



Model Curriculum

QP Name: Deputy Manager (Retail Store Department)

QP Code: RAS/Q0106

QP Version: 3.0

NSQF Level: 5

Model Curriculum Version: 1.0

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

Table of Contents

Program Overview	4
Training Outcomes.....	4
Compulsory Modules.....	5
Module Details.....	7
Module 1: Introduction to Retail	7
Module 2: Execute Operational Plan	8
Module 3: To establish and satisfy customer needs.....	10
Module 4: To plan visual merchandising	12
Module 5: Achieve Sales Goals	14
Module 6: To provide leadership for your team.....	16
Module 7: To manage a budget.....	17
Module 8: Leverage AI for Optimized Retail Department Management	18
Module 9: Employability Skills	20
Module 10: On-the-Job Training.....	22
Annexure.....	24
Trainer Requirement for Domain Skills.....	24
Trainer Requirement for Employability Skills	25
Master Trainers Requirements for Employability Skills.....	26
Assessor Requirements for Domain Skills.....	27
Assessment Strategy for Domain skills	28
Assessment Strategy for Employability Skills.....	29
References	30
Glossary.....	30
Acronyms and Abbreviations.....	30

Training Parameters

Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
Country	India
NSQF Level	5
Aligned to NCO/ISCO/ISIC Code	NCO-2015/1221.0200
Minimum Educational Qualification and Experience	<ul style="list-style-type: none"> Completed 2-year diploma after 12th Completed 3-year diploma after 10th with 1.5-year relevant experience 12th Grade pass with 3-year relevant experience Previous relevant Qualification of NSQF Level 4 with 3-year relevant experience Previous relevant Qualification of NSQF Level 4.5 with 1.5-year relevant experience
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	22/10/2024
Next Review Date	22/10/2027
NSQC Approval Date	22/10/2024
QP Version	3.0
Model Curriculum Creation Date	04/01/2023
Model Curriculum Valid Up to Date	22/10/2027
Model Curriculum Version	18 Years
Minimum Duration of the Course	540 hours
Maximum Duration of the Course	540 hours

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Execute operational Plan
- Establish and satisfy customer needs
- Plan visual merchandising
- Achieve Sales Goals
- Provide leadership for your team
- Manage a budget
- Utilise AI for Optimized Management of Retail Departments
- Employability Skills

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
Bridge Module	00:00	00:00			00:00
Introduction to Retail	00:00	00:00			00:00
RAS/N0165: Execute Operational Plan NSQF Level: 5	30:00	50:00	10:00		90:00
Execute Operational Plan	30:00	50:00	10:00		90:00
RAS/N0140: Establish and satisfy customer needs NSQF Level: 4.5	20:00	30:00	10:00		60:00
To establish and satisfy customer needs	20:00	30:00	10:00		60:00
RAS/N0139: Plan visual merchandising NSQF Level: 4.5	20:00	30:00	10:00		60:00
To plan visual merchandising	20:00	30:00	10:00		60:00
RAS/N0166: Achieve Sales Goals NSQF Level: 5	30:00	50:00	10:00		90:00
Achieve Sales Goals	30:00	50:00	10:00		90:00
RAS/N0142: Provide leadership for your team NSQF Level: 5	20:00	35:00	05:00		60:00
To provide leadership for your team	20:00	35:00	05:00		60:00
RAS/N0151: Manage a budget NSQF Level: 5	30:00	50:00	10:00		90:00
To manage a budget	30:00	50:00	10:00		90:00
RAS/N0167: Utilise AI for Optimized Management of Retail Departments NSQF Level: 5	10:00	15:00	05:00		30:00
Leverage AI for Optimized Retail Department Management	10:00	15:00	05:00		30:00
DGT/VSQ/N0102: Employability skills NSQF Level:4	24:00	36:00			60:00
Constitutional values - Citizenship	00:30	01:00			01:30
Become a professional in 21 st century	01:00	01:30			02:30
Basic English skills	04:00	06:00			10:00

Career Development and Goal settings	01:00	01:00			02:00
Communication Skills	02:00	03:00			05:00
Diversity and inclusion	01:00	01:30			02:30
Financial and legal literacy	02:00	03:00			05:00
Essential Digital skills	04:00	06:00			10:00
Entrepreneurship	03:00	04:00			07:00
Customer Service	02:00	03:00			05:00
Getting Ready for apprenticeship and jobs	03:00	05:00			08:00
Total Duration	184:00	296:00	60:00		540:00

Module Details

Module 1: Introduction to Retail

Bridge Module

Terminal Outcomes:

- Outline the evolution of retail in India.
- Distinguish between traditional and modern retailing in India.
- Identify the elements involved in retail supply chain.

