



Skill India
कौशल भारत - कुशल भारत



RASCI
Retailers Association's
Skill Council of India



A NEW LOOK. A NEW READ.

October 2022- March 2023

Greetings from



Welcome to GENIE, the RASCI Newsletter!

We are elated to unveil our latest edition of Genie, a captivating magazine that serves as a gateway to all our innovative and impactful initiatives. Genie highlights the wide array of programs initiated by RASCI, which have enabled individuals to unlock their full potential and pursue their dreams.

RASCI firmly believes that Apprenticeship serves as an essential pathway for youth to enter the job market and attain gainful employment, thereby providing individuals a seamless transition from fresher to expert.

We also take pride in recognizing and honouring HR Leaders through Skill Awards, for their exemplary contribution and achievements aligned with the Skill India Mission, in the Retail Sector. Through this initiative, we not only showcase the talent and expertise of our Retail professionals but also encourage progressive individuals/ organizations to strive towards excellence.

In addition to these programs, we have implemented a plethora of youth-enabling initiatives, which cater to the diverse needs and aspirations of our youth, a glimpse of which is showcased in this edition

These highlights demonstrate RASCI's steadfast dedication towards excellence and positive impact on all Stakeholders involved. We invite you to join us on our journey and explore the exciting world of RASCI through our GENIE newsletter. Your insightful criticism and suggestions are always welcome as we strive to improve and innovate.

Together, we can create a brighter future for our Youth and our Nation.

Best Regards,
Team RASCI.

Kaushal Bharat, Kushal Bharat!



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INTRODUCTION

Stepping into the world of Retail...

Our previous edition of Genie focused on key initiatives launched & implemented by RASCI aligned with the National Education Policy (NEP 2020). This edition is going to tip-toe around the social and livelihood impact created through continuous **engagement** with stakeholders, **enablement** through hybrid program design, **empowerment** through Industry-Academia collaborations thereby driving early **economic independence** vide Apprenticeship.

In view to achieve common objectives of individual, Industry and Institute to bridge the gap between demand and supply, RASCI upheld it's commitment with the launch of '**3-Year Apprenticeship Embedded Degree Program (AEDP) in Retail Operations**', a hybrid program design curated by RASCI with inputs from Industry & Academia to achieve hybrid outcomes; a true testimony of Industry-Academia collaboration to curate Industry ready workforce through Higher Education Institutes (HEI's), thereby ensuring a mutually win-win model for everyone.

"**AEDP in Retail Operations**" launched as a pilot in 2019 with 3 Academic Institutions and 2 progressive Industry Partners like Reliance Retail & Mcdonald's to test overall program design, effectiveness and impact in different geographies. The success and learnings drawn from pilot batches enabled RASCI to enhance overall program design, implementation and scale up across Nation.

But that's not all; our latest edition is chock-full of exciting updates and stories. So delve into the pages of Genie, and happy reading!

CHARTING CAREERS - THROUGH APPRENTICESHIP

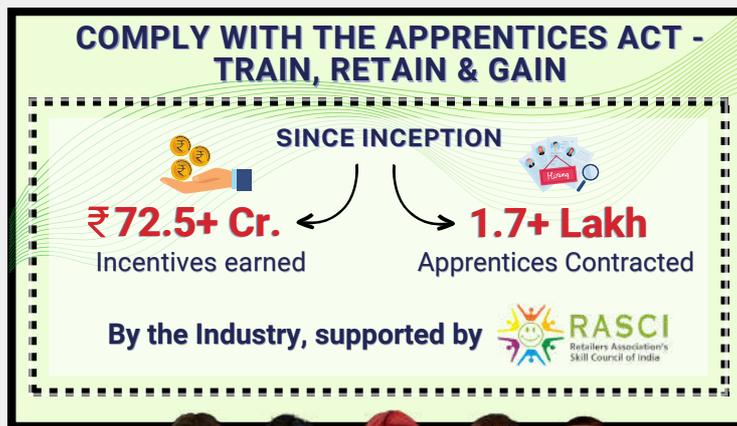
RASCI, with its constant advocacy and unwavering commitment in advancing the role of Apprenticeship, has been instrumental in propelling Apprenticeship into the forefront of the Retail Industry. With support from MSDE, NSDC and Industry, RASCI created Industry aligned apprenticeship curriculums, facilitated ample apprenticeship opportunities, On-the-job training and youth transformation from Apprenticeship to gainful employment, ultimately unleashing their true potential besides making Apprenticeship as a Way-Of-Working (WOW) for Retail Industry. This synergy has enabled a virtuous cycle of growth vide Apprenticeship, generating a remarkable **1,77,510** Apprenticeship contracts to date, across Retail sector and its sub-sectors.

PROGRESSIVE INDUSTRY LEADERS ENABLING
RESPECTABLE LIVELIHOOD TO ASPIRING YOUTH
THROUGH APPRENTICESHIP

FEW BENEFICIARIES



COMPLY WITH THE APPRENTICES ACT -
TRAIN, RETAIN & GAIN



FEW BENEFICIARIES



With a strong belief in Apprenticeship, its all-round impact encouraged RASCI to embark on uncharted territory i.e., integrating Apprenticeship into the Higher Education System through design & development of hybrid curriculums to achieve hybrid outcomes through deeper engagement with Industry & Academia. These efforts have helped RASCI establish "**Apprenticeship Embedded Degree Programme (AEDP)**" as an effective employment-oriented program with active participation of Industry & Academia aligned with UGC guidelines to nurture students since inception stages of Undergraduate Program.

RASCI'S FOOTPRINT - AEDP

A revolutionary approach to empower a future workforce:
Journey from AEDP Pilot to Scale-up...

How it started.....

