. define resource requirements for implementation of marketing plans	1.5	3.5	-	-
	PC6. decide cost of promotional activities to reach identified and potential customers	1.5	3.5	-	-

	PC7. allocate resources required to implement marketing strategy	3	7	-	-
	PC8. establish systems for regularly monitoring marketing activities and evaluating marketing strategies	1.5	3.5	-	-
	Sell products and services	**10.5**	**24.5**	-	-
	PC9. develop and impart product knowledge to the team	1.5	3.5	-	-
	PC10. identify target customer, initiate customer contact and approach the customer	1.5	3.5	-	-
	PC11. record information by applying questioning technique, sound listening and interpretation of non-verbal cues	1.5	3.5	-	-
	PC12. direct the customer to the appropriate merchandise	1.5	3.5	-	-
	PC13. sell the product by demonstrating/communicating its features, benefits or any other additional offers/complementary products	1.5	3.5	-	-
	PC14. solve customer objections related to price, quality, delivery or any other by applying a problem solving technique	1.5	3.5	-	-
	PC15. close sale by encouraging customer to make the purchase decision	1.5	3.5	-	-
	NOS Total	**30**	**70**	-	-
RAS/N0213: Implement robust business systems to ensure process excellence	*Learning and updating product/service information relevant to business*	**12**	**28**	-	-
	PC1. describe in-depth knowledge of products/services involved in the business	3	7	-	-
	PC2. describe to staff features of products/services, their advantages and benefits with respect to comparative and complementary products in the market	3	7	-	-
	PC3. understand market trends with respect to sales patterns as against comparative and complementary products in the market	3	7	-	-
	PC4. describe related products/services and possible opportunities with respect to up-selling, cross-selling, expansion of business to the team	3	7	-	-
	Operating relevant equipment required for daily operations	**10.5**	**24.5**	-	-
	PC5. operate systems and equipment involved in running daily operations	3	7	-	-
	PC6. understand precautions and maintenance required while operating systems and equipment	1.5	3.5	-	-
	PC7. understand new technologies that can improve efficiencies and reduce risks	3	7	-	-

	PC8. train staff on use of systems and equipment relevant to business	1.5	3.5	-	-
	PC9. train staff to handle emergencies that could occur while handling the systems or equipment	1.5	3.5	-	-
	Knowing how to source, supply, package and market products/services	**7.5**	**17.5**	-	-
	PC10. understand the best sources of materials	1.5	3.5	-	-
	PC11. negotiate to arrive at the most profitable vendor relationship for the organization	1.5	3.5	-	-
	PC12. train staff on packaging and marketing of products/services being sold	1.5	3.5	-	-
	PC13. ensure quality check of products/services to maintain quality and conform to statutory quality requirements	1.5	3.5	-	-
	PC14. solicit and incorporate feedback on products/services received from the customers	1.5	3.5	-	-
	NOS Total	**30**	**70**	-	-
RAS/N0214: Exhibit business acumen, self-discipline and demonstrate leadership skills	*Create and validate a strong business plan*	**6**	**14**	-	-
	PC1. make short-term and long-term plans with respect to returns from the business	1.5	3.5	-	-
	PC2. define milestones and break them into achievable targets	1.5	3.5	-	-
	PC3. identify efforts and resources required	1.5	3.5	-	-
	PC4. get buy in from investors and other credit sources	1.5	3.5	-	-
	Motivate self to enhance and grow his/her business	**7.5**	**17.5**	-	-
	PC5. understand entrepreneurial thinking and perspective	1.5	3.5	-	-
	PC6. participate in workshops, seminars and engage with other successful business owners	1.5	3.5	-	-
	PC7. drive self-development through available mediums	3	7	-	-
	PC8. identify and get certifications in related line of business	1.5	3.5	-	-
	Display creativity and innovation for sustenance and business growth	**9**	**21**	-	-
	PC9. identify opportunities and create solutions to face uncertainties	3	7	-	-
	PC10. keep self-updated to be able to expand business in other fields/line of business as desired	3	7	-	-
	PC11. improvise methods so as to improve efficiencies	3	7	-	-
	Lead and manage a team	**7.5**	**17.5**	-	-
	PC12. demonstrate high personal standards in alignment to business ethics	1.5	3.5	-	-