Duration: 00:00	Duration: 00:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Outline the current scenario of the retailing sector in India. • List the factors that lead to growth of retailing sector in India. • Distinguish between traditional and modern retail sector in India. • Discuss the roles and responsibilities of Deputy Manager (Retail Store Department). • Illustrate different retail formats. • Describe the key roles and functions of various departments in modern retailing operation. • Discuss about supply chain management. 	
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers	
Tools, Equipment and Other Requirements	
Posters and charts for describing the retail sector	

Module 2: Execute Operational Plan

Mapped to RAS/N0165

Terminal Outcomes:

- List and utilize various methods for collecting, analyzing, and organizing resource needs, ensuring efficient and effective resource management aligned with organizational requirements.
- Monitor and measure performance using Key Performance Indicators (KPIs), taking timely corrective actions, mentoring, coaching, and supervising teams to ensure continuous improvement and alignment with profit and productivity goals.

<i>Duration: 30:00</i>	<i>Duration: 50:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Describe performance monitoring systems and processes. • List the Key Performance Indicators used to measure performance. • Discuss the significance of key performance indicators • Describe methods for problem solving • Explain how organisational policies and procedures relate to the operational plan. 	<ul style="list-style-type: none"> • Roleplay to interact with a range of people/ groups to identify resource requirements, performance objectives, systems, procedures and records relating to the operational plan and produce a report. • Use case study and vary the operational plan and gain approval to deal with contingencies aligned with the requirements given in the case study • Use a sample report generated after monitoring operational performance against the performance objectives and budgets and suggest actions to rectify unsatisfactory performance • Use a sample report on physical and human resource requirement and prepare a plan and to physical and human resources using organisation's systems and procedures • Roleplay to provide constructive feedback and conduct coaching sessions achieve performance objectives. • Prepare a presentation to present information and recommendations to support implementation and variation of the operational plan • Prepare a document report on performance as required aligned with the template
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
Performance management software, Flowcharts and process maps, Presentation slides and projector, Case studies on performance monitoring, KPI tracking templates, Dashboards for KPI	

monitoring, Sample KPI reports, Case studies on problem-solving scenarios, Organizational policy manuals, Case studies with scenarios, Contingency planning templates, Operational plan templates, Sample performance reports, budget tracking tools, Sample resource requirement reports, Feedback forms and templates, Coaching session guidelines.

Module 3: To establish and satisfy customer needs

Mapped to RAS/N0140

Terminal Outcomes:

- Explain the need to identify customer's needs.
- Show how to meet the customer needs.

<i>Duration: 20:00</i>	<i>Duration: 30:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the importance of identifying customer needs before suggesting a solution. • List the steps of the sales process along with their significance. • Outline the aspects of being observant and alert about the customers choices while exploring the store. • Describe the ways to help customers identify the product or supplies they wish to purchase and direct/accompany them to the exact store location where the specific product or supplies are stocked/displayed. • State the importance of mapping customer needs to the benefits of products with the aim of enabling an informed choice/decision for the customer. • Discuss the importance of enabling customers to make choices appropriate with their product, supplies and brand preferences and complete their basket of purchases. • Explain the need for fulfilling customers purchase smoothly by minimizing delay in all stages of the sales process. 	<ul style="list-style-type: none"> • Roleplay a situation to acknowledge and enquire customer queries about the products and supplies they wish to purchase. • Roleplay a scenario of assisting customer with the product or supplies they wish to purchase and direct/accompany them to the store location where the specific product or supplies are stocked/displayed. • Verify with the customers that the products and supplies being packed, wrapped, and billed match exactly with their selections. • Roleplay a situation to demonstrate sales process by displaying appropriate courtesy to customers and by providing them with accurate advice and information. • Demonstrate appropriate techniques to maintain the store, environmental and personal hygiene at all times. • Demonstrate ways to maintain health and safety within the store environment and peripheral areas.
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
Display Racks - Gondola / Shelves, Display/Boards/ Standees for product categories and offers (Different Types), Calculator, Stock Almirah, Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), Dummy Products (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications, price tags, VM elements (Mannequins - Full/Half Bust, Dangers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage Board; Offer /Policy Signage), Shopping Basket/Shopping Cart, Dummy Fire Extinguishers, Customer Feedback Forms, Customer Inquiry /Lead Register, Dummy	

