

## Qualification Pack



# Seller Activation Executive

QP Code: RAS/Q0301

Version: 3.0

NSQF Level: 4

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## Qualification Pack

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## Qualification Pack

### RAS/Q0301: Seller Activation Executive

#### Brief Job Description

This individual acts as a bridge between the e-commerce marketplace and the seller fraternity. He/she is responsible for profiling, interacting and acquiring new sellers in the market and thereafter, onboarding them to the e-commerce marketplace. In addition, he/she is also responsible for managing the already onboarded/existing sellers through query resolution and/or any other issues they may face.

#### Personal Attributes

The individual needs to be physically fit to fulfill jobs efficiently and mentally balanced to motivate himself/herself to deal with unexpected situations, if any. He/she should have service orientation and strong interpersonal skills.

#### Applicable National Occupational Standards (NOS)

##### Compulsory NOS:

1. [RAS/N0301: Conduct profiling and acquisition of sellers based on business requirement](#)
2. [RAS/N0302: Update the sellers on product promotions and orient them on operating the technology platform](#)
3. [RAS/N0303: Execute daily operational activities to enhance business performance and improve seller satisfaction](#)
4. [RAS/N0304: Build relationships with new sellers and strengthen relationships with existing sellers](#)
5. [RAS/N0305: Study the market and competition to improve business performance](#)
6. [RAS/N0306: Maintain good interpersonal relationships with all stakeholders](#)
7. [RAS/N0307: Comply to grooming, health and hygiene requirements of the organization](#)
8. [DGT/VSQ/N0102: Employability Skills \(60 Hours\)](#)

#### Qualification Pack (QP) Parameters

<b>Sector</b>	Retail
<b>Sub-Sector</b>	E-commerce
<b>Occupation</b>	Sales Operations

### Qualification Pack

<b>Country</b>	India
<b>NSQF Level</b>	4
<b>Credits</b>	15
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015/5249.0301
<b>Minimum Educational Qualification &amp; Experience</b>	<p>12th grade Pass OR Completed 2nd year of the 3-year diploma after 10 (and pursuing regular diploma) OR 10th grade pass (plus 2 years NTC) OR 10th grade pass (plus 1 year NTC plus 1 year NAC) OR 8th grade pass plus 2-year NTC plus 1 Year NAC (plus CITS) OR 10th grade pass and pursuing continuous schooling OR 10th grade pass with 2 Years of experience Relevant experience OR Previous relevant Qualification of NSQF Level (NSQF Level 3.0 (Retail Sales Associate/ Retail Trainee Associate/ Distributor Salesman) with minimum education as 8th Grade pass) with 3 Years of experience Relevant experience</p>
<b>Minimum Level of Education for Training in School</b>	10th Class
<b>Pre-Requisite License or Training</b>	No license is required for the training
<b>Minimum Job Entry Age</b>	18 Years
<b>Last Reviewed On</b>	NA
<b>Next Review Date</b>	27/05/2024
<b>NSQF Approval Date</b>	27/05/2021
<b>Version</b>	3.0
<b>Reference code on NQR</b>	QG-04-OR-00411-2023-V1.1-RASCI
<b>NQR Version</b>	1.1

## Qualification Pack

# RAS/N0301: Conduct profiling and acquisition of sellers based on business requirement

## Description

This unit deals in sub tasks that list knowledge and skills required in order to be able to profile and acquire sellers effectively.

## Elements and Performance Criteria

### *Profiling and identifying sellers*

To be competent, the user/individual on the job must be able to:

- PC1.** study the market to be able to identify new sellers
- PC2.** study the prospective seller base based on product categories in the marketplace

### *Pitching business proposition to sellers*

To be competent, the user/individual on the job must be able to:

- PC3.** set targets to approach, explain and register sellers
- PC4.** communicate advantages and benefits about the online platform to sellers
- PC5.** match offer proposition with prospective clients (sellers)
- PC6.** create relevant proposals entailing all required details about business

### *Registration of sellers on the portal and getting the documentation process successfully completed*

To be competent, the user/individual on the job must be able to:

- PC7.** identify prospective sellers for the organization
- PC8.** identify critical elements of seller registration
- PC9.** follow the process and documentation required for registration as per the company standards
- PC10.** list down key elements of knowledge to be passed on to the sellers
- PC11.** explain the documentation requirement and registration process to seller for undertaking business
- PC12.** ensure accurate and timely completion of documentation process

### *New and improved selling tactics with an eye on market trends*

To be competent, the user/individual on the job must be able to:

- PC13.** keep abreast of international operating standards for benchmarking
- PC14.** know about success stories of comparative organizations
- PC15.** work on self to get better at business development, selling skills, negotiation skills and customer service orientation
- PC16.** attend regular training programs to keep self updated on technology platform enhancements

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** offers from the organization

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- KU2.** processes of the organization
- KU3.** advantages and benefits that can be offered to the sellers
- KU4.** knowledge of processes involved in the business
- KU5.** showcasing positives of the business proposition while pitching to the sellers