- **Coverage:** 3 states, 3 cities & 3 Institutions
- **Enrollments:** 84 students in pilot batch 2019
- **Guaranteed Apprenticeship:** 100% from year 1
- **Stipend:** INR 9k - 15k p.m. across 3 years
- **Graduated & Placed:** 65 (100%), including placement at supervisory level

2 Industry partners



3 colleges



AEDP impact all over India



Pilot launch

Scale up...

In progress

Scaling up across the Nation.....

- **Coverage:** 9 states, 10 cities & 13 Institution
- **Enrollments:** 400
- **Guaranteed Apprenticeship:** 100%
- **Stipend - INR 9k - 15k p.m.**
- **Graduated & Placed:** In progress....

10 Progressive Industry Partners



13 Innovative Academia Partners



TAKING AEDP TO THE NEXT LEVEL!

State engagement - Hyderabad, Telangana

AEDP Scale up - Orientation sessions for new batches of AEDP students.

RASCI has been leading the charge towards a transformative future by making Apprenticeship a Way of Working (WOW) for Retail Industry thereby empowering youth with required life skills and livelihood skills for enhanced growth and income.

As we step into the new F.Y. 2022-23, RASCI remains steadfast in its commitment to its mission of nurturing students and transforming them into skilled apprentices who are ready to take on the world. We are thrilled to announce that our unwavering dedication has impacted and enabled an impressive 399 students to embark on an exciting journey of learning, development & growth under Industry supervision, which is quite a leap from the 84 students that we began with. At RASCI, we firmly believe that every student has the potential to achieve greatness, and we strive to unlock their hidden talents and abilities through our Orientations, Townhalls and On-The-Job training. Here's a glimpse!



October 2022 - RASCI conducted an Orientation session at Government College (Autonomous), Hyderabad.

TAKING AEDP TO THE NEXT LEVEL!

State engagement - Vijayawada, AP

AEDP Scale up - Orientation sessions for new batches of AEDP students.

ANDHRA LOYOLA COLLEGE
(AUTONOMOUS) VIJAYAWADA-520008

DEPARTMENT OF LOGISTICS MANAGEMENT
BBA Retail Operations

Heartily Welcome you to
Orientation & Interviews

3 Years Apprenticeship Embedded Degree Program In association with
RETAILERS ASSOCIATION'S SKILL COUNCIL OF INDIA (RASCI)
&
Industry Partner's

Reliance **lifestyle**

Date - 19th November, 2022
Time -10: 00 A.M. onwards
Venue: Old Seminar Hall ALC.

ANDHRA LOYOLA COLLEGE
(AUTONOMOUS) VIJAYAWADA-520008

Department of Retail Operations and Logistics
&
Retailers Association's Skill Council of India (RASCI)

Mrs. Chanda Vadde
Regional Head - Industry & Academia
Retailers Association's Skill Council of India (RASCI)

MAX Retail
Ms. Anusha Talapaneni - Cluster HR
Mr. Sudhirkumar Thakural - Area Manager
Mr. Om Jee - Department Manager

Reliance Trend
Mr. Venkatesh Noupada
Regional Head HR - AP&OD
Mukhtar Shaik
Cluster HRBP- Reliance Ap



Nov 2022 - RASCI facilitated Orientation and interview sessions by Reliance Retail & Lifestyle, for AEDP students at Andhra Loyola college, Vijayawada.

TAKING AEDP TO THE NEXT LEVEL!

State engagement - Mumbai, Maharashtra

AEDP Scale up - Orientation sessions for new batches of AEDP students.



Nov 2022 - A joint orientation conducted by RASCI & Landmark Group for students admitted in AEDP batch at Bhavan's College, Mumbai



December 2022 - RASCI facilitated an Open House session with Tata Starbucks at MMP Shah College, Mumbai, introducing an all-girls batch under AEDP to empower Girl Child and enable livelihood!

TAKING AEDP TO THE NEXT LEVEL!

State engagement - Mumbai, Maharashtra

AEDP Scale up - Open House sessions for existing batches for feedback and process improvements



Feb 2023 - A joint open house session conducted by RASCI for students admitted in AEDP batch at KES Shroff College, Mumbai.



TAKING ACTION - THE KEY TO AEDP SUCCESS

AEDP Scale up - Student interviews by Industry for new batches enrolled under AEDP, facilitated by RASCI.



December 2022 - RASCI facilitated a placement drive at with Tata Starbucks at City College, Hyderabad, to interview apprentices post successful completion of AEDP.



TAKING ACTION - THE KEY TO AEDP SUCCESS

AEDP Scale up - Apprentice interview sessions for new batches of AEDP students.



December 2022 - RASCI facilitated a placement drive at with Reliance Trends and SPAR Hypermarket at City College, Hyderabad, to interview apprentices post successful completion of AEDP.



BEYOND THE INBOX - LET THE LETTERS SPEAK!

RASCI - A National Council of Vocational Education & Training (NCVET) recognized Awarding Body.

FNo.21004/01/2022/NCVET
Government of India
Ministry of Skill Development & Entrepreneurship
National Council for Vocational Education & Training

Kaushal Bhawan,
B 2, Pusa Road,
Karo, Bagh,
New Delhi-110005
Dated: 16/02/23

ORDER

Subject: Recognition of Retailers Association's Skill Council of India (RASCI) as an Awarding Body by NCVET.