stock and inventory management system (Physical register/excel version) to demonstrate stock levels/ageing, Sample Retail Standard Operating Procedures (SOP) manual covering do's & don'ts in a store, In-store induction training manual, HR Manual, Sample contact list of key internal and external stakeholders, Attendance register / Employee Work Shift planner, Sample employee appraisal form, Sample store profit & loss statements/ledger for maintaining accounts Sample script for team briefing, Product planogram, Posters showing various types of digital payment options such as PayTM, PayPal etc.), Sample Team Target vis-à-vis Team Performance Report sample (In hardcopy or digital form), Sample store profit & loss statements/ledger book for maintaining accounts

Module 4: To plan visual merchandising

Mapped to RAS/N0139

Terminal Outcomes:

- Explain the importance of visual merchandising displays and design briefs .
- Identify the selection of approaches and effects in visual merchandising displays
- Identify the sourcing of merchandise and props to be featured in visual merchandising displays
- Show how to source merchandise and props to be featured in visual merchandising displays
- Show how to plan visual merchandising displays to fulfil a design brief.

<i>Duration: 20:00</i>	<i>Duration: 30:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the role of visual merchandising displays in marketing, promotional and sales campaigns and activities • Explain the importance of the design brief in creating visual merchandising displays • Explain why different approaches are needed for displays of different types of merchandise • Explain how light, colour, texture, shape and dimension combine to achieve different effects • Explain how to use a design brief to identify the items needed for a display • Explain how different types of merchandise and props can attract customers' attention • Explain the importance of updating stock records to account for merchandise on display 	<ul style="list-style-type: none"> • Use the layout of the store/ retail lab and sample design brief to select display locations that enable the design brief to be fulfilled. • Illustrate ideas for improving the visual effect of displays, ensuring such ideas: <ul style="list-style-type: none"> • create the required effect • are within the limits of the design brief • are within the limits of the organisation's visual design policies • are within the limits of own authority • Dramatize a situation to agree alternative selections of merchandise and props with the designated person, when those originally specified are unavailable or unsuitable agree arrangements with suppliers for delivery of merchandise and props • Prepare a plan to allow enough time for deliveries of merchandise and props to arrive before the display must be installed • Roleplay a situation to check the progress of deliveries of merchandise and props • Dramatize a situation to take action to resolve the situation when delays to deliveries of merchandise and props seem likely • Demonstrate how to update stock records to account for merchandise on display
<ul style="list-style-type: none"> • Classroom Aids 	

LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards

Tools, Equipment and Other Requirements

Display Racks - Gondola / Shelves, Display/Boards/ Standees for product categories and offers (Different Types), Calculator, Stock Almirah, Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), Dummy Products (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications, price tags, VM elements (Mannequins - Full/Half Bust, Dangers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage Board; Offer /Policy Signage), Shopping Basket/Shopping Cart, Dummy Fire Extinguishers, Customer Feedback Forms, Customer Inquiry /Lead Register, Dummy stock and inventory management system (Physical register/excel version) to demonstrate stock levels/ageing, Sample Retail Standard Operating Procedures (SOP) manual covering do's & don'ts in a store, In-store induction training manual, HR Manual, Sample contact list of key internal and external stakeholders, Attendance register / Employee Work Shift planner, Sample employee appraisal form, Sample store profit & loss statements/ledger for maintaining accounts Sample script for team briefing, Product planogram, Posters showing various types of digital payment options such as PayTM, PayPal etc.), Sample Team Target vis-à-vis Team Performance Report sample (In hardcopy or digital form), Sample store profit & loss statements/ledger book for maintaining accounts

Module 5: Achieve Sales Goals

Mapped to RAS/N0166

Terminal Outcomes:

- Set clear and achievable sales goals using the SMART criteria, review these goals regularly, and adjust them as necessary to ensure their relevance and attainability.
- Develop the skills to analyze past sales data, use effective reporting methods to communicate sales progress, and provide continuous feedback and corrective actions to improve sales performance and align with organizational objectives.