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** create proposals for registration
- GS2.** collate simple data when required
- GS3.** read and understand registration process documents
- GS4.** read and understand information on the technology platform / portal
- GS5.** follow instructions accurately
- GS6.** communicate with internal and external customers to complete seller acquisition
- GS7.** use gestures or simple words to communicate where language barriers exist
- GS8.** display courteous behaviour at all times
- GS9.** make appropriate decisions within the purview of responsibilities of the job role
- GS10.** prepare a beat plan to visit targeted sellers
- GS11.** plan and organize seller meetings through weekly calendaring
- GS12.** build customer (seller) relationships and use customer centric approach
- GS13.** identify problems immediately and take up solutions quickly to resolve delays
- GS14.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
- GS15.** interpret and infer data
- GS16.** break down complex problems into single and manageable components within his/her area of work
- GS17.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

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### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Profiling and identifying sellers</i>	<b>7</b>	<b>7</b>	-	-
<b>PC1.</b> study the market to be able to identify new sellers	3.5	3.5	-	-
<b>PC2.</b> study the prospective seller base based on product categories in the marketplace	3.5	3.5	-	-
<i>Pitching business proposition to sellers</i>	<b>14</b>	<b>14</b>	-	-
<b>PC3.</b> set targets to approach, explain and register sellers	3.5	3.5	-	-
<b>PC4.</b> communicate advantages and benefits about the online platform to sellers	3.5	3.5	-	-
<b>PC5.</b> match offer proposition with prospective clients (sellers)	3.5	3.5	-	-
<b>PC6.</b> create relevant proposals entailing all required details about business	3.5	3.5	-	-
<i>Registration of sellers on the portal and getting the documentation process successfully completed</i>	<b>20.5</b>	<b>20.5</b>	-	-
<b>PC7.</b> identify prospective sellers for the organization	3.5	3.5	-	-
<b>PC8.</b> identify critical elements of seller registration	3.5	3.5	-	-
<b>PC9.</b> follow the process and documentation required for registration as per the company standards	3.5	3.5	-	-
<b>PC10.</b> list down key elements of knowledge to be passed on to the sellers	3.5	3.5	-	-
<b>PC11.</b> explain the documentation requirement and registration process to seller for undertaking business	3.5	3.5	-	-
<b>PC12.</b> ensure accurate and timely completion of documentation process	3	3	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>New and improved selling tactics with an eye on market trends</i>	8.5	8.5	-	-
<b>PC13.</b> keep abreast of international operating standards for benchmarking	3	3	-	-
<b>PC14.</b> know about success stories of comparative organizations	3	3	-	-
<b>PC15.</b> work on self to get better at business development, selling skills, negotiation skills and customer service orientation	2.5	2.5	-	-
<b>PC16.</b> attend regular training programs to keep self updated on technology platform enhancements	-	-	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0301
<b>NOS Name</b>	Conduct profiling and acquisition of sellers based on business requirement
<b>Sector</b>	Retail
<b>Sub-Sector</b>	E-commerce
<b>Occupation</b>	Category Management
<b>NSQF Level</b>	4
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	27/05/2021
<b>Next Review Date</b>	27/05/2024
<b>NSQC Clearance Date</b>	27/05/2021

## Qualification Pack

# RAS/N0302: Update the sellers on product promotions and orient them on operating the technology platform

## Description

This unit is about understanding the products and processes that are critical for successful seller activations

## Elements and Performance Criteria

### *Orienting the sellers on operating the technology platform / portal*

To be competent, the user/individual on the job must be able to:

- PC1.** know and understand the critical aspects of the online portal
- PC2.** orient and train sellers on the elements of portal operation and seller panel
- PC3.** troubleshoot simple issues that sellers face while operating the technology platform
- PC4.** help and guide seller in uploading new products
- PC5.** assist sellers in order processing, packaging and shipping procedures

### *Evaluating and updating sellers on promotions*

To be competent, the user/individual on the job must be able to:

- PC6.** keep abreast about existing promotions
- PC7.** evaluate promotions and advise the advantages that sellers can derive from the promotions
- PC8.** ensure seller receives advantages and dues as per contract
- PC9.** update self about upcoming promotions and technology applications
- PC10.** help seller plan his work as per business information received
- PC11.** suggest and guide new sellers about how to grow business online
- PC12.** give promotional offers on high-end brands and bulk offers on small brands

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** basic portal operations
- KU2.** promotions being offered
- KU3.** contractual norms with sellers
- KU4.** basic mathematical skills
- KU5.** evaluation of advantages and benefits of the promotions and business opportunity

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** document advantages and benefits of promotions
- GS2.** collate simple data when required

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- GS3.** read and understand information on the technology platform / portal
- GS4.** follow instructions accurately
- GS5.** communicate with sellers to orient them on the technology platform
- GS6.** communicate with sellers to educate them about promotions
- GS7.** use gestures or simple words to communicate where language barriers exist
- GS8.** display courteous behaviour at all times
- GS9.** make appropriate decisions within the purview of responsibilities of the job role
- GS10.** make a beat plan to visit targeted sellers
- GS11.** plan and organize seller meetings through weekly calendaring
- GS12.** prepare work plans for the seller
- GS13.** build customer (seller) relationships and use customer centric approach
- GS14.** identify problems immediately and take up solutions quickly to resolve delays
- GS15.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
- GS16.** interpret and infer data
- GS17.** break down complex problems into single and manageable components within his/her area of work
- GS18.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning or communication, as a guide to thought and action