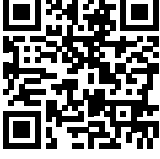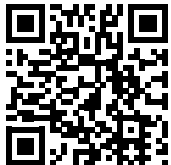|					
	PC13. motivate team members to achieve high standards of performance	1.5	3.5	-	-
	PC14. use honest, open consultation to facilitate communication with team members	1.5	3.5	-	-
	PC15. deal with difficult situations fairly, openly and promptly	1.5	3.5	-	-
	PC16. develop clear, accurate and relevant team objectives, including expected performance standards, monitor and course correct performance	1.5	3.5	-	-
	NOS Total	30	70	-	-
RAS/N0230: Use Social Media to Market Products and Services		30	70	-	-
	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 socialmedia platforms	2	5	-	-
	PC7. Curate the promotional content aligned with brand cultures, target customers, and socialmedia 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	-	-
RAS/N0231: Deliver customer service in online mode		30	70	-	-
	PC1. Follow organisational protocols to communicate with customers using digital communication tools	2	4	-	-
	PC2. Use appropriate styles and methods of communication within turnaround time specified in operating procedures of organisation	2	5	-	-

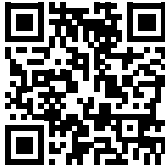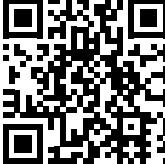|					
	PC3. Assess customer requirements for products and services and ensure that the customer demands are met within the limits of organizational policies and procedures	2	4	-	-
	PC4. Improve customer experience within the authority and responsibilities of self	2	5	-	-
	PC5. Use opportunities to promote customer loyalty during online interaction with customers	2	5	-	-
	PC6. Seek customer feedback, testimonials, and referrals during online interaction with the customers	2	5	-	-
	PC7. Use appropriate writing etiquettes when communicating with customers on email.	2	5	-	-
	PC8. Communicate recommendations to improve online customer service standards to relevant stakeholders within the organisation	2	5	-	-
	PC9. Identify the problems of the customers and provide support to resolve them	2	5	-	-
	PC10. Take appropriate action to avoid escalation of customer service problems within the online service standards of organisation	2	5	-	-
	PC11. Respond to the customers online on the complaints raised by them in alignment with online customer service standards of the organisation	2	5	-	-
	PC12. Identify complex customer service problems and refer them to relevant personnel	2	5	-	-
	PC13. Follow professional etiquettes while interacting with the customer online	2	4	-	-
	PC14. Take appropriate actions in alignment	2	4	-	-
	PC15. Refer recurring and potential customer service problems to relevant personnel within the organisation to avoid recurrence and customer dissatisfaction	2	4	-	-
	NOS Total	**30**	**70**	**-**	**-**
DGT/VSQ/ N0102: Employability Skills (60 Hours)	*Introduction to Employability Skills*	**1**	**1**	**-**	**-**
	PC1. identify employability skills required for jobs in various industries	-	-	-	-
	PC2. identify and explore learning and employability portals	-	-	-	-
	Constitutional values – Citizenship	**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	-	-	-	-
	Becoming a Professional in the 21st Century	**2**	**4**	**-**	**-**

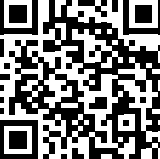|					
	PC5. recognize the significance of 21st Century Skills for employment	-	-	-	-
	PC6. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-
	Basic English Skills	**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	-	-	-	-
	Career Development & Goal Setting	**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	-	-	-	-
	Communication Skills	**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	-	-	-	-
	Diversity & Inclusion	**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	-	-	-	-
	Financial and Legal Literacy	**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	-	-	-	-
	Essential Digital Skills	**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	-	-	-	-

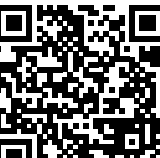|					
	Entrepreneurship	**2**	**3**	**-**	**-**
	PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
	PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
	PC25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
	Customer Service	**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	-	-	-	-
	Getting ready for apprenticeship & Jobs	**2**	**3**	**-**	**-**
	PC29. create a professional Curriculum vitae (Résumé)	-	-	-	-
	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**	**-**	**-**

Module No.	Unit No.	Topic Name	Page No in PHB	Link for QR Code (s)	QR code (s)
Chapter 1 -	Unit 1.1 Retail in India	Retail Sector in India	17	www.youtube.com/watch?v=NMmoyh0SSOA	
	Unit 1.2 Role of Retail in Retail Sector	Types of Retail Formats		www.youtube.com/watch?v=F1CMo1HQ0ZM	
	Unit 1.2 Role of Retail in Retail Sector	Store Manager (Store Operations)		www.youtube.com/watch?v=Wr9Y-483ONw	
Chapter 2 -	Unit 2.1 Vendor Relationship Management	Vendor Relationship Management	36	www.youtube.com/watch?v=fWQHoN9GHaI	
	Unit 2.1 Vendor Relationship Management	Best Practices to Maintain Cordial Relationships		www.youtube.com/watch?v=xbCN4AtxYcU	
Chapter 3 -	Unit 3.1 Health and Hygiene	Importance of personal hygiene and its importance	62	www.youtube.com/watch?v=UxskKQ9WOTE	