1. In suppression of an earlier Order No. 36002/9/2022/NCVET dated 13/04/22 and in partial modification of Order of even number dated 01/06/22, The Retailers Association's Skill Council of India (RASCI) has been recognised as an Awarding Body by NCVET with effect from 30/12/22 with following provisions:

- a) The recognition granted is as per the provisions of NCVET 'Guidelines for Recognition & Regulation of Awarding Bodies' and Agreement signed between NCVET & RASCI on 07/02/23 regarding grant of recognition as an AB to RASCI.
- b) The recognition so granted reinstates the 'Developer Body' rights as defined in NCVET 'Guidelines for Adoption of Qualification by ABs' with respect to the following Qualifications:
 - i. Retail Store Ops Assistant
 - ii. Retail Cashier
 - iii. Retail Trainee Associate
 - iv. Retail Associate cum Cashier
 - v. Retail Sales Associate
 - vi. Retail Sales Specialist cum Cashier
 - vii. Retail Team Leader
 - viii. Visual Merchandiser
 - ix. Retail Departmental Manager
 - x. Retail Store Manager
 - xi. Distributor Salesman
 - xii. Sales Supervisor
 - xiii. Service Fulfilment Executive
 - xiv. Seller Activation Executive
 - xv. Digital Cataloguer
 - xvi. Individual Sales Professional
 - xvii. Self-employed e-tailer
 - xviii. Business Builder/Retailer
 - xix. Business Leader/Multi-outlet Retailer
 - xx. Business Enhancer/Multichannel Retailer

c) The Adoption of Qualifications as granted vide Order of even number dated 01/06/22 shall remain valid as per the provisions of NCVET 'Guidelines for Adoption of Qualifications by Awarding Bodies'.

2. This issues with the approval of the Competent Authority.

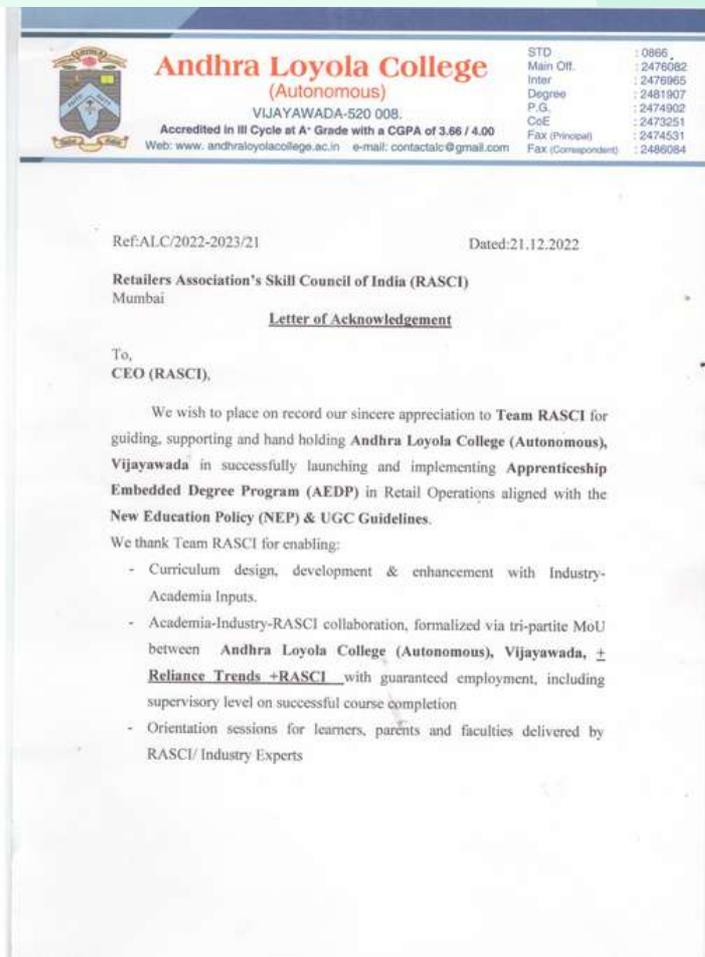

Col Santosh Kumar
Secretary to the Council

BEYOND THE INBOX: LET THE LETTERS SPEAK!

Acknowledgement letters from esteemed Academia Partners that implemented AEDP.

RASCI facilitated Apprenticeship Embedded Degree Programme (AEDP) in Retail Operations in various Colleges/ Universities all over India and here are the few Academic Partners expressing their gratitude towards RASCI's support and commitment in successful implementation.

Andhra Loyola College, Chitkara University and Dayanand Sagar University have been the first few colleges to have acknowledged RASCI's role in AEDP.



Andhra Loyola College
(Autonomous)
VIJAYAWADA-520 008.
Accredited in III Cycle at A+ Grade with a CGPA of 3.66 / 4.00
Web: www.andhraloyolacollege.ac.in e-mail: contactalc@gmail.com

STD : 0866
Main Off. : 2476082
Inter : 2476965
Degree : 2481907
P.G. : 2474902
CoE : 2473251
Fax (Principal) : 2474531
Fax (Correspondent) : 2486084

Ref:ALC/2022-2023/21 Dated:21.12.2022

Retailers Association's Skill Council of India (RASCI)
Mumbai

Letter of Acknowledgement

To,
CEO (RASCI),

We wish to place on record our sincere appreciation to **Team RASCI** for guiding, supporting and hand holding **Andhra Loyola College (Autonomous), Vijayawada** in successfully launching and implementing **Apprenticeship Embedded Degree Program (AEDP)** in Retail Operations aligned with the **New Education Policy (NEP) & UGC Guidelines**.