<i>Duration: 30:00</i>	<i>Duration: 50:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the significance of organisational policies and procedures for customer service and sales process. • Discuss the internal and external factors that can impact sales. • Describe the plans and methods to determine, interpret and achieve sales goals. • Discuss the corrective measures for non-performance. • Explain the sales processes and how it can be implemented to achieve sales goals. • Describe the necessary steps to boost sales when problems related to operational issues, resource availability, stock availability and competition arise. 	<ul style="list-style-type: none"> • Show how to take responsibility for managing all aspects of pharmacy sales and service delivery over a period of two months. • Roleplay a situation to collect and evaluate customer feedback for two month period. • Dramatize a situation to evaluate and resolve three referred customer complaints • Roleplay a situation on how to Set staff sales targets for the two-month period and prepare documents which clearly present targets. • Show how to monitor sales data and performance and make monthly target adjustments according to operational constraints. • Demonstrate how to create fortnightly sales reports over the two month period. • Demonstrate how to maintain fortnightly records of stock availability, evaluate supply issues fortnightly over the two month period and rectify problems. • Roleplay a situation to develop a report at the end of the two month period, detailing operational difficulties and recommendations for improving business. productivity. Issues to be covered: <ul style="list-style-type: none"> ○ systematic customer service problems ○ sales ○ product supply ○ business processes and systems.
Classroom Aids	

LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards

Tools, Equipment and Other Requirements

Case study examples, Roleplay scenarios, Market analysis reports, Competitor analysis tools, SWOT analysis templates, Goal-setting templates (SMART criteria), Performance tracking sheets, Corrective action plan templates, Case studies on performance improvement, Sales process flowcharts, CRM software, Inventory management tools, Competitor benchmarking reports, Case studies on overcoming operational challenges, Daily/weekly task tracking sheets, Sales management software, Feedback forms, Customer feedback software, Monthly sales reports, Inventory management software, Stock tracking sheets, Problem-solving templates, Reporting templates.

Module 6: To provide leadership for your team

Mapped to RAS/N0142

Terminal Outcomes:

- Demonstrate leadership skills

Duration: 20:00	Duration: 35:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the role of leadership in retail team. • Discuss the characteristics of different styles of leadership. • Explain benefits and drawbacks of different leadership style. • List the ways to motivate, staff and encourage the team members. • Explain the importance of teamwork in retail. • Discuss the importance of developing team objectives. • Explain the methods to develop team plans and define member roles. • State the importance of recognizing and encouraging creativity in the team. 	<ul style="list-style-type: none"> • Dramatize different situations to demonstrate different leadership styles in retail. • Use cases/ situations to identify effective communication strategies to improve team building. • Dramatise a situation to provide constructive feedback to team members. • Roleplay a situation to set SMART goals for the team. • Roleplay a situation on how to encourage and support team members to achieve the work objectives and provide recognition when objectives have been achieved. • Roleplay a situation on how to give team members support and advice when the store business is below set goals. • Illustrate how to monitor activities and progress across the store team without interfering.
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
Display Racks - Gondola / Shelves, Display/Boards/ Standees for product categories and offers (Different Types), Calculator, Stock Almira, Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), Dummy Products (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications, price tags, VM elements (Mannequins - Full/Half Bust, Dangers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage Board; Offer /Policy Signage), Shopping Basket/Shopping Cart, Dummy Fire Extinguishers, Customer Feedback Forms, Customer Inquiry /Lead Register, Dummy stock and inventory management system (Physical register/excel version) to demonstrate stock levels/ageing, Sample Retail Standard Operating Procedures (SOP) manual covering do's & don'ts in a store, In-store induction training manual, HR Manual, Sample contact list of key internal and external stakeholders, Attendance register / Employee Work Shift planner, Sample employee appraisal form, Sample store profit & loss statements/ledger for maintaining accounts Sample script for team briefing, Product planogram, Posters showing various types of digital payment options such as PayTM, PayPal etc.), Sample Team Target vis-à-vis Team Performance Report sample (In hardcopy or digital form), Sample store profit & loss statements/ledger book for maintaining accounts	

Module 7: To manage a budget

Mapped to RAS/N0151

Terminal Outcomes:

- Explain how to manage a budget

<i>Duration: 30:00</i>	<i>Duration: 50:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the importance of budgeting. • Define different aspects of budget planning. • Explain various steps involved in business planning. • Explain various steps involved in preparing a business budget. • Define different approaches to budget processing. • Explain regular reviewing of your budget. • Summarize the importance of utilizing the budget effectively. • List different components of budget. • Explain the importance of identifying and informing relevant people about the fraudulent activities. 	<ul style="list-style-type: none"> • Evaluate available information and consult with others to prepare a realistic budget for the respective area or activity of work. • Demonstrate how to submit the proposed budget to the relevant people in the organization for approval and to assist the overall financial planning process. • Dramatize a situation to provide ongoing information on performance against the budget to relevant people in your organization. • Demonstrate appropriate ways to gather information from implementation of the budget to assist in the preparation of future budgets.
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
Display Racks - Gondola / Shelves, Display/Boards/ Standees for product categories and offers (Different Types), Calculator, Stock Almirah, Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), Dummy Products (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications, price tags, VM elements (Mannequins - Full/Half Bust, Dangers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage Board; Offer /Policy Signage), Shopping Basket/Shopping Cart, Dummy Fire Extinguishers, Customer Feedback Forms, Customer Inquiry /Lead Register, Dummy stock and inventory management system (Physical register/excel version) to demonstrate stock levels/ageing, Sample Retail Standard Operating Procedures (SOP) manual covering do's & don'ts in a store, In-store induction training manual, HR Manual, Sample contact list of key internal and external stakeholders, Attendance register / Employee Work Shift planner, Sample employee appraisal form, Sample store profit & loss statements/ledger for maintaining accounts Sample script for team briefing, Product planogram, Posters showing various types of digital payment options such as PayTM, PayPal etc.), Sample Team Target vis-à-vis Team Performance Report sample (In hardcopy or digital form), Sample store profit & loss statements/ledger book for maintaining accounts	

Module 8: Leverage AI for Optimized Retail Department Management

Mapped to RAS/N0166

Terminal Outcomes:

- Explain how to manage a budget

Duration: 10:00	Duration: 15:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the importance of allocating staff based on AI Driven store traffic insight . • Explain the importance of training staff on AI technologies. • Discuss the role of AI in optimizing workforce allocation, improving operational efficiency • Explain the process of using AI to automate stock replenishment systems • Outline the financial impact of AI-driven stock management in reducing waste and optimizing resources. • Discuss the environmental benefits of using AI for sustainable inventory management • Explore the key AI tools and platforms used in retail environments • Explain the process of integrating AI insights with overall business objectives. • Discuss the potential of AI in fostering innovation and competitiveness across departments 	<ul style="list-style-type: none"> • Show how AI can process large volumes of sales data to provide real-time insight. • Show how to monitor the effects of AI-based staffing on customer service quality and employee satisfaction • Identify and act on sales trends using AI-driven dashboards. • Show how to use AI-generated alerts to prevent stockouts or overstock situations. • Demonstrate practical use of AI in analyzing customer behavior and sales data • Monitor and adjust departmental initiatives in response to AI-driven market trends.
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
Display Racks - Gondola / Shelves, Display/Boards/ Standees for product categories and offers (Different Types), Calculator, Stock Almira, Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), Dummy Products (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications, price tags, VM elements (Mannequins - Full/Half Bust, Dangers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage Board; Offer /Policy Signage), Shopping Basket/Shopping Cart, Dummy Fire Extinguishers, Customer Feedback Forms, Customer Inquiry /Lead Register, Dummy stock and inventory management system (Physical register/excel version) to demonstrate stock levels/ageing, Sample Retail Standard Operating Procedures (SOP) manual covering do's & don'ts in a store, In-store induction training manual, HR Manual, Sample contact list of key internal and external stakeholders, Attendance register / Employee Work Shift planner, Sample employee appraisal form, Sample store profit & loss statements/ledger for maintaining accounts Sample script for team briefing, Product planogram, Posters showing various types of digital payment options such	

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Module 9: Employability Skills

Mapped to: DGT/VSQ/N0102

Key Learning Outcomes:

Introduction to Employability Skills Duration: 1.5 Hours

After completing this programme, participants will be able to:

1. Discuss the Employability Skills required for jobs in various industries
2. List different learning and employability related GOI and private portals and their usage

Constitutional values - Citizenship Duration: 1.5 Hours

3. Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen
4. Show how to practice different environmentally sustainable practices.

Becoming a Professional in the 21st Century Duration: 2.5 Hours

5. Discuss importance of relevant 21st century skills.
6. Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life.
7. Describe the benefits of continuous learning.

Basic English Skills Duration: 10 Hours

8. Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone
9. Read and interpret text written in basic English
10. Write a short note/paragraph / letter/e-mail using basic English

Career Development & Goal Setting Duration: 2 Hours

11. Create a career development plan with well-defined short- and long-term goals

Communication Skills Duration: 5 Hours

12. Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.
13. Explain the importance of active listening for effective communication
14. Discuss the significance of working collaboratively with others in a team

Diversity & Inclusion Duration: 2.5 Hours

15. Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD
16. Discuss the significance of escalating sexual harassment issues as per POSH act.

Financial and Legal Literacy Duration: 5 Hours

17. Outline the importance of selecting the right financial institution, product, and service
18. Demonstrate how to carry out offline and online financial transactions, safely and securely
19. List the common components of salary and compute income, expenditure, taxes, investments etc.
20. Discuss the legal rights, laws, and aids

Essential Digital Skills

Duration: 10 Hours

21. Describe the role of digital technology in today's life
22. Demonstrate how to operate digital devices and use the associated applications and features, safely and securely
23. Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely
24. Create sample word documents, excel sheets and presentations using basic features
25. Utilize virtual collaboration tools to work effectively

Entrepreneurship

Duration: 7 Hours

26. Explain the types of entrepreneurship and enterprises
27. Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan
28. Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement
29. Create a sample business plan, for the selected business opportunity

Customer Service

Duration: 5 Hours

30. Describe the significance of analyzing different types and needs of customers
31. Explain the significance of identifying customer needs and responding to them in a professional manner.
32. Discuss the significance of maintaining hygiene and dressing appropriately

Getting Ready for apprenticeship & Jobs

Duration: 8 Hours

33. Create a professional Curriculum Vitae (CV)
34. Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively
35. Discuss the significance of maintaining hygiene and confidence during an interview
36. Perform a mock interview
37. List the steps for searching and registering for apprenticeship opportunities

LIST OF TOOLS & EQUIPMENT FOR EMPLOYABILITY SKILLS

S No.	Name of the Equipment	Quantity
1.	Computer (PC) with latest configurations – and Internet connection with standard operating system and standard word processor and worksheet software (Licensed) (all software should either be latest version or one/two version below)	As required
2.	UPS	As required
3.	Scanner cum Printer	As required
4.	Computer Tables	As required
5.	Computer Chairs	As required
6.	LCD Projector	As required
7.	White Board 1200mm x 900mm	As required

Note: Above Tools & Equipment not required, if Computer LAB is available in the institute.

Module 10: On-the-Job Training

Mapped to Deputy Manager (Retail Store Department) RAS/Q0106

Mandatory Duration: 60:00 hrs.	Recommended Duration: NA.
Location: Workplace/ On Site	
Terminal Outcomes <ul style="list-style-type: none"> • Roleplay a scenario to report accidents and emergencies promptly, accurately and to the right person. • Dramatize a situation of raising alarm in emergency situations. • Demonstrate how to prepare an incident report after recording such incidents of hazards and accidents. • Dramatize a scenario of using equipment's and materials in line with the manufacturer's instructions. • Dramatize a situation on how to brief team members on the work they have been allocated and the standard or level of expected performance from them. • Roleplay a scenario of dealing with conflict of situation in the team by identifying the causes. • Roleplay on how to encourage team members to ask questions and seek clarification in relation to the work. • Roleplay a situation of using questioning techniques to clarify doubts on instructions or responsibilities. • Roleplay a situation of customer interaction to demonstrate usage of appropriate gestures or simple words to communicate where language barriers exist. • Demonstrate how to interpret, confirm, and act on workplace information, instructions, and procedures relevant to the particular task. • Demonstrate how to interpret, confirm, and act on legal requirements in regard to anti-discrimination, sexual harassment, and bullying. • Roleplay on how to encourage colleagues who are finding it difficult to work together in a team. • Evaluate the place to put the display is likely to fulfil the design brief. • Verify arrangements for delivery of merchandise & props with the authorized personnel. • Assess the progress of deliveries and take suitable action if delays seem likely. • Demonstrate how to update stock records to account for merchandise on display. • Role play on how to acknowledge and enquire customer queries about the products and supplies they wish to purchase. • Roleplay a scenario of assisting customer with the product or supplies they wish to purchase and direct/accompany them to the store location where the specific product or supplies are stocked/displayed. • Dramatize a situation on overall sales process by displaying appropriate courtesy to customers and by providing them with accurate advice and information. • Demonstrate effective communication among retail staff members and customers. • Demonstrate how to manage team at workplace. • Demonstrate different leadership styles in retail. • Identify effective communication strategies to improve team building. • Demonstrate how to set SMART goals for the team. 	