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Orienting the sellers on operating the technology platform / portal</i>	<b>21</b>	<b>21</b>	-	-
<b>PC1.</b> know and understand the critical aspects of the online portal	4	4	-	-
<b>PC2.</b> orient and train sellers on the elements of portal operation and seller panel	5	5	-	-
<b>PC3.</b> troubleshoot simple issues that sellers face while operating the technology platform	4	4	-	-
<b>PC4.</b> help and guide seller in uploading new products	4	4	-	-
<b>PC5.</b> assist sellers in order processing, packaging and shipping procedures	4	4	-	-
<i>Evaluating and updating sellers on promotions</i>	<b>29</b>	<b>29</b>	-	-
<b>PC6.</b> keep abreast about existing promotions	4	4	-	-
<b>PC7.</b> evaluate promotions and advise the advantages that sellers can derive from the promotions	5	5	-	-
<b>PC8.</b> ensure seller receives advantages and dues as per contract	4	4	-	-
<b>PC9.</b> update self about upcoming promotions and technology applications	4	4	-	-
<b>PC10.</b> help seller plan his work as per business information received	4	4	-	-
<b>PC11.</b> suggest and guide new sellers about how to grow business online	4	4	-	-
<b>PC12.</b> give promotional offers on high-end brands and bulk offers on small brands	4	4	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

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### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0302
<b>NOS Name</b>	Update the sellers on product promotions and orient them on operating the technology platform
<b>Sector</b>	Retail
<b>Sub-Sector</b>	E-commerce
<b>Occupation</b>	Category Management
<b>NSQF Level</b>	4
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	27/05/2021
<b>Next Review Date</b>	27/05/2024
<b>NSQC Clearance Date</b>	27/05/2021

## Qualification Pack

### **RAS/N0303: Execute daily operational activities to enhance business performance and improve seller satisfaction**

#### **Description**

This unit is about planning and executing daily operational activities to enhance business performance and improve seller satisfaction.

#### **Elements and Performance Criteria**

##### *Daily operational activities of a seller activation executive*

To be competent, the user/individual on the job must be able to:

- PC1.** ensure complete tracking of seller listing on the portal
- PC2.** complete seller training about processes, guidelines and panels to targeted sellers
- PC3.** address seller queries and resolve concerns/issues, if any
- PC4.** monitor and achieve targets in terms of seller registration
- PC5.** collect, collate and share seller feedback with management
- PC6.** use MIS reporting
- PC7.** conduct webinars and exhibitions for sellers
- PC8.** manage the payment cycle for sellers

#### **Knowledge and Understanding (KU)**

The individual on the job needs to know and understand:

- KU1.** work processes
- KU2.** products/services/promotions
- KU3.** individual sales targets
- KU4.** MIS formats for reporting
- KU5.** tracking sales on portals

#### **Generic Skills (GS)**

User/individual on the job needs to know how to:

- GS1.** write MIS reports intelligibly
- GS2.** collate simple data when required
- GS3.** read and understand process documents
- GS4.** read and understand information on the technology platform / portal
- GS5.** read and interpret sales targets
- GS6.** follow instructions accurately
- GS7.** communicate with internal and external stakeholders to execute operational activities
- GS8.** gestures or simple words to communicate where language barriers exist

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- GS9.** display courteous behaviour at all times
- GS10.** resolve customer queries and concerns
- GS11.** make appropriate decisions within the purview of responsibilities of the job role
- GS12.** make a plan to achieve set targets
- GS13.** plan and organize seller meetings through weekly calendaring
- GS14.** build customer (seller) relationships and use customer centric approach
- GS15.** identify problems immediately and take up solutions quickly to resolve delays
- GS16.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
- GS17.** interpret and infer data
- GS18.** break down complex problems into single and manageable components within his/her area of work
- GS19.** collect, collate and share customer (seller) feedback
- GS20.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Daily operational activities of a seller activation executive</i>	<b>50</b>	<b>50</b>	-	-
<b>PC1.</b> ensure complete tracking of seller listing on the portal	6	6	-	-
<b>PC2.</b> complete seller training about processes, guidelines and panels to targeted sellers	8	8	-	-
<b>PC3.</b> address seller queries and resolve concerns/issues, if any	6	6	-	-
<b>PC4.</b> monitor and achieve targets in terms of seller registration	6	6	-	-
<b>PC5.</b> collect, collate and share seller feedback with management	6	6	-	-
<b>PC6.</b> use MIS reporting	6	6	-	-
<b>PC7.</b> conduct webinars and exhibitions for sellers	6	6	-	-
<b>PC8.</b> manage the payment cycle for sellers	6	6	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



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### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0303
<b>NOS Name</b>	Execute daily operational activities to enhance business performance and improve seller satisfaction
<b>Sector</b>	Retail
<b>Sub-Sector</b>	E-commerce
<b>Occupation</b>	Category Management
<b>NSQF Level</b>	4
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	02/08/2016
<b>Next Review Date</b>	27/05/2024
<b>NSQC Clearance Date</b>	27/05/2021

## Qualification Pack

### **RAS/N0304: Build relationships with new sellers and strengthen relationships with existing sellers**

#### **Description**

This unit deals in sub tasks that explain how to build and maintain relationship with customers to enhance profitability of the organization.