We thank Team RASCI for enabling:

- Curriculum design, development & enhancement with Industry-Academia Inputs.
- Academia-Industry-RASCI collaboration, formalized via tri-partite MoU between **Andhra Loyola College (Autonomous), Vijayawada, ± Reliance Trends +RASCI** with guaranteed employment, including supervisory level on successful course completion
- Orientation sessions for learners, parents and faculties delivered by RASCI/ Industry Experts



Andhra Loyola College
(Autonomous)
VIJAYAWADA-520 008.
Accredited in III Cycle at A+ Grade with a CGPA of 3.66 / 4.00
Web: www.andhraloyolacollege.ac.in e-mail: contactalc@gmail.com

STD : 0866
Main Off. : 2476082
Inter : 2476965
Degree : 2481907
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CoE : 2473251
Fax (Principal) : 2474531
Fax (Correspondent) : 2486084

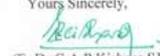
- Stipend - based Apprenticeship Contracting and On-the-Job-Training (OJT) with leading Retail Brands from the 1st year to the 3rd year of the Program.
- Access to Industry curated e-Content via RASCI Learning Management System (LMS)
- Guest lectures/ Town Hall/ Open House Sessions for enrolled students, delivered or facilitated by RASCI/ Industry Experts
- Timely Assessment of students for Skill Component (Theory & Practical).
- Hand holding and facilitation throughout the Program

We are glad to have partnered with RASCI for preparing Industry ready workforce with early economic independence of enrolled students, whilst pursuing their Graduation.

The guaranteed hybrid outcomes of this joint effort will give advanced visibility to students about their career and progression thereof, besides enhancing the reputation of our Institute.

On behalf of our Institute, we thank Team RASCI for partnering with us in empowering youth through development and economic independence.

Warm regards.

Yours Sincerely,

(Fr. Dr. G.A.P. Kishore, SJ)
PRINCIPAL
ANDHRA LOYOLA COLLEGE
VIJAYAWADA-8.

BEYOND THE INBOX: LET THE LETTERS SPEAK!

Acknowledgement letters from esteemed Academia Partners that implemented AEDP.



CUHP/REG/2022/22497

December 22, 2022

To

The Chief Executive Officer
Retailers Association's Skill Council of India (RASCI)
Mumbai

Subject: Letter of acknowledgement

Dear sir,

We wish to place on record our sincere appreciation to Team RASCI for guiding and supporting Chitkara University, Himachal Pradesh in successfully launching and implementing Apprenticeship Embedded Degree Program (AEDP) in Retail Operations, aligned with the New Education Policy (NEP) & UGC Guidelines.

We thank team RASCI for enabling:

- Curriculum design, development & enhancement with Industry-Academia Inputs.
- Academia-Industry-RASCI collaboration, formalized via tri-partite MoU between Chitkara University, Himachal Pradesh + Reliance Retail Ltd. + RASCI with guaranteed employment, including supervisory level on successful course completion.
- Orientation sessions for learners, parents & faculties delivered by RASCI/ Industry Experts.
- Stipend - based Apprenticeship Contracting & On-the-Job-Training (OJT) with leading Retail Brands, from the 1st year till the 3rd year of the Program.
- Access to Industry curated e-Content via RASCI Learning Management System (LMS)
- Guest lectures / Open House sessions for enrolled students, delivered or facilitated by RASCI / Industry Experts.
- Timely Assessment of students for Skill Component (Theory & Practical).

The guaranteed hybrid outcomes of this joint effort will give advanced visibility to students about their career and progression thereof, besides enhancing the reputation of our Institute.

On behalf of our Institute, we thank Team RASCI for partnering with us in empowering youth through development & economic independence, whilst pursuing their Graduation.

With regards

Dr. Varinder S. Kanwar
Vice-Chancellor,

Chitkara University-Himachal Pradesh

University Campus
Pinjore - Barotwala Highway (NH-21A)
Himachal Pradesh 174 103 T +91.1795.661011
Administrative Office
Saraswati Kendra, SCO 160 - 161
Sector 9-C, Chandigarh - 160 009
T +91.172.4090900

www.chitkarauniversity.edu.in



Dayananda Sagar
University
live the dream



Ref: DSU/SCMS/01-23/165

Date: 06-01-2023

Retailers Association's Skill Council of India (RASCI)
Mumbai

Letter of Acknowledgement

To,

CEO (RASCI),

I wish to place on record our sincere appreciation to Team RASCI for guiding, supporting and handholding School of Commerce and Management Studies - Dayananda Sagar University in successfully launching and implementing Apprenticeship Embedded Degree Program (AEDP) in Retail Operations, aligned with the UGC Guidelines.

I thank Team RASCI for enabling:

- Curriculum design, development & enhancement with Industry-Academia Inputs.
- Academia-Industry-RASCI collaboration, formalized via tri-partite MoU between School of Commerce and Management Studies (SCMS) - Dayananda Sagar University + RASCI with guaranteed employment, including supervisory level on successful course completion.
- Orientation sessions for learners, parents & faculties delivered by RASCI/ Industry Experts.
- Stipend - based Apprenticeship Contracting & On-the-Job-Training (OJT) with leading Retail Brands, from the 1st year till the 3rd year of the Program.
- Access to Industry curated e-Content via RASCI Learning Management System (LMS)
- Guest lectures/ Townhall/ Open House sessions for enrolled students, delivered or facilitated by RASCI/ Industry Experts.
- Timely Assessment of students for Skill Component (Theory & Practical).
- Handholding and facilitation throughout the Program.

Glad to have partnered with RASCI in enabling Industry ready workforce with early economic independence of enrolled students, whilst pursuing their Graduation.

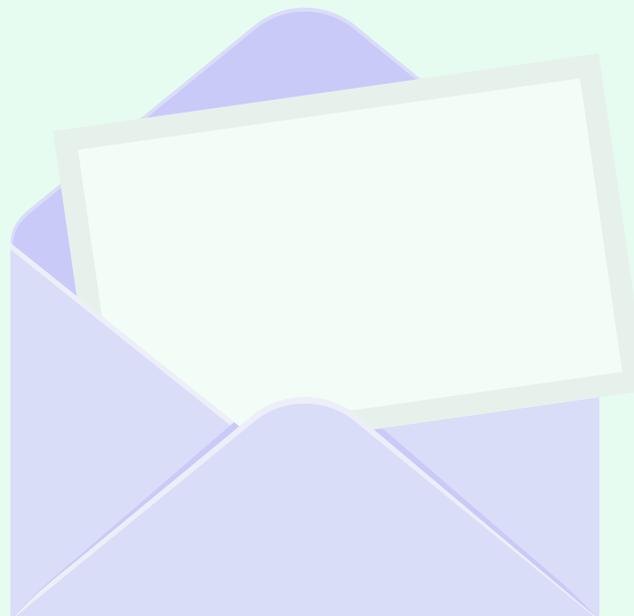
The guaranteed hybrid outcomes of this joint effort will give advanced visibility to students about their career and progression thereof, besides enhancing the reputation of our Institute.

On behalf of my Institute, I thank Team RASCI for partnering with us in empowering youth through development & economic independence.

Warm regards

Dr. Trupti Shankar
Assistant Dean/School of Commerce & Management (UG)
Dayananda Sagar University
Bangalore-560078, India.

Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560 111, Karnataka, India.
Tel : +91-80-26662226 42201997, 42113566, Fax : 080-42201997, 080-26660789 www.dsu.edu.in



BEYOND THE INBOX: LET THE LETTERS SPEAK!

Acknowledgement letters from esteemed Academia Partners that implemented AEDP.

SEVA MANDAL EDUCATION SOCIETY'S
Smt. Maniben M. P. Shah Women's College of Arts & Commerce
(Autonomous Under S.N.D.T. Women's University, Mumbai)
NAAC REACCREDITED B++ CGPA 2.88
UGC STATUS - COLLEGE WITH POTENTIAL FOR EXCELLENCE
Adjudged as Best College (2017-18) SNDT Women's University


Dr. Leena Rajc
Principal

Smt. Parmeshwari Devi Gordhandas Garodia Educational Complex,
338, R. A. Kidwai Road, Matunga, Mumbai - 400 019. • Tel: 2409 5869
E-Mail : 021.mmpshah@gmail.com • Website : www.mmpshahcollege.in

Ref: <60 Date: 21/12/2022

Letter of Acknowledgement

To,
CEO
Retailers Association's Skill Council of India (RASCI)
703-704 Sagar Tech Plaza-A,
Andheri- Kurla Road, Sakinaka Junction,
Sakinaka Andheri-(E), Mumbai-400072

I wish to place on record our sincere appreciation to **Team RASCI** for guiding, supporting and handholding **Smt. Maniben M. P. Shah Women's College of Arts and Commerce, Autonomous, S.N.D.T Women's University** in successfully launching and implementing **Apprenticeship Embedded Degree Program (AEDP)** in Retail Operations, aligned with the **New Education Policy (NEP) & UGC Guidelines**.

I thank Team RASCI for enabling:

- Curriculum design, development & enhancement with Industry-Academia inputs.
- Academia-Industry-RASCI collaboration, formalized via tri-partite MOU between **Smt. Maniben M. P. Shah Women's College of Arts and Commerce, Autonomous, S.N.D.T Women's University** along with **Starbucks** and **RASCI** with guaranteed employment, including supervisory level on successful course completion.
- Orientation sessions for learners, parents & faculties delivered by RASCI/Industry Experts.
- Stipend - based Apprenticeship Contracting & On-the-Job-Training (OJT) with leading Retail Brands, from the 1st year till the 3rd year of the Program.
- Access to Industry curated e-Content via RASCI Learning Management System (LMS)
- Guest lectures/ Townhall/ Open House sessions for enrolled students, delivered or facilitated by RASCI/ Industry Experts.
- Timely Assessment of students for Skill Component (Theory & Practical).

Degree

BA, BA-WM,
B.Com. B.Com-AFI, BMS,
M.A-Counseling Psychology,
M.A. Hindi
M. Com - Marketing Mgt.
M.Com - Advanced Mgt
Accounting & Auditing
M. A. Mass Media

Center for Distance Education
(Hindi Medium)
(Affiliated to Mahatma
Gandhi International
Hindi Vishwavidyalay)

- Handholding and facilitation throughout the Program.

Glad to have partnered with RASCI in enabling Industry ready workforce with early economic independence of enrolled students, whilst pursuing their Graduation.

The guaranteed hybrid outcomes of this joint effort will give advanced visibility to students about their career and progression thereof, besides enhancing the reputation of our Institute.

On behalf of my Institute, I thank Team RASCI for partnering with us in empowering youth through development & economic independence.

Warm regards.

Yours sincerely,

Mrs. Archana Patki,
Officiating Principal

THE BUZZ ON AEDP - A FEW GLIMPSES VOICE OF APPRENTICES

AEDP Testimonials - Apprentice transformation journey



“

Akit – Chitkara University

Pursued BBA in Retail Operations, Apprentice at Reliance Retail

“The best part about this course is that I earn while I learn, so this makes me ready financially for my future and gives me a head start. The benefit of this course is a dual mode of learning. The things I learn in my University are applied by me at Retail stores, by which my theory becomes my skills. This course really helped me improve my interpersonal skills, work skills and communication skills. I would encourage more students to take up such skill courses as our generation will be ready and skilled as per marked demand.”

”



“

Mansi Pal – Delhi Skill and Entrepreneurship University

Pursued BBA in Retail Management, Apprentice at Tata Starbucks Pvt. Ltd.

“Its been a wonderful and great journey for me. We get experience with Industry partners with theoretical knowledge on three days and practical knowledge on the other three days during on-the-job training. This course has helped me learn and use all the store systems in an efficient way. This course has made me feel self-independent and I am also learning to save money. I would recommend this program to young minds if they want to grow their skills and have a bright future.”

”

THE BUZZ ON AEDP - A FEW GLIMPSES VOICE OF APPRENTICES

AEDP Testimonials - Apprentice transformation journey



“

Phanindra – Andhra Loyola College

Pursuing BBA in Retail Operations, Apprentice at Reliance Trends

“I have been looking forward to this course because it gives me the time to work in a business organization. AEDP has helped me work in an organization and in understanding all aspects that affect an organization in its survival, growth and maintenance. It was a continuous learning process which was hard at the beginning but later on it got easy. This course has helped me acquire a lot of new skills and this course will help you understand everything from ground level.”