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	Unit 3.3 Workplace Hazards and Safety Measures	Various work hazards	62	www.youtube.com/watch?v=2Q810SfKASc	
	Unit 3.4 Emergency Procedures	Ways to Handle Emergency Situations (fire)		www.youtube.com/watch?v=ReL-DM9xhpI	
Chapter 4 -	Unit 4.1 Customer Satisfaction	Ways to Establish Rapport with Customers	86	www.youtube.com/watch?v=r3st2GFOO_A	
	Unit 4.2 Customer Relationship and Networks	Ways to Implement Customer Loyalty Programs (Vouchers, Promotions, etc.)		www.youtube.com/watch?v=691KWbNnZHM	
Chapter 5 -	Unit 5.2 Legal Requirements	Legal Rules and Policies for Business Operations (Data Protection and Privacy Laws)	113	www.youtube.com/watch?v=YJIn-lE99vSs&t=23s	

Module No.	Unit No.	Topic Name	Page No in PHB	Link for QR Code (s)	QR code (s)
		Compare Issues Affecting Various Forms of Contracts and Agreements within Business Operations (Employment Contract)	113	www.youtube.com/watch?v=FWbVedq_mto	
		Ways to Handle Emergencies and Mitigate Risks		www.youtube.com/watch?v=hfIbubg9BDk	
Chapter 6 -	Unit 6.1 Profit and Loss Accounts	Elements of Basic Financial Accounting [Cost Of Goods Sold (COGS)]	147	www.youtube.com/watch?v=jEUnCe_9I-s	
	Unit 6.2 Negotiation and Generation of Credit from Vendors/Suppliers	Possible Fraudulent Activities in Monetary and Financial Transactions		www.youtube.com/watch?v=zSVr_RxeIPA	
Chapter 7 -	Unit 7.1 Market Analysis for Need Identification and Planning Stocks	Factors Influencing Buying Patterns	168	www.youtube.com/watch?v=Hi_RZzxBfFw	

Module No.	Unit No.	Topic Name	Page No in PHB	Link for QR Code (s)	QR code (s)
	Unit 7.2 Inventory and Sales Management	Setting Targets for Self and Team to Achieve Business Gains	168	www.youtube.com/watch?v=-58NMOMEgUo	
Chapter 8 -	Unit 8.1 Establishing Customer Requirements and Formulate Marketing Strategy	Segmentation, Targeting and Positioning of a Product	190	www.youtube.com/watch?v=iGOw39GWDaI	
		Need to Identify Target Customers, Initiate Customer Contact and Approach Customer		www.youtube.com/watch?v=_lWN3GDs-Io	
Chapter 9 -	Unit 9.1 Updating Product/Service Knowledge for Business Success	Related Products/Services and Possible Opportunities Concerning Up-selling, Cross-selling, Expansion of Business to the Team	200	www.youtube.com/watch?v=y3urFxObw-g	
		New Technologies to Improve Efficiencies and Reduce Risks in Daily Operations		www.youtube.com/watch?v=y7yyRuXGM4k	

Module No.	Unit No.	Topic Name	Page No in PHB	Link for QR Code (s)	QR code (s)
Chapter 10 -	Unit 10.1 Creation of a Strong Business Plan	Long-term Plans Related to Returns from Business	214	www.youtube.com/ watch?v=Tr_eNsstxq8	
	Unit 10.2 Self-motivation to Enhance and Grow Business	Impact of Motivating Team Members		www.youtube.com/ watch?v=l7Xqv6nzd6U	
Chapter 11 -	Unit 11.1 Maximize Impact Through Social Media	Copyright Images and Other Intellectual Property	225	www.youtube.com/ watch?v=S0k7LlpxPGc	
		Importance of Social Media in Modern Business		www.youtube.com/ watch?v=4dcVQO0vcsA	
Chapter 12 -	Unit 12.1 Providing Online Customer Service	Key Aspects of Standards Followed by Organisations in Providing Online Services to Customers	247	www.youtube.com/ watch?v=1VGFbxMcmy4	
		Reasons for Customer Problems, Complaints and Dissatisfaction in an Online Retail Environment		https://www.youtube. com/watch?v=EwPU2lVon- pM	

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& ENTREPRENEURSHIP

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Corporation
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Price: