

Qualification Pack



Self-employed e-tailer

QP Code: RAS/Q0205

Version: 1.0

NSQF Level: 4

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Qualification Pack

Contents

RAS/Q0205: Self-employed e-tailer	3
<i>Brief Job Description</i>	3
Applicable National Occupational Standards (NOS)	3
<i>Compulsory NOS</i>	3
<i>Qualification Pack (QP) Parameters</i>	3
RAS/N0201: Get licenses, follow legal policies and procedures to start/run business.....	5
RAS/N0202: Perform basic accounting practices	10
RAS/N0203: Continuously update self on new products/services offered by business	14
RAS/N0204: Conduct daily business operations.....	18
RAS/N0207: Manage customer needs effectively through need identification and strong customer relationships	23
RAS/N0208: Demonstrate/show creativity, newness/innovation and enthusiasm to grow business ...	27
RAS/N0301: Conduct profiling and acquisition of sellers based on business requirement	31
RAS/N0302: Update the sellers on product promotions and orient them on operating the technology platform.....	36
RAS/N0303: Execute daily operational activities to enhance business performance and improve seller satisfaction	40
Assessment Guidelines and Weightage.....	43
<i>Assessment Guidelines</i>	43
<i>Assessment Weightage</i>	44
Acronyms	46
Glossary	47

Qualification Pack

RAS/Q0205: Self-employed e-tailer

Brief Job Description

Individuals in this position work for self. He/she will earn income by selling products and conducting daily business operations on the e-commerce platform with an aim to make profits.

Personal Attributes

The individual needs to be physically fit to be able to fulfil tasks efficiently and be mentally balanced to be able to motivate self to deal with unexpected situations, if any. He/she should also have product/service knowledge, good interpersonal skills and customer service skills.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [RAS/N0201: Get licenses, follow legal policies and procedures to start/run business](#)
2. [RAS/N0202: Perform basic accounting practices](#)
3. [RAS/N0203: Continuously update self on new products/services offered by business](#)
4. [RAS/N0204: Conduct daily business operations](#)
5. [RAS/N0207: Manage customer needs effectively through need identification and strong customer relationships](#)
6. [RAS/N0208: Demonstrate/show creativity, newness/innovation and enthusiasm to grow business](#)
7. [RAS/N0301: Conduct profiling and acquisition of sellers based on business requirement](#)
8. [RAS/N0302: Update the sellers on product promotions and orient them on operating the technology platform](#)
9. [RAS/N0303: Execute daily operational activities to enhance business performance and improve seller satisfaction](#)

Qualification Pack (QP) Parameters

Sector	Retail
Sub-Sector	Retail Business

Qualification Pack

Occupation	Consumer Sales
Country	India
NSQF Level	4
Credits	NA
Aligned to NCO/ISCO/ISIC Code	NCO-2015/NIL
Minimum Educational Qualification & Experience	10th Class (Preferably)
Minimum Level of Education for Training in School	11th Class
Pre-Requisite License or Training	Basics of Arithmetic, Business development, Selling and Negotiation skills, Interpersonal skills, Digital literacy (suggested but not mandatory)
Minimum Job Entry Age	18 Years
Last Reviewed On	03/01/2017
Next Review Date	31/07/2022
NSQC Approval Date	03/08/2018
Version	1.0
Reference code on NQR	2018/APR/RASCI/02518
NQR Version	1.0

Qualification Pack

RAS/N0201: Get licenses, follow legal policies and procedures to start/run business

Description

This unit deals in sub tasks that lead to effective implementation of legal compliances, policies and procedures for setting up/running own business

Elements and Performance Criteria

Liaison and interact with local corporations/authorities for smooth conduct of business

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

- PC1. identify local corporations/authorities that have a bearing on the particular business process
- PC2. build and maintain relationships with the key persons to ensure smooth functioning of business
- PC3. get permissions and compliances as per legal requirements
- PC4. complete business registration and other legal formalities
- PC5. examine legal options for the most suitable type of business structure
- PC6. seek legal and accounting expertise as required to inform final decision regarding business structure

Learn and orient oneself on knowledge of legal policies, compliances, quality norms with respect to selling of products and services

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

- PC7. describe policies and procedures that have a bearing on the business
- PC8. describe the relevant rules and legislative policies
- PC9. conform to the rules and policies for smooth functioning of business
- PC10. describe the concept of minimising losses and maximising gains
- PC11. secure information on purchase rights to products and services and ensure full understanding of their implications
- PC12. establish cost of procurement rights to products and services (if applicable)
- PC13. determine brand ownership and protection rights

Update self on handling of goods, equipment, hazardous material to

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

- PC14. describe processes related to handling of goods, equipment and hazardous material involved in the business
- PC15. understand hazards and risks involved in the above processes

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. local corporations/authorities that have a bearing on the particular business process

Qualification Pack

- KU2. policies and procedures that have a bearing on the particular business process
- KU3. legal formalities applicable for the particular business
- KU4. processes related to legal compliance requirements involved in the business
- KU5. hazards and risks involved in the business

Generic Skills (GS)

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

- GS1. complete documentation accurately
- GS2. collate simple data when required
- GS3. read information accurately
- GS4. read and interpret data sheets
- GS5. use gestures or simple words to communicate where language barriers exist
- GS6. use questioning to minimise misunderstandings
- GS7. display courteous and helpful behaviour at all times
- GS8. make appropriate decisions regarding the responsibilities of the job role
- GS9. plan and organize service feedback files/documents
- GS10. schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials, equipment and assistance required for completion
- GS11. build customer relationships and use 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. data interpretation and its inference
- GS15. how to 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>Liaison and interact with local corporations/authorities for smooth conduct of business</i>	13.5	31.5	-	-
PC1. identify local corporations/authorities that have a bearing on the particular business process	3	7	-	-
PC2. build and maintain relationships with the key persons to ensure smooth functioning of business	1.5	3.5	-	-
PC3. get permissions and compliances as per legal requirements	3	7	-	-
PC4. complete business registration and other legal formalities	3	7	-	-
PC5. examine legal options for the most suitable type of business structure	1.5	3.5	-	-
PC6. seek legal and accounting expertise as required to inform final decision regarding business structure	1.5	3.5	-	-
<i>Learn and orient oneself on knowledge of legal policies, compliances, quality norms with respect to selling of products and services</i>	13.5	31.5	-	-
PC7. describe policies and procedures that have a bearing on the business	1.5	3.5	-	-
PC8. describe the relevant rules and legislative policies	1.5	3.5	-	-
PC9. conform to the rules and policies for smooth functioning of business	1.5	3.5	-	-
PC10. describe the concept of minimising losses and maximising gains	1.5	3.5	-	-
PC11. secure information on purchase rights to products and services and ensure full understanding of their implications	1.5	3.5	-	-
PC12. establish cost of procurement rights to products and services (if applicable)	3	7	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. determine brand ownership and protection rights	3	7	-	-
<i>Update self on handling of goods, equipment, hazardous material to</i>	3	7	-	-
PC14. describe processes related to handling of goods, equipment and hazardous material involved in the business	1.5	3.5	-	-
PC15. understand hazards and risks involved in the above processes	1.5	3.5	-	-
NOS Total	30	70	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0201
NOS Name	Get licenses, follow legal policies and procedures to start/run business
Sector	Retail
Sub-Sector	Retail Business
Occupation	Consumer Sales
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	27/05/2021

Qualification Pack

RAS/N0202: Perform basic accounting practices

Description

This unit deals in sub tasks that deal in understanding and implementation of business accounting.

Elements and Performance Criteria

Manage financial resources and cash flow

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

- PC1. assess and identify source of funding and what is needed to secure that funding
- PC2. plan, monitor and record the cash flow
- PC3. open and manage a bank account
- PC4. control costs through assessment and interpretation of information on costs and resource allocation
- PC5. prepare budget to help better planning and management of finances
- PC6. control budget through monitoring of various financial elements such as income vis-a-vis expenditure, profit vis-a-vis loss etc. and correct deviations

Maintain Profit and Loss Accounts

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

- PC7. understand elements of basic financial accounting
- PC8. conduct basic accounting tasks
- PC9. create and maintain reports
- PC10. describe sources of profits and causes of losses as reflected in the reports

Ensure implementation of security procedures with respect to monetary transactions

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

- PC11. understand possible fraudulent activities related to monetary transactions
- PC12. implement security procedures and checks to prevent monetary losses due to fraudulent activities

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. importance of error free accounting
- KU2. legal implications of erroneous accounting
- KU3. basic mathematical skills
- KU4. elements specific to business, that need to be considered in account

Generic Skills (GS)

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

Qualification Pack

- GS1. complete documentation accurately
- GS2. collate simple data when required
- GS3. read information accurately
- GS4. read and interpret data sheets
- GS5. use gestures or simple words to communicate where language barriers exist
- GS6. use questioning to minimise misunderstandings
- GS7. display courteous and helpful behaviour at all times
- GS8. make appropriate decisions regarding the responsibilities of the job role
- GS9. plan and organize service feedback files/documents
- GS10. schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials, equipment and assistance required for completion
- GS11. build customer relationships and use 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. data interpretation and its inference
- GS15. how to 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>Manage financial resources and cash flow</i>	18	42	-	-
PC1. assess and identify source of funding and what is needed to secure that funding	3	7	-	-
PC2. plan, monitor and record the cash flow	3	7	-	-
PC3. open and manage a bank account	3	7	-	-
PC4. control costs through assessment and interpretation of information on costs and resource allocation	3	7	-	-
PC5. prepare budget to help better planning and management of finances	3	7	-	-
PC6. control budget through monitoring of various financial elements such as an income vis-a-vis expenditure, profit vis-a-vis loss etc. and correct deviations	3	7	-	-
<i>Maintain Profit and Loss Accounts</i>	9	21	-	-
PC7. understand elements of basic financial accounting	1.5	3.5	-	-
PC8. conduct basic accounting tasks	3	7	-	-
PC9. create and maintain reports	1.5	3.5	-	-
PC10. describe sources of profits and causes of losses as reflected in the reports	3	7	-	-
<i>Ensure implementation of security procedures with respect to monetary transactions</i>	3	7	-	-
PC11. understand possible fraudulent activities related to monetary transactions	1.5	3.5	-	-
PC12. implement security procedures and checks to prevent monetary losses due to fraudulent activities	1.5	3.5	-	-
NOS Total	30	70	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0202
NOS Name	Perform basic accounting practices
Sector	Retail
Sub-Sector	Retail Business
Occupation	Consumer Sales
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	27/05/2021

Qualification Pack

RAS/N0203: Continuously update self on new products/services offered by business

Description

This unit deals in sub tasks that lead to appropriate knowledge of the product/service being sold by business.

Elements and Performance Criteria

Update oneself on information related to products/services relevant to business

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

- PC1. describe the products/services involved in the business
- PC2. understand the market trend with respect to sales patterns
- PC3. identify related products/services and possible opportunities with respect to up- selling, cross-selling, expansion of business etc.
- PC4. describe the concept of sourcing and processing product and service data relevant to business
- PC5. maintain accurate and current details of products and services in product database
- PC6. conduct study of products/services offered by competition

Operate relevant equipment required for daily operations

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

- PC7. operate relevant equipment involved in business
- PC8. describe the precautions and maintenance required
- PC9. identify and describe new technologies that can improve efficiencies and reduce risks

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. products/services involved in the business
- KU2. related products/services
- KU3. equipment involved in the business

Generic Skills (GS)

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

- GS1. complete documentation accurately
- GS2. collate simple data when required
- GS3. read information accurately
- GS4. read and interpret data sheets
- GS5. use gestures or simple words to communicate where language barriers exist
- GS6. use questioning to minimise misunderstandings

Qualification Pack

- GS7. display courteous and helpful behaviour at all times
- GS8. make appropriate decisions regarding the responsibilities of the job role
- GS9. plan and organize service feedback files/documents
- GS10. schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials, equipment and assistance required for completion
- GS11. build customer relationships and use 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. data interpretation and its inference
- GS15. how to 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>Update oneself on information related to products/services relevant to business</i>	21	49	-	-
PC1. describe the products/services involved in the business	4.5	10.5	-	-
PC2. understand the market trend with respect to sales patterns	4.5	10.5	-	-
PC3. identify related products/services and possible opportunities with respect to up-selling, cross-selling, expansion of business etc.	3	7	-	-
PC4. describe the concept of sourcing and processing product and service data relevant to business	3	7	-	-
PC5. maintain accurate and current details of products and services in product database	3	7	-	-
PC6. conduct study of products/services offered by competition	3	7	-	-
<i>Operate relevant equipment required for daily operations</i>	9	21	-	-
PC7. operate relevant equipment involved in business	4.5	10.5	-	-
PC8. describe the precautions and maintenance required	1.5	3.5	-	-
PC9. identify and describe new technologies that can improve efficiencies and reduce risks	3	7	-	-
NOS Total	30	70	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0203
NOS Name	Continuously update self on new products/services offered by business
Sector	Retail
Sub-Sector	Retail Business
Occupation	Consumer Sales
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	27/05/2021

Qualification Pack

RAS/N0204: Conduct daily business operations

Description

This unit deals in sub tasks that ensure business operations are conducted efficiently and effectively to maximize profits to maximize profits.

Elements and Performance Criteria

Conduct market analysis to identify customer need and plan product assortment/range accordingly

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

- PC1. identify target audience profile/market
- PC2. identify buying patterns of customers to define assortments and modify them as per trends observed
- PC3. identify customers easy to access in order to target selling to them
- PC4. identify products being offered by competitors/other players in the locality

Execute marketing plans through promotions and campaigns to create awareness of generate customer interest

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

- PC5. select the right medium of promotions
- PC6. organize resources depending upon the marketing medium
- PC7. plan budget requirements for the promotional programs
- PC8. track and monitor effectiveness of the promotional programs

Effectively drive management of inventory and sales

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

- PC9. assess inventory/procuring capacity as per costs involved
- PC10. assess operational costs
- PC11. calculate projected break-even point
- PC12. take steps to prevent inventory losses
- PC13. calculate profits and margins
- PC14. define targets to achieve business gains
- PC15. ensure required inventory is on hand
- PC16. match logistics of delivery to inventory supply requirements
- PC17. monitor stock levels and maintain them at required levels
- PC18. coordinate stock take or cyclical count
- PC19. plan for contingencies

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. possible products/services that can be offered by own organisation

Qualification Pack

- KU2. trend setters in the specific business
- KU3. possible seasonal effects
- KU4. mapping of target customers and identification of customer needs
- KU5. computation of costs, profit & loss, sales figures etc., elements involved in setting of sales targets

Generic Skills (GS)

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

- GS1. complete documentation accurately
- GS2. collate simple data when required
- GS3. read information accurately
- GS4. read and interpret data sheets
- GS5. use gestures or simple words to communicate where language barriers exist
- GS6. use questioning to minimise misunderstandings
- GS7. display courteous and helpful behaviour at all times
- GS8. make appropriate decisions regarding the responsibilities of the job role
- GS9. plan and organize service feedback files/documents
- GS10. schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials, equipment and assistance required for completion
- GS11. build customer relationships and use 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. data interpretation and its inference
- GS15. how to 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>Conduct market analysis to identify customer need and plan product assortment/range accordingly</i>	7.5	17.5	-	-
PC1. identify target audience profile/market	1.5	3.5	-	-
PC2. identify buying patterns of customers to define assortments and modify them as per trends observed	3	7	-	-
PC3. identify customers easy to access in order to target selling to them	1.5	3.5	-	-
PC4. identify products being offered by competitors/other players in the locality	1.5	3.5	-	-
<i>Execute marketing plans through promotions and campaigns to create awareness of generate customer interest</i>	6	14	-	-
PC5. select the right medium of promotions	1.5	3.5	-	-
PC6. organize resources depending upon the marketing medium	1.5	3.5	-	-
PC7. plan budget requirements for the promotional programs	1.5	3.5	-	-
PC8. track and monitor effectiveness of the promotional programs	1.5	3.5	-	-
<i>Effectively drive management of inventory and sales</i>	16.5	38.5	-	-
PC9. assess inventory/procuring capacity as per costs involved	1.5	3.5	-	-
PC10. assess operational costs	1.5	3.5	-	-
PC11. calculate projected break-even point	1.5	3.5	-	-
PC12. take steps to prevent inventory losses	1.5	3.5	-	-
PC13. calculate profits and margins	1.5	3.5	-	-
PC14. define targets to achieve business gains	1.5	3.5	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC15. ensure required inventory is on hand	1.5	3.5	-	-
PC16. match logistics of delivery to inventory supply requirements	1.5	3.5	-	-
PC17. monitor stock levels and maintain them at required levels	1.5	3.5	-	-
PC18. coordinate stock take or cyclical count	1.5	3.5	-	-
PC19. plan for contingencies	1.5	3.5	-	-
NOS Total	30	70	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0204
NOS Name	Conduct daily business operations
Sector	Retail
Sub-Sector	Retail Business
Occupation	Consumer Sales
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	27/05/2021

Qualification Pack

RAS/N0207: Manage customer needs effectively through need identification and strong customer relationships

Description

This unit deals in sub tasks that ensure enhancing customer satisfaction by identifying needs and building relationships with customers.

Elements and Performance Criteria

Enhancing customer satisfaction by identifying and catering to their needs and desires

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

- PC1. identify target customers
- PC2. understand and assess target customer need and desire
- PC3. identify possible options to satisfy customer need
- PC4. present options in an attractive manner that are mutually beneficial in nature
- PC5. establish rapport with customers and express genuine interest to clarify customer requirements and enhance outcomes
- PC6. maximise sales opportunities by use of add-on and complementary sales techniques
- PC7. provide customer with detailed information about the product/service

Build strong relationships and network

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

- PC8. build relationships with customers to generate referrals
- PC9. collect feedback to improve to increase business returns and reach
- PC10. manage on time delivery service fulfilment
- PC11. implement customer loyalty programs like vouchers, promotions
- PC12. plan and implement sales presentations
- PC13. understand customer complaints and problems and support difficult customers to produce positive outcome

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. the target customer
- KU2. acceptable service fulfillment norms
- KU3. how to build referrals
- KU4. what is a loyalty program

Generic Skills (GS)

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

Qualification Pack

- GS1. complete documentation accurately
- GS2. collate simple data when required
- GS3. read information accurately
- GS4. read and interpret data sheets
- GS5. use gestures or simple words to communicate where language barriers exist
- GS6. use questioning to minimise misunderstandings
- GS7. display courteous and helpful behaviour at all times
- GS8. make appropriate decisions regarding the responsibilities of the job role
- GS9. plan and organize service feedback files/documents
- GS10. schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials, equipment and assistance required for completion
- GS11. build customer relationships and use 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. data interpretation and its inference
- GS15. how to 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>Enhancing customer satisfaction by identifying and catering to their needs and desires</i>	19.5	45.5	-	-
PC1. identify target customers	3	7	-	-
PC2. understand and assess target customer need and desire	3	7	-	-
PC3. identify possible options to satisfy customer need	3	7	-	-
PC4. present options in an attractive manner that are mutually beneficial in nature	3	7	-	-
PC5. establish rapport with customers and express genuine interest to clarify customer requirements and enhance outcomes	3	7	-	-
PC6. maximise sales opportunities by use of add-on and complementary sales techniques	1.5	3.5	-	-
PC7. provide customer with detailed information about the product/service	3	7	-	-
<i>Build strong relationships and network</i>	10.5	24.5	-	-
PC8. build relationships with customers to generate referrals	1.5	3.5	-	-
PC9. collect feedback to improve 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	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0207
NOS Name	Manage customer needs effectively through need identification and strong customer relationships
Sector	Retail
Sub-Sector	Retail Business
Occupation	Consumer Sales
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	27/05/2021

Qualification Pack

RAS/N0208: Demonstrate/show creativity, newness/innovation and enthusiasm to grow business

Description

This unit deals in sub tasks that are about creativity, newness/innovation and enthusiasm to sustain, enhance and grow business.

Elements and Performance Criteria

Display creativity and innovation for sustenance and business growth

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

- PC1. identify opportunities and create solutions to face uncertainties
- PC2. expand business in other fields/line of business as desired
- PC3. innovate and improvise to pick up performance

Motivate self to enhance and grow his/her business

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

- PC4. participate in discussions/workshops and engage with other successful vendors
- PC5. drive self-development through available media
- PC6. identify and gain certifications in related line of business

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. success stories in the related field
- KU2. innovations in the relevant product/service
- KU3. strengths, weakness, opportunity and threat to self and own organisation

Generic Skills (GS)

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

- GS1. complete documentation accurately
- GS2. collate simple data when required
- GS3. read information accurately
- GS4. read and interpret data sheets
- GS5. use gestures or simple words to communicate where language barriers exist
- GS6. use questioning to minimise misunderstandings
- GS7. display courteous and helpful behaviour at all times
- GS8. make appropriate decisions regarding the responsibilities of the job role
- GS9. plan and organize service feedback files/documents

Qualification Pack

- GS10. schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials, equipment and assistance required for completion
- GS11. build customer relationships and use 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. data interpretation and its inference
- GS15. how to 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>Display creativity and innovation for sustenance and business growth</i>	14.399999999999999	33.6	-	-
PC1. identify opportunities and create solutions to face uncertainties	4.2	9.8	-	-
PC2. expand business in other fields/line of business as desired	6	14	-	-
PC3. innovate and improvise to pick up performance	4.2	9.8	-	-
<i>Motivate self to enhance and grow his/her business</i>	15.600000000000001	36.4	-	-
PC4. participate in discussions/workshops and engage with other successful vendors	4.8	11.2	-	-
PC5. drive self-development through available media	6	14	-	-
PC6. identify and gain certifications in related line of business	4.8	11.2	-	-
NOS Total	30	70	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0208
NOS Name	Demonstrate/show creativity, newness/innovation and enthusiasm to grow business
Sector	Retail
Sub-Sector	Retail Business
Occupation	Consumer Sales
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	27/05/2021

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

Qualification Pack

- 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

Qualification Pack

Assessment Criteria

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

Qualification Pack

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	-	-
PC13. keep abreast of international operating standards for benchmarking	3	3	-	-
PC14. know about success stories of comparative organizations	3	3	-	-
PC15. work on self to get better at business development, selling skills, negotiation skills and customer service orientation	2.5	2.5	-	-
PC16. attend regular training programs to keep self updated on technology platform enhancements	-	-	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0301
NOS Name	Conduct profiling and acquisition of sellers based on business requirement
Sector	Retail
Sub-Sector	E-commerce
Occupation	Category Management
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	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

Qualification Pack

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

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0302
NOS Name	Update the sellers on product promotions and orient them on operating the technology platform
Sector	Retail
Sub-Sector	E-commerce
Occupation	Category Management
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	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.

Scope

This unit/task covers the following:

- Daily operational activities of a seller activation executive
- This role is specific to seller activation in the e-commerce marketplace.

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

Qualification Pack

- 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
- 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>	50	50	-	-
PC1. ensure complete tracking of seller listing on the portal	6	6	-	-
PC2. complete seller training about processes, guidelines and panels to targeted sellers	8	8	-	-
PC3. address seller queries and resolve concerns/issues, if any	6	6	-	-
PC4. monitor and achieve targets in terms of seller registration	6	6	-	-
PC5. collect, collate and share seller feedback with management	6	6	-	-
PC6. use MIS reporting	6	6	-	-
PC7. conduct webinars and exhibitions for sellers	6	6	-	-
PC8. manage the payment cycle for sellers	6	6	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0303
NOS Name	Execute daily operational activities to enhance business performance and improve seller satisfaction
Sector	Retail
Sub-Sector	E-commerce
Occupation	Category Management
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	02/08/2016
Next Review Date	31/07/2022
NSQC Clearance Date	05/02/2018

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each Element/ PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.

Qualification Pack

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

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/N0201. Get licenses, follow legal policies and procedures to start/run business	30	70	-	-	100	10
RAS/N0202. Perform basic accounting practices	30	70	-	-	100	12
RAS/N0203. Continuously update self on new products/services offered by business	30	70	-	-	100	12
RAS/N0204. Conduct daily business operations	30	70	-	-	100	12
RAS/N0207. Manage customer needs effectively through need identification and strong customer relationships	30	70	-	-	100	10
RAS/N0208. Demonstrate/show creativity, newness/innovation and enthusiasm to grow business	30	70	-	-	100	8
RAS/N0301. Conduct profiling and acquisition of sellers based on business requirement	50	50	-	-	100	12
RAS/N0302. Update the sellers on product promotions and orient them on operating the technology platform	50	50	-	-	100	12

Qualification Pack

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0303.Execute daily operational activities to enhance business performance and improve seller satisfaction	50	50	-	-	100	12
Total	330	570	-	-	900	100

Qualification Pack

Acronyms

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

Qualification Pack

Glossary

Sector	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.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	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.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	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.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	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.
Scope	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

Knowledge and Understanding (KU)	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.
Organisational Context	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.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	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.
Electives	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.
Options	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.