”



“

Divya – Andhra Loyola College

Pursuing BBA in Retail Operations, Apprentice at Reliance Trends

“The reason I took this course is because I want to be an entrepreneur in the future. This course helped me in gaining knowledge about the Retail sector from ground level. With this course I gained many key skills and acquired technical knowledge of various systems and how they work. This course helped me financially which helped me stand on my feet and also taught me teamwork. Everyday is a new beginning in the Retail sector because it teaches us something new everyday. I would recommend this course to anyone who wants to gain more knowledge about Retail Industry operations.”

”

THE BUZZ ON AEDP - A FEW GLIMPSES VOICE OF ACADEMIA

AEDP Testimonials - Institute representatives



“

Ms. Neeta Pradhan

Head - Strategy and Partnerships, Delhi Entrepreneurship and Skill University

“The AEDP in Retail has been an incredibly satisfying journey. RASCI has been supportive, most approachable and open to new ideas and ways of working. The impact can be seen with the confidence that it has instilled in our students, and the positive response that we have received from our employers. We wish the programme all success and will continue to be a willing partner.”

”



“

Professor (Dr.) Varinder S Kanwar

Vice Chancellor, Chitkara University, Himachal Pradesh

“We wanted to introduce a curriculum where students can earn while they learn and hence AEDP came into the picture. RASCI played a very important role in motivating us to start this programme. We were apprehensive when we started this program and wondered whether there would be any takeaway, but we realized that there are so many applicants and this is a perfect blend of Industry-Academia partnership.”

”

THE BUZZ ON AEDP - A FEW GLIMPSES VOICE OF ACADEMIA

AEDP Testimonials - Institute representatives



“

Ms. Leena Raje
Principal, MMP Shah College, Mumbai

“Last year, we started B.Com. in Retail Management in joint collaboration with RASCI and the response we received was good. I feel this was immensely useful for our students. Those students who were not too confident, not able to express themselves and didn't have marketing skills have started being confident and talking to people. The college wants all aspiring girls to be graduates and be independent. This is being achieved through AEDP and such programs should keep running”

”

THE BUZZ ON AEDP - A FEW GLIMPSES VOICE OF INDUSTRY

AEDP Testimonials - Industry



“

Sandeep Sengupta

Head HR - Aditya Birla Fashion & Retail

"AEDP Programme gives us a wonderful opportunity to groom staff and young graduates/ young professionals and then build a pool of managers from that talent. We really looked forward to partnering with RASCI and thank them for being such a wonderful organization."

”



“

Shobha Cecil

GM HR – Reliance Brands Limited

"The AEDP hiring that we have done with RASCI has been a new sustainable channel for us to get fresh talent pool at Hamleys. This pool will be potential source of hiring for us on an ongoing basis. I'm sure that this is going to be a big pivotal hiring source for flexi workforce."

”

THE BUZZ ON AEDP - A FEW GLIMPSES VOICE OF INDUSTRY

AEDP Testimonials - Industry



“

Nabamita Banerjee

Head Partner Resources, L&D, CSR & Admin - Tata Starbucks

"AEDP has been a great resource in helping to provide high-quality apprentices through their collaborations and providing opportunities for underprivileged youth to gain valuable experience and earning potential. AEDP has consistently delivered the right expertise, for which is highly appreciative. Thank you!"

”



“

Varun Mahesh Arora

Head Sales HR and L&D – BIBA Fashion Ltd.

"This program optimizes budget-friendly manpower planning for peak business days while building a talent pipeline. RASCI ensures end-to-end process execution with full efficacy. The upgraded curriculum, developed with industry partners, guarantees student success and long-term careers within the organization. The hybrid approach maximizes efficacy and success, and pan-India tie-ups are being considered after successful Delhi and Mumbai batches."

”



**ARE YOU A PART OF
AEDP YET?**

Reach out to us to know more!

For more information on Apprenticeship and AEDP, please visit: www.rasci.in

R Subramanian - +91 91677 75544/ r.subramanian@rasci.in

Sivakumar Ganesh - +91 80970 34699/ sivakumar.ganesh@rasci.in

THE BEGINNING OF A NEW CHAPTER - 'AARAMBH'

Gandhi Jayanti Celebration with Industry

RASCI, is proud to join hands with Jeevitam and the CSC academy in launching Aarambh - an innovative initiative to empower women across the country. As a key partner in this endeavor, RASCI brings its extensive expertise in Skill Development and Training to the table, helping to equip women with the tools they need to succeed in today's rapidly evolving job market.

With the support of RASCI's CEO, Mr. James Raphael, Aarambh is poised to become a game-changer in the fight for gender equality and economic empowerment.



AARAMBH
DIGNITY. LIVELIHOOD. EMPOWERMENT.

2nd October 2022
10:55 am

James Raphael

Executive Head at Retailers Association's Skill Council of India

011-411-94455



JEEVITAM **CSC Academy**

VIKAS JAIN
Co Founder & COO,
VSS Tech Solution

JAMES RAPHAEL
Executive Head at Retailers
Association's Skill Council of India

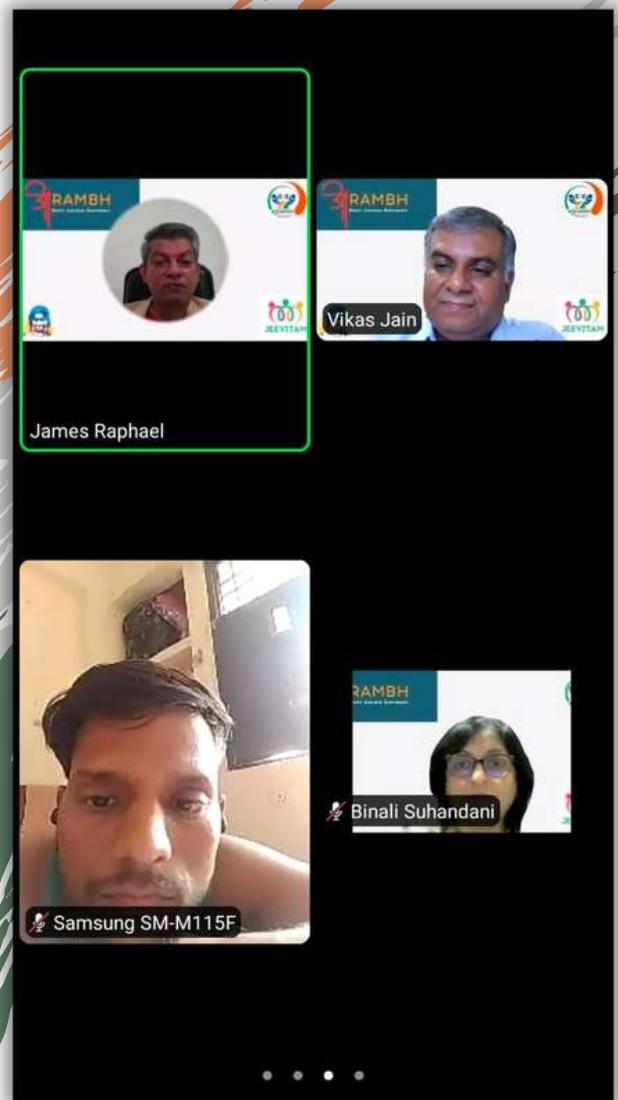
M. LATA GAUTAM
Director Incharge, NICS, Directorate
General of Employment, Ministry of
Labour & Employment

**FIRESIDE
CHAT**

2nd October 2022
10:00 am - 11:30am

AARAMBH
DIGNITY. LIVELIHOOD. EMPOWERMENT.

www.aarambh.one



Zoom meeting screenshot showing participants: James Raphael, Vikas Jain, and Binali Suhandani. The meeting title is AARAMBH.

FROM NOVICE TO EXPERT: A BOLD STEP TOWARDS A SKILLED FUTURE

Unleashing potential with NATS - Transitioning social Graduates to economically independent graduates!

November 2022 - RASCI signed an MoU with Board of Apprenticeship and Training - Western Region (BOAT-WR) as Exclusive Advocacy Partner for Retail and allied sectors to facilitate Graduate Apprenticeships contracting (PAN India) and benefits under National Apprenticeship Training Scheme (NATS) for Industry.

The National Apprenticeship Training Scheme in India is a one year programme equipping qualified youth with practical knowledge and skills required in their field of work. The Apprentices are imparted training by the organizations at their place of work.

National Apprenticeship Training Scheme is one of the flagship programmes of Government of India for Skilling Indian Youth.



INDUSTRY UNITES - EXPLORING NATS OUTCOMES

Engagement with Industry – WR (MoE) and Industry Partners about National Training Apprentice Scheme (NATS)

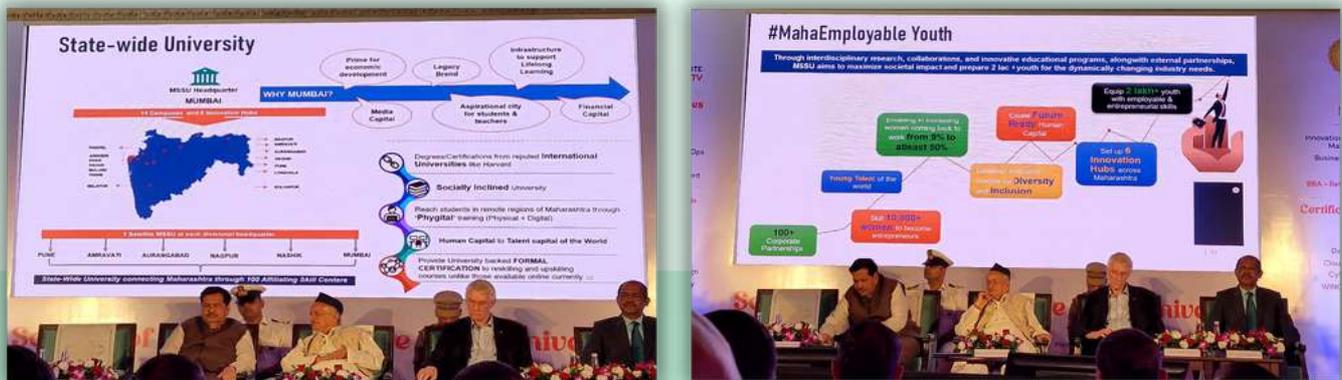
Dec 2022 - RASCI organized a NATS workshop with Retail Industry partners at Bhavans College to educate, facilitate and support the Retail Industry.



Academic Launch of Maharashtra State Skills University (MSSU)

Nov 2022 - Academic Launch of Maharashtra State Skills University (MSSU), was followed by an exclusive meeting with Prof (Dr.) Apoorva Palkar, Vice Chancellor (MSSU) for AEDP scale up.

She acknowledged the Indian Skill Ecosystem and discussed how the MSSU would cater to and bridge the gap between the Industry and aspiring Youth, in any sector.



Minister of Skills, Employment, Entrepreneurship & Innovation Mangal Prabhat Lodha, Nobel Laureate in Medicine Prof. Richard Roberts, CEO of Maharashtra State Innovation Society Dr Ramaswamy N, vice chancellors of various universities and Consuls of various countries were also present.

The University announced the launching of M. Tech programmes in Cyber Security, Artificial Intelligence, Cloud Computing, Industry 4.0 and Construction Management Professionals, M.Sc. in Business Analysis, Media Courses, MBA programmes and Certificate Courses.



CELEBRATING THE COMMUNITY THAT HELPS US CELEBRATE!

Celebrating Retail Employees' Day! (RED)

Dec 2022 - The Retail Industry of India, which employs more than 46 million people in India, celebrates Retail Employees' Day (RED), a movement that was started in the year 2011 to be commemorated every year on the 12th of December.

This day is about recognizing the hard work of Retail Associates to service and delighting consumers each day of the year including national holidays.



Retail employees' day celebrations, by RASCI at Loyola college Hyderabad



RETAIL REVOLUTION: FUTURE-PROOFING CAREERS WITH 21ST CENTURY SKILLS

Feb 2023 - RASCI in association with the Department of Logistics and Retail Operations at Andhra Loyola College recently organized a seminar on the "Career Landscape in the Retail Sector and the role of Skills in higher education". It aimed to provide insights into the Retail Industry's current and future job market and the skills and knowledge required to excel in this sector.

The speaker, discussed various career paths in the Retail Industry, such as store management, merchandising, supply chain management, and e-commerce. They also highlighted the importance of developing skills such as customer service, communication, analytical thinking, and problem-solving, as well as the role of Apprenticeship and Industry partnerships in providing students with real-world experience and networking opportunities.



Overall, the seminar provided valuable insights into the Retail Industry's career landscape and the skills required to succeed in this sector.

DEPLOYING 21 CENTURY SKILLS FOR GLOBAL OPPORTUNITIES

Equipping Students with Practical Skills and Knowledge for Successful Careers in Retail!

Feb 2023 - Thakur College of Engineering & Technology (TCET) is an autonomous and linguistic minority Institute. They organized an Industry Institute Symposium on Utilizing 21st Century Skills for Local and Global Opportunities To reinforce stakeholders' involvement for strategic planning and effective implementation Industry Institute Symposium (IIS) is organized annually to develop a vibrant and proactive interaction. This year IIS-2023 came with a theme where educational and industrial stakeholders came together to strengthen the educative and learning domains along with skills among 21 century students and create a competitive and innovative edge.



RASCI was proud to be a part of this event to empower youth and to better prepare students for career and life.

RASCI-TRRAIN SKILL AWARDS

Felicitate HR Leaders for their achievements aligned with the Skill India Mission.

Celebrating Excellence in Retail Skilling!

Since 2017, RASCI institutionalized and sponsored "RASCI Skill Awards" to recognize Industry efforts towards Skill India Mission. The RASCI-TRRAIN Retail Awards also serve as a platform to showcase the best skilling practices in the Retail Industry, and it helps to create a culture of excellence within the industry. By recognizing and rewarding outstanding performers, RASCI motivates and inspires others to strive for excellence.

This year's RASCI-TRRAIN Skill Awards ceremony was held on 23rd February 2023, and it was a grand affair. The awards ceremony was attended by some of the biggest names in the Retail Industry, including CEOs and senior representatives of various retail companies.

The 3 Skill Award Titles in the Skill Category 22-23, for the Industry to nominate themselves were:

- **CHAIR** Retailer (**C**ontracted **H**ighest **A**pprentices **I**n **R**etail)
- **ACE** Retailer (**A**pprentice **C**onverted **E**mloyees)
- **STAR** Retailer (**S**uccessfully **T**esting **A**pprentices in **R**etail)



Reliance Retail won **CHAIR** Retailer (Contracted Highest Apprentices In Retail) award for engaging the highest no. of Apprentices across the Retail Sector for FY'22-23.

RASCI-TRRAIN SKILL AWARDS

Felicitate HR Leaders for their achievements aligned with the Skill India Mission.



Optival Health Solutions Private Limited (MedPlus) won **ACE** Retailer (Apprentice Converted Employees) award for nurturing & regularizing Apprentices to wage employment in FY' 22-23.



Apollo Pharmacies Limited won **STAR** Retailer (Successfully Testing Apprentices in Retail) award for conducting and completing highest number of Apprentice Assessments across Retail Sector in FY' 22-23.

At Retailers Association's Skill Council of India (RASCI), we are committed to promoting Skill Development in the Retail Industry, and we believe that investing in Apprenticeship is essential to building a skilled and motivated workforce.

We are proud to recognize the company's commitment to providing valuable learning opportunities to Apprentices and enabling career progression in the Retail Sector

RETAIL READY: UNLOCKING POTENTIAL WITH PLACEMENT ORIENTED SKILL PROGRAM

Equipping Students with Practical Skills and Knowledge for Successful Careers in Retail!

Feb 2023 - RASCI in association with the HSNC Board organized a student orientation program at R.D. National College, Bandra, about the Placement Oriented Skill Program in the Retail Sector. The program aimed to provide students with hands-on training and guaranteed placement opportunities to prepare them for successful careers in the Retail Industry.

250+ students got the inside scoop on the Placement Oriented Skill Program's curriculum, featuring theoretical lectures, practical training, and industry partnerships. The goal? Empowering students with the skills and knowledge to thrive in the Retail Sector and achieve economic independence.



The orientation program concluded with a question and answer session for students to gain better understanding as well as clarify their doubts and concerns about the Placement Oriented Skill Program, facilitated by RASCI.

THE TEAM BEHIND IT ALL!

Festive celebrations at RASCI office!

Everyone deserves a breather. Here's how RASCI rejuvenates to serve you better!



Dussehra Celebration at RASCI



Diwali Celebration at RASCI



Christmas Celebration at RASCI



By the Industry, for the Industry!

Retailers Association Skill Council of India

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Mumbai, Maharashtra 400072

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