#### **Elements and Performance Criteria**

##### *Smooth and error-free processing of seller registration documents*

To be competent, the user/individual on the job must be able to:

- PC1.** complete all required processes from registration to onboarding to ensure smooth and complete handover of the seller to account manager
- PC2.** help build healthy relationships between seller and account manager

##### *Induction of new sellers to the organization*

To be competent, the user/individual on the job must be able to:

- PC3.** ensure induction material is complete in all respects
- PC4.** take feedback on the material and incorporate the same
- PC5.** train and orient sellers about the processes, guidelines, and panels
- PC6.** address all seller queries and resolving concerns and issues, if any
- PC7.** suggest and guide sellers about how to grow their business online
- PC8.** train sellers on all documentation and reporting processes as per company policy

##### *Post sales services for existing sellers in the organization*

To be competent, the user/individual on the job must be able to:

- PC9.** identify the list of existing sellers who have come from different mediums
- PC10.** understand the background of the seller accounts
- PC11.** understand and interpret seller queries
- PC12.** suggest solutions to address the identified queries
- PC13.** help manage and grow their businesses

#### **Knowledge and Understanding (KU)**

The individual on the job needs to know and understand:

- KU1.** products and processes
- KU2.** sellers and ways to connect with them
- KU3.** key account management
- KU4.** local language
- KU5.** basic offerings by sellers elsewhere
- KU6.** induction programs what, how and why of the induction program

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### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete all registration related documents
- GS2.** document feedback from the sellers
- GS3.** collate simple data when required
- GS4.** read and understand process documents, training manuals
- GS5.** read and understand information on the technology platform / portal
- GS6.** follow instructions accurately
- GS7.** communicate with customers to effectively understand and address their queries
- GS8.** use gestures or simple words to communicate where language barriers exist
- GS9.** display courteous behaviour at all times
- GS10.** make appropriate decisions within the purview of responsibilities of the job role
- GS11.** plan smooth induction of new sellers
- GS12.** to plan and organize seller meetings through weekly calendaring
- GS13.** build customer (seller) relationships and use customer centric approach
- GS14.** identify problems immediately and take up solutions quickly to resolve delays
- GS15.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
- GS16.** provide timely solutions to sellers queries and concerns
- GS17.** interpret and infer seller data
- GS18.** break down complex problems into single and manageable components within his/her area of work
- GS19.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Smooth and error-free processing of seller registration documents</i>	8	8	-	-
<b>PC1.</b> complete all required processes from registration to onboarding to ensure smooth and complete handover of the seller to account manager	4	4	-	-
<b>PC2.</b> help build healthy relationships between seller and account manager	4	4	-	-
<i>Induction of new sellers to the organization</i>	<b>24</b>	<b>24</b>	-	-
<b>PC3.</b> ensure induction material is complete in all respects	4	4	-	-
<b>PC4.</b> take feedback on the material and incorporate the same	4	4	-	-
<b>PC5.</b> train and orient sellers about the processes, guidelines, and panels	4	4	-	-
<b>PC6.</b> address all seller queries and resolving concerns and issues, if any	4	4	-	-
<b>PC7.</b> suggest and guide sellers about how to grow their business online	4	4	-	-
<b>PC8.</b> train sellers on all documentation and reporting processes as per company policy	4	4	-	-
<i>Post sales services for existing sellers in the organization</i>	<b>18</b>	<b>18</b>	-	-
<b>PC9.</b> identify the list of existing sellers who have come from different mediums	4	4	-	-
<b>PC10.</b> understand the background of the seller accounts	3	3	-	-
<b>PC11.</b> understand and interpret seller queries	3	3	-	-
<b>PC12.</b> suggest solutions to address the identified queries	4	4	-	-
<b>PC13.</b> help manage and grow their businesses	4	4	-	-



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>NOS Total</b>	<b>50</b>	<b>50</b>	<b>-</b>	<b>-</b>

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### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0304
<b>NOS Name</b>	Build relationships with new sellers and strengthen relationships with existing sellers
<b>Sector</b>	Retail
<b>Sub-Sector</b>	E-commerce
<b>Occupation</b>	Category Management
<b>NSQF Level</b>	4
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	27/05/2021
<b>Next Review Date</b>	27/05/2024
<b>NSQC Clearance Date</b>	27/05/2021

## Qualification Pack

### RAS/N0305: Study the market and competition to improve business performance

#### Description

This unit deals in studying and having up-to-date market and competition information to increase seller acquisition.

#### Elements and Performance Criteria

##### *Study services being offered by competitors*

To be competent, the user/individual on the job must be able to:

- PC1.** study competitors services and their work in the area of seller activation
- PC2.** seek information about their market share, sales and revenue figures
- PC3.** seek information on their strengths and weaknesses
- PC4.** seek information on any new strategies/service offerings provided by competitors

##### *Collect and feed data on market and competition information to improve business performance*

To be competent, the user/individual on the job must be able to:

- PC5.** identify offers/schemes that work, based on competitor study
- PC6.** work in tandem with marketing team to help create new schemes for acquisition and maintenance of sellers
- PC7.** collect seller feedback and provide valuable inputs to reporting manager/ business partners
- PC8.** identify live sellers on other websites and pitch to them

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** other competitor firms/companies in the market
- KU2.** offers/schemes of his/her organization
- KU3.** offers/schemes of competitor firms/companies
- KU4.** competitor websites
- KU5.** performance of offers/schemes
- KU6.** operating websites to identify business partners

#### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** collate simple data when required
- GS2.** read and understand market and competitor information
- GS3.** follow instructions accurately
- GS4.** communicate with internal and external customers to seek required information

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- GS5.** use gestures or simple words to communicate where language barriers exist
- GS6.** display courteous behaviour at all times
- GS7.** make appropriate decisions within the purview of responsibilities of the job role
- GS8.** plan on ways to seek information from market and competition
- GS9.** plan and organize meetings with concerned stakeholders to derive necessary information
- GS10.** record seller feedback on processes and suggest improvements in case of gaps
- GS11.** identify problems immediately and take up solutions quickly to resolve delays
- GS12.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
- GS13.** analyse, interpret and infer data
- GS14.** break down complex problems into single and manageable components within his/her area of work
- GS15.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action



## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Study services being offered by competitors</i>	<b>25</b>	<b>25</b>	-	-
<b>PC1.</b> study competitors services and their work in the area of seller activation	7	7	-	-
<b>PC2.</b> seek information about their market share, sales and revenue figures	6	6	-	-
<b>PC3.</b> seek information on their strengths and weaknesses	6	6	-	-
<b>PC4.</b> seek information on any new strategies/service offerings provided by competitors	6	6	-	-
<i>Collect and feed data on market and competition information to improve business performance</i>	<b>25</b>	<b>25</b>	-	-
<b>PC5.</b> identify offers/schemes that work, based on competitor study	7	7	-	-
<b>PC6.</b> work in tandem with marketing team to help create new schemes for acquisition and maintenance of sellers	6	6	-	-
<b>PC7.</b> collect seller feedback and provide valuable inputs to reporting manager/ business partners	6	6	-	-
<b>PC8.</b> identify live sellers on other websites and pitch to them	6	6	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0305
<b>NOS Name</b>	Study the market and competition to improve business performance
<b>Sector</b>	Retail
<b>Sub-Sector</b>	E-commerce
<b>Occupation</b>	Category Management
<b>NSQF Level</b>	4
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	27/05/2021
<b>Next Review Date</b>	27/05/2024
<b>NSQC Clearance Date</b>	27/05/2021

## Qualification Pack

### RAS/N0306: Maintain good interpersonal relationships with all stakeholders

#### Description

This unit deals in building relationships with people who the executive interacts with during daily operations.

#### Elements and Performance Criteria

##### *Understand internal and external customers*

To be competent, the user/individual on the job must be able to:

- PC1.** differentiate between external and internal customers
- PC2.** understand expectations as per relationship with individual/group
- PC3.** adopt appropriate medium of communication

##### *Develop sales /acquisition techniques*

To be competent, the user/individual on the job must be able to:

- PC4.** determine importance of selling/activation function in business-to-business processes
- PC5.** actively seek feedback and guidance from immediate manager or team members to improve activation capabilities
- PC6.** attend training programs when required

##### *Build and manage network with sellers*

To be competent, the user/individual on the job must be able to:

- PC7.** build network of sellers through various sources as per company policy
- PC8.** manage network of sellers by being in continuous contact with them
- PC9.** establish trust and confidence with sellers by communicating the need, expectations and shareable information with them
- PC10.** ensure minimization of possible losses and risks in relationships

##### *Effective interpersonal communication*

To be competent, the user/individual on the job must be able to:

- PC11.** communicate clearly in local language (where required)
- PC12.** articulate clearly and coherently and respond appropriately
- PC13.** treat all stakeholders with respect and dignity

##### *Handle conflicts smoothly*

To be competent, the user/individual on the job must be able to:

- PC14.** handle interpersonal conflict / disputes according to company policy / procedures
- PC15.** consult supervisor if the seriousness of conflict is beyond scope of responsibility
- PC16.** concisely and accurately record details of the conflict and report to concerned authority

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

## Qualification Pack

- KU1.** internal and external customers for the organization
- KU2.** ways to build and manage relationships
- KU3.** ways of handling / resolving conflicts
- KU4.** modes and methods of communication
- KU5.** conflict handling procedures

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** collate simple data when required
- GS2.** read and understand proposals
- GS3.** read and understand information on the technology platform / portal
- GS4.** follow instructions accurately
- GS5.** communicate with external customers to complete seller acquisition through effective selling / acquisition techniques
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** display courteous behaviour with internal and external stakeholders at all times
- GS8.** make appropriate decisions within the purview of responsibilities of the job role
- GS9.** make a beat plan to visit targeted sellers
- GS10.** to plan and organize seller meetings through weekly calendaring
- GS11.** build seller relationships by using a customer centric approach
- GS12.** identify problems immediately and take up solutions quickly to resolve delays
- GS13.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
- GS14.** interpret and infer data
- GS15.** break down complex problems into single and manageable components within his/her area of work
- GS16.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Understand internal and external customers</i>	<b>9</b>	<b>9</b>	-	-
<b>PC1.</b> differentiate between external and internal customers	3	3	-	-
<b>PC2.</b> understand expectations as per relationship with individual/group	3	3	-	-
<b>PC3.</b> adopt appropriate medium of communication	3	3	-	-
<i>Develop sales /acquisition techniques</i>	<b>9</b>	<b>9</b>	-	-
<b>PC4.</b> determine importance of selling/activation function in business-to-business processes	3	3	-	-
<b>PC5.</b> actively seek feedback and guidance from immediate manager or team members to improve activation capabilities	3	3	-	-
<b>PC6.</b> attend training programs when required	3	3	-	-
<i>Build and manage network with sellers</i>	<b>12</b>	<b>12</b>	-	-
<b>PC7.</b> build network of sellers through various sources as per company policy	3	3	-	-
<b>PC8.</b> manage network of sellers by being in continuous contact with them	3	3	-	-
<b>PC9.</b> establish trust and confident with sellers by communicating the need, expectations and shareable information with them	3	3	-	-
<b>PC10.</b> ensure minimization of possible losses and risks in relationships	3	3	-	-
<i>Effective interpersonal communication</i>	<b>9</b>	<b>9</b>	-	-
<b>PC11.</b> communicate clearly in local language (where required)	3	3	-	-
<b>PC12.</b> articulate clearly and coherently and respond appropriately	3	3	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC13.</b> treat all stakeholders with respect and dignity	3	3	-	-
<i>Handle conflicts smoothly</i>	<b>11</b>	<b>11</b>	-	-
<b>PC14.</b> handle interpersonal conflict / disputes according to company policy / procedures	4	4	-	-
<b>PC15.</b> consult supervisor if the seriousness of conflict is beyond scope of responsibility	3	3	-	-
<b>PC16.</b> concisely and accurately record details of the conflict and report to concerned authority	4	4	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0306
<b>NOS Name</b>	Maintain good interpersonal relationships with all stakeholders
<b>Sector</b>	Retail
<b>Sub-Sector</b>	E-commerce
<b>Occupation</b>	Category Management
<b>NSQF Level</b>	4
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	27/05/2021
<b>Next Review Date</b>	27/05/2024
<b>NSQC Clearance Date</b>	27/05/2021

## Qualification Pack

# RAS/N0307: Comply to grooming, health and hygiene requirements of the organization

## Description

This unit is about skills and knowledge required for an individual to ensure overall grooming, health and hygiene as per organizational standards

## Elements and Performance Criteria

### *Abide to personal hygiene requirements*

To be competent, the user/individual on the job must be able to:

- PC1.** ensure personal hygiene while at work
- PC2.** avoid use of products that affect personal hygiene adversely
- PC3.** identify hygiene conditions that could impact health
- PC4.** use products that aid in improving personal hygiene

### *Grooming as per company policies*

To be competent, the user/individual on the job must be able to:

- PC5.** demonstrate awareness of company policies with respect to grooming
- PC6.** adhere to company policy with respect to personal grooming
- PC7.** identify articles required to conform to grooming norms as per company policies
- PC8.** highlight absence/damage of articles required to complete grooming as per company policies
- PC9.** maintain and ensure products provided by organization as per grooming policies

### *Take precautionary health measures*

To be competent, the user/individual on the job must be able to:

- PC10.** report on personal health issues related to injury, food, air and infectious diseases
- PC11.** ensure not to go for work if unwell, to avoid the risk of being spread to other people
- PC12.** undergo preventive health check-ups at regular intervals
- PC13.** take prompt treatment from the doctor in case of illness
- PC14.** have a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** company policies with respect to grooming, health and hygiene
- KU2.** importance of grooming, health and hygiene on personal and professional well-being
- KU3.** business standards in grooming
- KU4.** industry best practices in grooming and hygiene

## Generic Skills (GS)



## Qualification Pack

User/individual on the job needs to know how to:

- GS1.** write simple mail/letter to report illness
- GS2.** read and understand company policies on grooming health and hygiene
- GS3.** read and understand documentation on emergency procedures
- GS4.** follow instructions accurately
- GS5.** communicate with peers / manager to report any health issues or reason for deviation with respect to grooming and hygiene
- GS6.** make appropriate decisions within the purview of responsibilities of the job role
- GS7.** make a beat plan to visit targeted sellers
- GS8.** plan and organize seller meetings through weekly calendaring
- GS9.** build seller relationships by using a customer centric approach
- GS10.** identify problems immediately and take up solutions quickly to resolve delays
- GS11.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
- GS12.** interpret and infer data
- GS13.** break down complex problems into single and manageable components within his/her area of work
- GS14.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Abide to personal hygiene requirements</i>	<b>14</b>	<b>14</b>	-	-
<b>PC1.</b> ensure personal hygiene while at work	3.5	3.5	-	-
<b>PC2.</b> avoid use of products that affect personal hygiene adversely	3.5	3.5	-	-
<b>PC3.</b> identify hygiene conditions that could impact health	3.5	3.5	-	-
<b>PC4.</b> use products that aid in improving personal hygiene	3.5	3.5	-	-
<i>Grooming as per company policies</i>	<b>18.5</b>	<b>18.5</b>	-	-
<b>PC5.</b> demonstrate awareness of company policies with respect to grooming	3.5	3.5	-	-
<b>PC6.</b> adhere to company policy with respect to personal grooming	4	4	-	-
<b>PC7.</b> identify articles required to conform to grooming norms as per company policies	3.5	3.5	-	-
<b>PC8.</b> highlight absence/damage of articles required to complete grooming as per company policies	3.5	3.5	-	-
<b>PC9.</b> maintain and ensure products provided by organization as per grooming policies	4	4	-	-
<i>Take precautionary health measures</i>	<b>17.5</b>	<b>17.5</b>	-	-
<b>PC10.</b> report on personal health issues related to injury, food, air and infectious diseases	3.5	3.5	-	-
<b>PC11.</b> ensure not to go for work if unwell, to avoid the risk of being spread to other people	3.5	3.5	-	-
<b>PC12.</b> undergo preventive health check-ups at regular intervals	3.5	3.5	-	-
<b>PC13.</b> take prompt treatment from the doctor in case of illness	3.5	3.5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC14.</b> have a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community	3.5	3.5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0307
<b>NOS Name</b>	Comply to grooming, health and hygiene requirements of the organization
<b>Sector</b>	Retail
<b>Sub-Sector</b>	E-commerce
<b>Occupation</b>	Category Management
<b>NSQF Level</b>	4
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	27/05/2021
<b>Next Review Date</b>	27/05/2024
<b>NSQC Clearance Date</b>	27/05/2021

## Qualification Pack

### DGT/VSQ/N0102: Employability Skills (60 Hours)

#### Description

This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and apprenticeship, getting ready for jobs and career development.

#### Scope

The scope covers the following :

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Career Development & Goal Setting
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs

#### Elements and Performance Criteria

##### *Introduction to Employability Skills*

To be competent, the user/individual on the job must be able to:

- PC1.** identify employability skills required for jobs in various industries
- PC2.** identify and explore learning and employability portals

##### *Constitutional values - Citizenship*

To be competent, the user/individual on the job must be able to:

- 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*

To be competent, the user/individual on the job must be able to:

- 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*

To be competent, the user/individual on the job must be able to:

## Qualification Pack

- 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*

To be competent, the user/individual on the job must be able to:

- 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*

To be competent, the user/individual on the job must be able to:

- 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*

To be competent, the user/individual on the job must be able to:

- 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*

To be competent, the user/individual on the job must be able to:

- 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*

To be competent, the user/individual on the job must be able to:

- 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*

To be competent, the user/individual on the job must be able to:

- 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*

To be competent, the user/individual on the job must be able to:

- PC26.** identify different types of customers
- PC27.** identify and respond to customer requests and needs in a professional manner.

## Qualification Pack

**PC28.** follow appropriate hygiene and grooming standards

*Getting ready for apprenticeship & Jobs*

To be competent, the user/individual on the job must be able to:

**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

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** need for employability skills and different learning and employability related portals

**KU2.** various constitutional and personal values

**KU3.** different environmentally sustainable practices and their importance

**KU4.** Twenty first (21st) century skills and their importance

**KU5.** how to use English language for effective verbal (face to face and telephonic) and written communication in formal and informal set up

**KU6.** importance of career development and setting long- and short-term goals

**KU7.** about effective communication

**KU8.** POSH Act

**KU9.** Gender sensitivity and inclusivity

**KU10.** different types of financial institutes, products, and services

**KU11.** how to compute income and expenditure

**KU12.** importance of maintaining safety and security in offline and online financial transactions

**KU13.** different legal rights and laws

**KU14.** different types of digital devices and the procedure to operate them safely and securely

**KU15.** how to create and operate an e- mail account and use applications such as word processors, spreadsheets etc.

**KU16.** how to identify business opportunities

**KU17.** types and needs of customers

**KU18.** how to apply for a job and prepare for an interview

**KU19.** apprenticeship scheme and the process of registering on apprenticeship portal

## Generic Skills (GS)

User/individual on the job needs to know how to:

**GS1.** read and write different types of documents/instructions/correspondence

**GS2.** communicate effectively using appropriate language in formal and informal settings



## Qualification Pack

- GS3.** behave politely and appropriately with all
- GS4.** how to work in a virtual mode
- GS5.** perform calculations efficiently
- GS6.** solve problems effectively
- GS7.** pay attention to details
- GS8.** manage time efficiently
- GS9.** maintain hygiene and sanitization to avoid infection



## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Introduction to Employability Skills</i>	<b>1</b>	<b>1</b>	-	-
<b>PC1.</b> identify employability skills required for jobs in various industries	-	-	-	-
<b>PC2.</b> identify and explore learning and employability portals	-	-	-	-
<i>Constitutional values - Citizenship</i>	<b>1</b>	<b>1</b>	-	-
<b>PC3.</b> 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.	-	-	-	-
<b>PC4.</b> follow environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	<b>2</b>	<b>4</b>	-	-
<b>PC5.</b> recognize the significance of 21st Century Skills for employment	-	-	-	-
<b>PC6.</b> practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-
<i>Basic English Skills</i>	<b>2</b>	<b>3</b>	-	-
<b>PC7.</b> use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-
<b>PC8.</b> read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
<b>PC9.</b> write short messages, notes, letters, e-mails etc. in English	-	-	-	-
<i>Career Development &amp; Goal Setting</i>	<b>1</b>	<b>2</b>	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC10.</b> understand the difference between job and career	-	-	-	-
<b>PC11.</b> prepare a career development plan with short- and long-term goals, based on aptitude	-	-	-	-
<i>Communication Skills</i>	<b>2</b>	<b>2</b>	-	-
<b>PC12.</b> follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-	-	-
<b>PC13.</b> work collaboratively with others in a team	-	-	-	-
<i>Diversity &amp; Inclusion</i>	<b>1</b>	<b>2</b>	-	-
<b>PC14.</b> communicate and behave appropriately with all genders and PwD	-	-	-	-
<b>PC15.</b> escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
<i>Financial and Legal Literacy</i>	<b>2</b>	<b>3</b>	-	-
<b>PC16.</b> select financial institutions, products and services as per requirement	-	-	-	-
<b>PC17.</b> carry out offline and online financial transactions, safely and securely	-	-	-	-
<b>PC18.</b> identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
<b>PC19.</b> identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
<i>Essential Digital Skills</i>	<b>3</b>	<b>4</b>	-	-
<b>PC20.</b> operate digital devices and carry out basic internet operations securely and safely	-	-	-	-
<b>PC21.</b> use e- mail and social media platforms and virtual collaboration tools to work effectively	-	-	-	-
<b>PC22.</b> use basic features of word processor, spreadsheets, and presentations	-	-	-	-

### Qualification Pack

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

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	DGT/VSQ/N0102
<b>NOS Name</b>	Employability Skills (60 Hours)
<b>Sector</b>	Cross Sectoral
<b>Sub-Sector</b>	Professional Skills
<b>Occupation</b>	Employability
<b>NSQF Level</b>	4
<b>Credits</b>	2
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	NA
<b>Next Review Date</b>	28/02/2026
<b>NSQC Clearance Date</b>	28/02/2023

## Assessment Guidelines and Assessment Weightage

### Assessment Guidelines

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. The assessments will be conducted as per the SOP for assessments and AB approved question bank released from time to time.
5. Every learner/ candidate appearing for the assessment must possess the OJT completion certificate from the employer to undertake the assessments under this qualification.
6. The assessment for the theory and practical will be conducted online on a digital assessment platform with comprehensive auditable trails.
7. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
8. To pass the Qualification Pack assessment, every trainee should score a minimum of 70% aggregate

## Qualification Pack

passing percentage recommended at QP Level

9. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack

10. For detailed guidelines SOP on assessments can be referred

### Minimum Aggregate Passing % at QP Level : 70

**(Please note:** Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

## Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0301. Conduct profiling and acquisition of sellers based on business requirement	50	50	-	-	100	18
RAS/N0302. Update the sellers on product promotions and orient them on operating the technology platform	50	50	-	-	100	18
RAS/N0303. Execute daily operational activities to enhance business performance and improve seller satisfaction	50	50	-	-	100	18
RAS/N0304. Build relationships with new sellers and strengthen relationships with existing sellers	50	50	-	-	100	13
RAS/N0305. Study the market and competition to improve business performance	50	50	-	-	100	9
RAS/N0306. Maintain good interpersonal relationships with all stakeholders	50	50	-	-	100	9

### Qualification Pack

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0307.Comply to grooming, health and hygiene requirements of the organization	50	50	-	-	100	9
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	-	-	50	6
<b>Total</b>	<b>370</b>	<b>380</b>	<b>-</b>	<b>-</b>	<b>750</b>	<b>100</b>

## Qualification Pack

### Acronyms

<b>NOS</b>	National Occupational Standard(s)
<b>NSQF</b>	National Skills Qualifications Framework
<b>QP</b>	Qualifications Pack
<b>TVET</b>	Technical and Vocational Education and Training

## Qualification Pack

### Glossary

<b>Sector</b>	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
<b>Sub-sector</b>	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
<b>Occupation</b>	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
<b>Occupational Standards (OS)</b>	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
<b>Performance Criteria (PC)</b>	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
<b>National Occupational Standards (NOS)</b>	NOS are occupational standards which apply uniquely in the Indian context.
<b>Qualifications Pack (QP)</b>	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
<b>Unit Code</b>	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
<b>Unit Title</b>	Unit title gives a clear overall statement about what the incumbent should be able to do.
<b>Description</b>	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
<b>Scope</b>	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.



## Qualification Pack

<b>Knowledge and Understanding (KU)</b>	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
<b>Organisational Context</b>	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
<b>Technical Knowledge</b>	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
<b>Core Skills/ Generic Skills (GS)</b>	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
<b>Electives</b>	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
<b>Options</b>	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.