- Demonstrate how to monitor activities and progress across the store team without interfering.
- Roleplay a situation on how to give team members support and advice when the store business is below set goals.
- Demonstrate how to monitor activities and progress across the store team without interfering.
- Demonstrate on how to select a team member who has the potential to achieve the business purpose.
- Demonstrate how to provide opportunities for team members to build a rapport and build mutual respect and trust among themselves.
- Evaluate how well the purpose has been achieved by reviewing the performance of the team.
- Roleplay a situation on providing feedback to the team member to enhance the performance.
- Role play on how to celebrate teams and individuals' successes together, and acknowledge when things go wrong, before refocusing the team's energy on achieving its purpose.
- Roleplay a situation on how to build a rapport with the potential clients.
- Roleplay a scenario of communicating to the potential clients in a persuasive way about your services.
- Demonstrate the process to record client information promptly, accurately and in a way that allows you to use the information effectively.
- Demonstrate how to pass on written information only to those people authorized to receive it and within agreed timescales.
- Demonstrate on how to accurately interpret and act upon instructions that you receive.
- Roleplay a situation to ensure that the information given by you is understood by the receivers.
- Roleplay a situation to read your customers body language to help you understand their feelings and wishes.
- Dramatize a situation on using appropriate body language when communicating with customers.
- Demonstrate respectful, helpful and professional attitude at all times when dealing with customers.
- Evaluate available information and consult with others to prepare a realistic budget for the respective area or activity of work.
- Demonstrate how to submit the proposed budget to the relevant people in the organization for approval and to assist the overall financial planning process.
- Dramatize a situation to provide ongoing information on performance against the budget to relevant people in your organization.
- Demonstrate appropriate ways to gather information from implementation of the budget to assist in the preparation of future budgets.

Annexure

Trainer Requirement for Domain Skills

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
For Trainers						
12 th Pass		4	Retail store operations or Sales			
OR						
12 th Pass		2	Retail store operations or Sales	2	Retail store operations or Sales	
OR						
Graduate (In any Field) / Diploma in Retail Management		2	Retail store operations or Sales			
OR						
Graduate (In any Field) / Diploma in Retail Management		1	Retail store operations or Sales	1	Retail store operations or Sales	

Trainer Certification	
Domain Certification	Platform Certification
Retail Store Manager QP (RAS/Q0107) Level 5.5 with Minimum pass percentage: 80%	Recommended that the Trainer is certified for the Job Role Deputy Manager (Retail Store Department): "Trainer (VET and skills)", mapped to the Qualification Pack: "MEP/Q2601, v2.0". The minimum accepted score is 80%.

Trainer Requirement for Employability Skills

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate/CITS	Any discipline			2	Teaching experience	<div>Prospective ES trainer should:</div> <ul style="list-style-type: none">• have good communication skills• be well versed in English• have digital skills• have attention to detail• be adaptable• have willingness to learn
Current ITI trainers	Employability Skills Training (3 days full-time course done between 2019-2022)					
Certified current EEE trainers (155 hours)	from Management SSC (MEPSC)					
Certified Trainer	Qualification Pack: Trainer (MEP/Q0102)					
Domain Certification				Platform Certification		
Certified in 60-hour Employability NOS (2022), with a minimum score of 80% OR Certified in 120-, 90-hour Employability NOS (2022), with a minimum score of 80%				NA		

Master Trainers Requirements for Employability Skills

Master Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate/CITS	Any discipline			3	Employability Skills curriculum training experience with an interest to train as well as orient other peertrainers	Prospective ES Mastertrainer should: <ul style="list-style-type: none"> • have good communication skills • be well versed in English • have basic digital skills
Certified MasterTrainer	Qualification Pack: Master Trainer (MEP/Q2602)			3	EEE training of Management SSC (MEPSC) (155 hours)	<ul style="list-style-type: none"> • have attention to detail • be adaptable • have willingness to learn • be able to grasp concepts fast and is creative with teaching practices and likes sharing back their learning with others

Master Trainer Certification	
Domain Certification	Platform Certification
Certified in 60-hour Employability NOS (2022), with a minimum score of 90% . OR Certified in 120-, 90-hour Employability NOS (2022), with a minimum score of 90%	NA

Assessor Requirements for Domain Skills

Assessors Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
For Assessors						
12 th Pass		5	Retail Store Operations or Sales	-		
OR						
Graduate (In any Field) / Diploma in Retail Management		3	Retail Store Operations or Sales			

Assessor Certification	
Domain Certification	Platform Certification
Retail Store Manager QP (RAS/Q0107) Level 5.5 with Minimum pass percentage: 80%	Recommended that the Assessor is certified for the Job Role Deputy Manager (Retail Store Department): "Assessor (VET and skills)", mapped to the Qualification Pack: "MEP/Q2701, v2.0". The minimum accepted score is 80%.

Assessment Strategy for Domain skills

This section includes the processes involved in identifying, gathering and interpreting information to evaluate the learner on the required competencies of the program.

Assessment will be done by RASCI-affiliated assessment agencies. The assessors / proctors will be trained & certified by SSC through Training of Assessors / Proctors program. The emphasis will be on practical skills and knowledge based on the performance criteria. The assessment papers are developed by Subject Matter Experts (SME), as per the assessment criteria mentioned in the Qualification Pack. The assessment papers are also checked for the various outcome-based parameters such as quality, time taken, precision, tools & equipment requirement, etc. The assessment sets are then reviewed by SSC official for consistency.

Testing Tools

- Carry out assessments under realistic work pressures that are found in the normal industry workplace.
- Ensure that the range of materials, equipment and tools that learners use are current and of the type routinely found in the normal industry workplace environments.

Assessment Type	Formative or Summative	Strategies
Theory	Summative	(Web proctoring/Paper pencil/Tab based): Written test will be Multiple Choice Questions (MCQ) based. In case of availability of internet connectivity, the test will be hosted on web (online). In case of absence of internet connectivity, the test will be administered in offline mode on a tablet or via paper pencil.
Practical	Summative	This test will be administered through online digital assessment platform in the form of case study or scenario-based Viva Voce, Role Play, or Demonstration.

The assessment results are backed by evidence collected by assessors.

1. The assessor / proctor needs to collect a copy of the attendance for the training done under the scheme. The attendance sheets are signed and stamped by the in charge / Head of the Training Centre.
2. The assessor / proctor needs to verify the authenticity of the candidates by checking the photo ID card issued by the institute as well as any one Photo ID card issued by the Central/Government. The same needs to be mentioned in the attendance sheet. In case of suspicion, the assessor should authenticate and cross verify trainee's credentials in the enrolment form.

3. The assessor / proctor needs to punch the trainee's roll number on all the evidences.
4. The assessor / proctor can take a photograph of all the students along with the assessor standing in the middle and with the centre name/banner at the back as evidence.
5. The assessor also needs to carry his/her photo ID card.

The assessment agencies are instructed to hire assessors / proctors with integrity, reliability, and fairness. Each assessor shall sign a document with its assessment agency by which they commit themselves to comply with the rules of confidentiality and conflict of interest, independence from commercial and other interests that would compromise impartiality of the assessments.

Assessment Strategy for Employability Skills

The trainee will be tested for the acquired skill, knowledge, and attitude through formative/summative assessment at the end of the course and as this NOS and MC is adopted across sectors and qualifications, the respective AB can conduct the assessments as per their requirements

References

Glossary

Term	Description
Declarative Knowledge	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
OJT (M)	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
Procedural Knowledge	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training .
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module . A set of terminal outcomes help to achieve the training outcome.

Acronyms and Abbreviations

Term	Description
QP	Qualification Pack
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards