



Model Curriculum

QP Name: Retail Store Manager

QP Code: RAS/Q0107

QP Version: 3.0

NSQF Level: 5.5

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.

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Training Parameters

Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
Country	India
NSQF Level	5.5
Aligned to NCO/ISCO/ISIC Code	NCO-2015/1420.0200
Minimum Educational Qualification and Experience	<ul style="list-style-type: none"> 3rd year UG or equivalent with 2 years of relevant experience. OR 2nd year diploma after 12th with 1.5 years of relevant experience. OR 3-year diploma (after 10th) with 3 years of relevant experience. OR 12th with 4.5 years of relevant experience OR Previous relevant Qualification of NSQF Level 5 with 1.5-year relevant experience OR Previous relevant Qualification of NSQF Level 4.5 with 3 years' relevant experience
Pre-Requisite License or Training	NIL
Minimum Job Entry Age	18 years
Last Reviewed On	30/04/2024
Next Review Date	29/04/2027
NSQC Approval Date	30/04/2024
QP Version	3.0
Model Curriculum Creation Date	04/12/2024
Model Curriculum Valid Up to Date	29/04/2027
Model Curriculum Version	1.0

Minimum Duration of the Course	600 Hours
Maximum Duration of the Course	600 Hours

Program Overview

This section summarises 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.

- Optimise inventory to ensure maximum availability of stocks and minimised losses
- Implement standard operating procedures, processes and policies at the store while ensuring timely and accurate reporting
- Manage sales and service delivery to increase store profitability
- Check and confirm adherence to visual merchandising plans
- Manage overall safety, security and hygiene of the store
- Implement promotions and special events at the store
- Manage human resources at the store through manpower planning, recruitment, training and performance management
- Conduct price benchmarking and market study of competition
- Monitor and analyse store performance data
- To ensure sustainable practices in all process and procedures while managing a Retail Store
- Use Artificial Intelligence (AI) tools to optimize store operations
- 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		00:00
Module 1: Overview of the Retail Industry	00:00	00:00	00:00		00:00
RAS/N0152: Optimise inventory to ensure maximum availability of stocks and minimised losses NSQF Level: 5.5	20:00	35:00	05:00		60:00
Module 2: Optimise inventory to ensure maximum availability of stocks and minimised losses	20:00	35:00	05:00		60:00
RAS/N0153: Implement standard operating procedures, processes and policies at the store while ensuring timely and accurate reporting NSQF Level: 5.5	20:00	35:00	05:00		60:00
Module 3: Standard operating procedures, processes and policies at the store while ensuring timely and accurate reporting	20:00	35:00	05:00		60:00
RAS/N0154: Manage sales and service delivery to increase store profitability NSQF Level: 5.5	20:00	32:00	08:00		60:00
Module 4: Manage sales and service delivery to increase store profitability	20:00	32:00	08:00		60:00
RAS/N0155: Check and confirm adherence to visual merchandising plans NSQF Level: 5.5	10:00	15:00	05:00		30:00
Module 5: Execute Visual Merchandising displays as per standards and guidelines	10:00	15:00	05:00		30:00
RAS/N0156: Manage overall safety, security and hygiene of the store NSQF Level: 5.5	10:00	16:00	04:00		30:00
Module 6: Ensure Overall Safety, Security, and Hygiene of the Store	10:00	16:00	04:00		30:00

RAS/N0157: Implement promotions and special events at the store NSQF Level: 5.5	24:00	30:00	06:00		60:00
Module 7: Implement promotions and special events at the store	24:00	30:00	06:00		60:00
RAS/N0158: Manage human resources at the store through manpower planning, recruitment, training and performance management NSQF Level: 5.5	24:00	30:00	06:00		60:00
Module 8: Lead and manage the team for developing store capability	24:00	30:00	06:00		60:00
RAS/N0159: Conduct price benchmarking and market study of competition NSQF Level: 5.5	10:00	15:00	05:00		30:00
Module 9: Conduct price benchmarking and market study of competition	10:00	15:00	05:00		30:00
RAS/N0162: Monitor and analyse store performance data NSQF Level: 5.5	24:00	30:00	06:00		60:00
Module 10: Monitor and analyse store performance data	24:00	30:00	06:00		60:00
RAS/N0163: Use Artificial Intelligence (AI) tools to optimize store operations NSQF Level: 5.5	10:00	10:00	10:00		30:00
Module 11: Use Artificial Intelligence (AI) tools to optimize store operations	10:00	10:00	10:00		30:00
RAS/N0161: To ensure sustainable practices in all process and procedures while managing a Retail Store NSQF Level: 4.0	20:00	10:00	00:00		30:00
Module 12: Reduction for Sustainability	05:00	02:00	00:00		07:00
Module 13: Waste Management	05:00	02:00	00:00		07:00
Module 14: Initiatives to promote Sustainability	04:00	02:00	00:00		06:00
Module 15: Compliance	03:00	02:00	00:00		05:00
Module 16: Monitoring & Reporting	03:00	02:00	00:00		05:00
DGT/VSQ/N0103: Employability skills NSQF Level - 5	36:00	54:00			90:00
Introduction to Employability Skills	01:00	02:00			03:00

Constitutional values - Citizenship	00:30	01:00			01:30
Becoming a Professional in the 21 st Century	02:00	03:00			05:00
Basic English Skills	04:00	06:00			10:00
Career Development & Goal Setting	01:30	02:30			04:00
Communication Skills	04:00	06:00			10:00
Diversity & Inclusion	01:00	01:30			02:30
Financial and Legal Literacy	04:00	06:00			10:00
Essential Digital Skills	08:00	12:00			20:00
Entrepreneurship	03:00	04:00			07:00
Customer Service	04:00	05:00			09:00
Getting Ready for Apprenticeship & Jobs	03:00	05:00			08:00
Total Duration	228:00	312:00	60:00		600:00

Module Details

Module 1: Overview of the Retail Industry

Bridge Module

Terminal Outcomes:

- Outline the evolution of retail in India
- State the roles and responsibilities of a Retail Store Manager

<i>Duration: 00:00</i>	<i>Duration: 00:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Summarize the current scenario of the retail industry and its challenges. • List the factors that lead to the growth of the retail sector in India. • Roles and responsibilities of a retail store manager • Outline the Key skills required for effective retail management. • Discuss the roles and responsibilities of a Retail Store Manager. 	
Classroom Aids	
LCD Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers	
Tools, Equipment and Other Requirements	
Posters and charts for describing the retail sector	

Module 2: Optimize Inventory to Ensure Maximum Availability of Stocks and Minimized Losses

Mapped to RAS/N0152

Terminal Outcomes:

- Understand the importance of inventory management in maximizing availability and minimizing losses.
- Analyze and classify inventory items for effective control.
- Apply forecasting techniques to optimize inventory levels
- Implement inventory control policies and techniques.
- Manage stockouts and minimize losses
- Employ technology and data analysis for inventory optimization.

<i>Duration: 20:00</i>	<i>Duration: 35:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Define the concept of inventory and its significance in retail store operations. • Explain the costs associated with inventory and their impact on profitability. • Recognize the risks and challenges involved in inventory management. • Categorize inventory items based on their characteristics (e.g., value, demand variability, criticality). • Identify various forecasting methods and their applications in inventory management. • Differentiate between different inventory control policies, such as economic order quantity (EOQ), just-in-time (JIT), and material requirements planning (MRP). • Explain the characteristics for sourcing policies and its role in minimising stockouts. • Explain the causes of inventory shrinkage. • List the various loss prevention measures. 	<ul style="list-style-type: none"> • Evaluate different inventory control models and determine their suitability for different types of items. • Apply ABC analysis, XYZ analysis, and other classification methods to prioritize inventory management efforts. • Evaluate historical data and trends to forecast demand accurately. • Utilize demand forecasting tools and software to project future inventory requirements. • Calculate optimal order quantities, reorder points, and safety stock levels. • Utilize inventory management systems and software to automate control processes. • Evaluate alternative sourcing options to mitigate stockouts. • Analyze the effects of inventory management on store profitability. • Identify and address the causes of inventory shrinkage and implement loss prevention measures. • Utilize inventory management software and advanced analytics tools for data-driven decision-making. • Apply statistical methods and data analysis techniques to identify patterns, trends, and anomalies in inventory data. • Explore and prepare a report on emerging technologies, such as RFID and IoT, for real-time inventory tracking and monitoring.
Classroom Aids	

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

Tools, Equipment and Other Requirements

Case studies with questions to solve problems related to case studies, inventory management software (used for retail stores), Dummy stock and inventory management system (software/physical register/Inventory tracker in .xls) to demonstrate inventory management, Sample Retail SOP manual covering do's & don'ts in a store, Sample store profit & loss Statements/ledger book for maintaining accounts ,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), UPS, Scanner cum Printer

Module 3: Standard operating procedures, processes and policy at the store while ensuring timely and accurate reporting.

Mapped to RAS/N0153

Terminal Outcomes:

- Follow all store policies, vendor guidelines and statutory regulations.
- Show how to maintain, timely submission and safe keeping of operational records.

<i>Duration: 20:00</i>	<i>Duration: 35:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the features of organizational structure and hierarchy within the store. • State the importance of SOPs, processes, and policies in store operations. • Discuss with the team the importance of following standard operating procedures at the store. • Identify and interpret store policies and procedures. • Explain the importance of implementing processes in alignment to store policy. • Describe relevant store policies / guidelines to the team. • State the purpose and benefits of SOPs • Explain the need to understand all non-compliance issues and working towards resolving the same. • State the benefits of maintaining records. • Explain the importance of timely and accurate reporting in store operations • Discuss features of types of reports used in retail, such as sales reports, inventory reports, and incident reports • Describe the importance of accurate and error-free collection, preservation, and transmission of data. • Describe the types of legal and regulatory requirements applicable to the store, including safety, labor laws, and data protection. • Describe the importance of accurate and error-free collection, preservation and transmission of data • State the reason to conduct audits on recorded data. 	<ul style="list-style-type: none"> • Prepare a checklist to monitor compliance with store policies, including employee conduct, dress code, customer service, and loss prevention. • Roleplay a situation to demonstrate knowledge of store policies and communicate them effectively to customers. • Roleplay a situation to follow procedures for handling customer complaints and resolving issues. • Show how to follow SOPs for various store operations, such as opening and closing procedures, cash handling, inventory management, and customer service. • Show how to comply with SOPs related to product placement, pricing, and promotions. • Roleplay a situation to seek clarification from supervisors or managers when encountering unfamiliar situations. • Show how to Identify opportunities for process improvement and communicate suggestions to supervisors or managers. • Demonstrate implementing process of store and vendor policies. • Use the reporting systems and tools to generate and analyse reports to identify trends, performance metrics, and areas for improvement. • Demonstrate how to checks and audit quality of recorded data via regular checks and audits.
Classroom Aids	

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

Tools, Equipment and Other Requirements

Gondolas, Product detailers/specifications/catalogue, Display/boards/standees, Calculator, Stock almirah with dummy products stocked as per FIFO method, Point of Sale (POS) terminal, Bar code scanner, Mannequins (Full & Half Bust), Dangers, Wobblers, Hangers, POS Display (LED Lightbox), Signage Board, Banners /Posters, Offers /Policy Signage, Shopping basket/cart, Dummy fire extinguishers, Dummy stock and inventory management system (software/physical register/Inventory tracker in .xls) to demonstrate inventory management, Sample Retail SOP manual covering do's & don'ts in a store, HR manual - in store induction training, Code of conduct (sample), Sample contact list of key internal and external stakeholders, Fake note detecting machine with note samples, Customer feedback forms, Attendance register , Sample employee appraisal form , Cash till for cash reconciliation & Bank deposits, Sample store profit & loss Statements/ledger book for maintaining accounts , Sample script for team briefing, Sample statutory compliance documents such as shops & establishments certificate, 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), UPS, Scanner cum Printer

Module 4: Manage Sales and Service Delivery to Increase Store Profitability

Mapped to RAS/N0154

Terminal Outcomes:

- Explain the principles of Sales and Service Delivery
- Identify repeat customers and build relationships with new and existing customers to generate footfall.
- Develop Sales Strategies and Techniques
- Analyze overall store profitability and monitor the same against targets
- Identify ways to enhance Customer Service Delivery
- Show how to monitor and Evaluate Store Profitability

<i>Duration: 20:00</i>	<i>Duration: 32:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Define key sales and service delivery concepts. • Identify the importance of customer satisfaction in driving sales and profitability. • Explain the role of effective communication in sales and service delivery. • Create effective sales strategies and tactics to maximize revenue. • Explain the relation between store upkeep and maintenance with store profitability. • Explain the importance of delivering exceptional customer service. • Explain the best practices for building customer loyalty and satisfaction. • Explain the need to have effective complaint handling and conflict resolution techniques. • Summarize the application of technologies and tools for improving sales and service delivery. • List the advantages of identifying repeated customers and build relationships with them. • List the key performance indicators (KPIs) for measuring store performance. • 	<ul style="list-style-type: none"> • Demonstrate the process of operating all store equipment's to check if they are working. • Identify target customer segments and develop customer profiles. • Roleplay a situation to explore cross-selling and upselling techniques to increase average transaction value. • Dramatize a situation to set sales targets and goals for individuals and teams. • Use the case study/ situation to monitor and evaluate sales performance against targets. • Dramatize a situation to provide feedback, coaching, and training to improve sales performance. • Assess sales data and performance metrics to identify strengths and weaknesses. • Use a case study/ dramatize a situation to conduct a SWOT analysis to identify opportunities for increasing profitability. • Demonstrate the steps of handling and resolving customer complaints.
Classroom Aids	
LCD Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	

Gondolas, Product detailers/specifications/catalogue, Display/boards/standees, Calculator, Stock almirah with dummy products stocked as per FIFO method, Point of Sale (POS) terminal, Bar code scanner, Mannequins (Full & Half Bust), Dangers, Wobblers, Hangers, POS Display (LED Lightbox), Signage Board, Banners /Posters, Offers /Policy Signage, Shopping basket/cart, Dummy fire extinguishers, Dummy stock and inventory management system (software/physical register/Inventory tracker in .xls) to demonstrate inventory management, Sample Retail SOP manual covering do's & don'ts in a store, HR manual - in store induction training, Code of conduct (sample), Sample contact list of key internal and external stakeholders, Fake note detecting machine with note samples, Customer feedback forms, Attendance register , Sample employee appraisal form , Cash till for cash reconciliation & Bank deposits, Sample store profit & loss Statements/ledger book for maintaining accounts , Sample script for team briefing, Sample statutory compliance documents such as shops & establishments certificate, 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), UPS, Scanner cum Printer

Module 5: Execute visual merchandising Displays as per standards and Guidelines.

Mapped to RAS/N0155

Terminal Outcomes:

- Summarize the Principles of Visual Merchandising
- Interpret Visual Merchandising Guidelines and Standards.
- Analyze Store Layout and Space Utilization
- Apply visual merchandising policies and procedures.
- Implement Seasonal and Promotional Displays
- Show how to liaison with vendors to ensure compliance with visual merchandising norms

<i>Duration: 10:00</i>	<i>Duration: 15:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Define the concept and purpose of visual merchandising. • Identify the key elements and principles of effective visual merchandising. • Explain the impact of visual merchandising on customer perception and sales. • Explain the industry standards and guidelines for visual merchandising. • Explain the importance of adhering to brand guidelines and store policies. • Interpret visual merchandising plans and directives for execution. • Explain the importance of seasonal and promotional displays in driving sales. • Describe appropriate ways of negotiating with the vendors. • Explain ways to confirm vendors' compliance with visual merchandising guidelines. 	<ul style="list-style-type: none"> • Use a situation/ case study to: <ul style="list-style-type: none"> • Assess the store layout and traffic flow to determine display opportunities. • Optimize space utilization to maximize product visibility and accessibility. • Analyse store design elements that affect visual merchandising displays. • Prepare sample strategy for incorporating seasonal themes and trends in displays. • Prepare a plan to create impactful displays for product promotions and special events. • Dramatize a scenario to negotiate with vendors on spacing requirements of the store as against the vendor plans. • Dramatize a situation on negotiation skills to arrive at a profitable revenue and understanding with the vendor.
Classroom Aids	
LCD Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
Hi-speed internet connection, Computer/Laptop/Tab/Smart phone with built in camera and software - MS office & Ecommerce Website with Registration form (Online); Gondolas, Product detailers/specifications/catalogue, Display/boards/standees, Calculator, Stock almirah with dummy products stocked as per FIFO method, Point of Sale (POS) terminal, Bar code scanner, Mannequins (Full & Half Bust), Dangers, Wobblers, Hangers, POS Display (LED Lightbox), Signage Board, Banners /Posters, Offers /Policy Signage, Shopping basket/cart, Dummy fire extinguishers, Dummy stock and inventory management system (software/physical register/Inventory tracker in .xls) to demonstrate inventory management, Sample Retail SOP manual covering do's & don'ts in a store, HR manual - in store induction training, Code of conduct (sample), Sample contact list of key internal and external stakeholders, Fake note detecting machine with note samples, Customer feedback forms, Attendance register , Sample employee appraisal form , Cash till for cash reconciliation & Bank deposits, Sample store profit & loss Statements/ledger book for maintaining accounts , Sample	

script for team briefing, Sample statutory compliance documents such as shops & establishments certificate, 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), UPS, Scanner cum Printer

Module 6: Ensure Overall Safety, Security, and Hygiene of the Store

Mapped to RAS/N0156

Terminal Outcomes:

- Create awareness amongst staff on health, hygiene and safety through ongoing training and policy adherence.
- Discuss the impact of implementing store security procedures to minimize thefts and losses.
- Enlist various security procedures with respect to monetary transactions.

<i>Duration: 10:00</i>	<i>Duration: 16:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain store policy and procedures regarding health, hygiene & safety clearly and accurately. • Explain the importance of following personal grooming standards for self as well as team. • Summarize staff training needs related to health, hygiene, and safety. • Summarize store security policies. • State the reasons to implement training sessions on emergency handling. • List the resource required to handle store emergencies. • Describe the steps to implement security measures in case of emergencies. • Discuss the need to communicate effectively with officials to carryout audits and checks. • Describe following ways to ensure safe storage and maintenance of equipment's. 	<ul style="list-style-type: none"> • Demonstrate the process to prepare plans for imparting health and safety training. • Demonstrate appropriate ways to inform team members of identified hazards and risk control procedures. • Dramatize the procedure of implementing Training sessions on emergency handling. • Apply necessary ways to resolve issues raised by staff in alignment with store policies. • Demonstrate the procedure for recording details of safety-related incidents. • Dramatize the process on conducting an awareness drive on the POSH act. (Prevention of Sexual Harassment) and ensure adherence to related policies. • Dramatize a situation on conducting a mock fire and safety drills at regular intervals. • Perform necessary actions to cooperate with officials in carrying out all audits and checks based on the given case study. • Demonstrate how to report financial transactions to the concerned authorities. • Demonstrate how to performs checks to ensure the implementation of store security procedures. • Dramatize a situation on conducting training on monetary transactions.
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	
Gondolas, Product detailers/specifications/catalogue, Display/boards/standees, Calculator, Stock almirah with dummy products stocked as per FIFO method, Point of Sale (POS) terminal, Bar code scanner, Mannequins (Full & Half Bust), Dangers, Wobblers, Hangers, POS Display (LED Lightbox), Signage Board, Banners /Posters, Offers /Policy Signage, Shopping basket/cart, Dummy fire extinguishers, Dummy stock and inventory management system (software/physical	

register/Inventory tracker in .xls) to demonstrate inventory management, Sample Retail SOP manual covering do's & don'ts in a store, HR manual - in store induction training, Code of conduct (sample), Sample contact list of key internal and external stakeholders, Fake note detecting machine with note samples, Customer feedback forms, Attendance register , Sample employee appraisal form , Cash till for cash reconciliation & Bank deposits, Sample store profit & loss Statements/ledger book for maintaining accounts , Sample script for team briefing, Sample statutory compliance documents such as shops & establishments certificate, 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), UPS, Scanner cum Printer

Module 7: Implement promotions and special events at the store

Mapped to RAS/N0157

Terminal Outcomes:

- Plan and ensure implementation of in-store promotions.
- Discuss the importance of assessing, recording and reporting promotion effectiveness of data.
- Determine staff requirements and ensure sufficient manpower availability.

<i>Duration: 24:00</i>	<i>Duration: 30:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Outline the benefits of developing strategies to drive promotions and special events. • State the reasons for developing team competence for effective implementation of in-store promotions. • Identify the role of the 5Ps (Product, Price, Promotion, Place, and People) of marketing in sales promotion. • Explain promotion to relevant team members thoroughly and collaborate to identify required resources. • Discuss the reasons to provide required resources to team for effective implementation of promotion. 	<ul style="list-style-type: none"> • Dramatize a situation on communicating promotions and promotional schemes to the internal team. • Evaluate team competence for in-store promotions based on given case study. • Demonstrate the following steps of collecting and preserving promotion-related data for future analysis and working. • Verify and report promotion-related data to the concerned authorities. • Perform effective implementation of promotion with the available resources based on given case study. • Identify problems immediately and take up solutions quickly to resolve delays. • Dramatize a situation to break down complex problems into single and manageable components within his/her area of work based on given case study. • Conduct data analysis as required by the concerned authorities and share relevant feedback based on given case study.
Classroom Aids	
LCD Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
Gondolas, Product detailers/specifications/catalogue, Display/boards/standees, Calculator, Stock almirah with dummy products stocked as per FIFO method, Point of Sale (POS) terminal, Bar code scanner, Mannequins (Full & Half Bust), Dangers, Wobblers, Hangers, POS Display (LED Lightbox), Signage Board, Banners /Posters, Offers /Policy Signage, Shopping basket/cart, Dummy fire extinguishers, Dummy stock and inventory management system (software/physical register/Inventory tracker in .xls) to demonstrate inventory management, Sample Retail SOP manual covering do's & don'ts in a store, HR manual - in store induction training, Code of conduct (sample), Sample contact list of key internal and external stakeholders, Fake note detecting machine with note samples, Customer feedback forms, Attendance register, Sample employee appraisal form, Cash till for cash reconciliation & Bank deposits, Sample store profit & loss Statements/ledger book for maintaining accounts, Sample script for team briefing, Sample	

statutory compliance documents such as shops & establishments certificate, 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), UPS, Scanner cum Printer

Module 8: Lead and Manage the Team for Developing Store Capability

Mapped to RAS/N0158

Terminal Outcomes:

- Plan the staffing needs of the store.
- Discuss the significance of creating a positive work environment for the store.
- Explain the need to train and develop store staff on working effectively with the team.

<i>Duration: 24:00</i>	<i>Duration: 30:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the importance of creating positive work environment at the store. • State the reasons to provide quality training to increase the effectiveness of the staff performance. • Differentiate between current and projected workload at the store. • Differentiate between Estimated manpower demand and forecasted store performance. • Explain the importance of utilising cost-effective channels of sourcing manpower. • Outline the impact of estimating future manpower requirements based on projected store plans. • State the reasons to eliminate bias and provide equal opportunities to all the staff members. • Explain the meaning of effective team collaboration. • Discuss with the team the individual's role as per organizational policies. • Explain the importance of identify training needs to improve performance. • Discuss career paths with team members. 	<ul style="list-style-type: none"> • Analyze the current and projected volume and type of work to be undertaken. • Demonstrate the steps in determining staff recruitment needs and compare with store performance plans based on the given case study. • Identify cost effective channels of manpower sourcing and interview effectively to recruit quality manpower. • Identify future manpower requirements based on projected store plans. • Dramatize a situation on using effective and open communication skills at the store with your team. • Demonstrate how to implement self-grooming and hygiene practices for self and team. • Dramatize a situation on resolving intra team conflict. • Identify training needs to improve performance. • Demonstrate the steps of conducting performance appraisals.
Classroom Aids	
LCD Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
Gondolas, Product detailers/specifications/catalogue, Display/boards/standees, Calculator, Stock almirah with dummy products stocked as per FIFO method, Point of Sale (POS) terminal, Bar code scanner, Mannequins (Full & Half Bust), Dangers, Wobblers, Hangers, POS Display (LED Lightbox), Signage Board, Banners /Posters, Offers /Policy Signage, Shopping basket/cart, Dummy fire extinguishers, Dummy stock and inventory management system (software/physical register/Inventory tracker in .xls) to demonstrate inventory management, Sample Retail SOP manual covering do's & don'ts in a store, HR manual - in store induction training, Code of conduct (sample), Sample contact list of key internal and external stakeholders, Fake note detecting machine with note samples, Customer feedback forms, Attendance register , Sample employee appraisal form , Cash till for cash reconciliation & Bank deposits, Sample store profit & loss	

Statements/ledger book for maintaining accounts , Sample script for team briefing, Sample statutory compliance documents such as shops & establishments certificate, 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), UPS, Scanner cum Printer

Module 9: Conduct price benchmarking and market study of competition

Mapped to RAS/N0159

Terminal Outcomes:

- Conduct market study for developing product and pricing policies.

<i>Duration: 10:00</i>	<i>Duration: 15:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> Describe the need to develop appropriate product and pricing policies. Discuss with the team the process of market study. Recall the factors influencing product pricing. List various types of pricing strategies. Discuss the significance of reporting the data analysis to the head office. Explain the importance of identifying critical activities related to market study. Explain the importance of providing input to the merchandising team on competitors' prices. 	<ul style="list-style-type: none"> Demonstrate the process of selecting team members for the collection of market information. Demonstrate how to conduct training for the team members for critical activities involved in market study. Dramatize on communicating the data analysis to the head office on the basis of collected market data. Dramatize a scenario on providing inputs to the merchandising /category teams on best prices offered by competitors based on given case study.
Classroom Aids	
LCD Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
Gondolas, Product detailers/specifications/catalogue, Display/boards/standees, Calculator, Stock almirah with dummy products stocked as per FIFO method, Point of Sale (POS) terminal, Bar code scanner, Mannequins (Full & Half Bust), Dangers, Wobblers, Hangers, POS Display (LED Lightbox), Signage Board, Banners /Posters, Offers /Policy Signage, Shopping basket/cart, Dummy fire extinguishers, Dummy stock and inventory management system (software/physical register/Inventory tracker in .xls) to demonstrate inventory management, Sample Retail SOP manual covering do's & don'ts in a store, HR manual - in store induction training, Code of conduct (sample), Sample contact list of key internal and external stakeholders, Fake note detecting machine with note samples, Customer feedback forms, Attendance register, Sample employee appraisal form, Cash till for cash reconciliation & Bank deposits, Sample store profit & loss Statements/ledger book for maintaining accounts, Sample script for team briefing, Sample statutory compliance documents such as shops & establishments certificate, 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), UPS, Scanner cum Printer	

Module 10: Monitor and analyse store performance data

Mapped to RAS/N0162

Terminal Outcomes:

- Explain the importance of data collection and analytics in analysing and past performance and making recommendations.
- Apply analytical and statistical techniques to analyse retail store business performance.
- Prepare a SWOT report and recommend improvements.

<i>Duration: 24:00</i>	<i>Duration: 30:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the key legal and ethical considerations for data collection and storage. • Describe the current practices of data collection methods • Explain the elements of data that needs to be collected for monitoring and reporting store performance. • List the measures used to determine the quality of the data collected. • Explain the characteristics and significance of data quality measures • Discuss the common analytical terminology used in retail store environment • Describe the techniques used to analyse and draw conclusions from data • Discuss the significance of formats for reporting data analysis. 	<ul style="list-style-type: none"> • Use the data provided and prepare a data sheet after retaining the relevant data of a sales period for further analysis • Apply analytical and statistical techniques to analyse the curated data and determine the below: <ul style="list-style-type: none"> • customer behaviour and insights • Store business performance • Trends of data • Impact of internal and external factors on business • Use the findings to prepare a SWOT report and provide recommendations for improvement
Classroom Aids	
LCD Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
A case study including relevant literature on organisational policies and procedures for, data collection, data storage, data pertaining to retail store business performance, SWOT reporting formats.	

Module 11: Use Artificial Intelligence (AI) tools to optimize store operations

Mapped to RAS/N0163

Terminal Outcomes:

- Explain the principles and applications of AI and IOT in retail environment.
- Use AI tools to enhance effectiveness of inventory management and customer service processes
- Explain the impact of legal and statutory guidelines of using AI in retail environment
- Identify the ways to use AI and IoT in optimising the store operations

Duration: 10:00	Duration: 10:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the principles and applications of artificial intelligence (AI) and Internet of Things (IoT) in retail operations. • Summarise the case studies and examples of successful AI and IoT implementations in retail store environment • Explain the utilities AI-powered analytics tools to analyse sales data, predict demand, and optimize inventory levels. • Summarise the purposes of identifying trends, patterns, and anomalies in retail data. • Explain the importance of customer data analysis in tailoring marketing strategies and improving customer engagement. • Explain the role of AI algorithms to segment customers, personalize offers, and enhance the shopping experience. • Discuss the features and benefits of IoT devices and sensors used in retail, such as RFID tags, smart shelves, and environmental sensors. • Explain the benefits of integrating IoT technology with existing systems and processes for improved efficiency and data management. • Explain the role of AI in optimizing store layout, product placement, and signages to improve customer flow and sales. • Explain the role of IoT sensors in monitoring store conditions and maintaining optimal environmental factors. • Explain the utilities of AI chatbots and virtual assistants in providing personalized customer support and recommendations. 	<ul style="list-style-type: none"> • Use case studies and sample reports to practice AI analytics tools to optimize inventory levels and predict demand. • Use sample customer data to segment customers based on demographics, purchase history, and preferences. • Develop personalized marketing campaigns and offers using AI algorithms based on sample customer information and preferences. • Set up and configure IoT devices such as RFID tags and sensors in a retail environment. • Design and illustrate store layout changes based on AI recommendations to improve customer flow and sales. • Test and iterate chatbot performance based on user feedback and usage data. • Explore case studies of retail companies that have successfully implemented AI and IoT technologies to improve operations and enhance customer experience and- . <ul style="list-style-type: none"> ○ Show how store performance is assessed and areas for improvement are identified using AI tools and al. ○ Show how real-time retail data is analysed using AI-driven analytics tools to track KPIs and identify trends. ○ Prepare a report after conducting a risk assessment of AI and IoT systems to identify potential security vulnerabilities and compliance gaps.

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| <ul style="list-style-type: none"> • State the importance of training staff on using AI tools to enhance customer service and satisfaction. • Explain the importance of key performance indicators (KPIs) used to measure retail performance, such as sales, profitability, and customer satisfaction. • Explain the elements of reports and insights that can be drawn using AI-driven analytics tools to inform decision-making and identify areas for improvement. • Discuss the ethical and legal considerations related to collecting and analysing customer data in retail. • Summarise best practices for ensuring data privacy, security, and compliance with data protection regulations. | <ul style="list-style-type: none"> ○ recommend security measures and protocols to mitigate risks and ensure compliance with regulations. ○ Analyse and report real-world challenges and opportunities in implementing AI and IoT solutions in different retail contexts. |
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Classroom Aids

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

Tools, Equipment and Other Requirements

Computers or Laptops, AI Analytics Software: Tools like IBM Watson Analytics, Microsoft Power BI, or Google Analytics for analysing retail data and predicting trends. **IoT Platforms:** Platforms like AWS IoT, Microsoft Azure IoT, or Google Cloud IoT for managing and integrating IoT devices and data.

Simulation Software: Retail simulation software like Simio or AnyLogic for simulating store layouts, customer flows, and inventory management scenarios. **IoT Devices - RFID Tags and Readers.**

Environmental Sensors, Smart Shelves: Shelves equipped with sensors to track product inventory levels and display real-time product information. **Networking Equipment: Wi-Fi Routers:** To connect IoT devices to the network and enable communication between devices and the cloud. **Ethernet Switches:** For connecting computers, IoT devices, and servers in a local network. **POS Systems:** Point-of-Sale (POS) terminals and software for processing transactions and managing inventory.

Virtualization Software: Virtualization platforms like VMware or VirtualBox for creating virtualized environments to simulate retail store operations and test software applications.

Training Data: Datasets: Retail datasets for training AI models and analysing customer behaviour patterns. **Synthetic Data Generation Tools:** Tools like Faker or Synthesia for generating synthetic retail data for training and testing purposes. **Security Tools- Firewall Software:** To protect networked devices and systems from unauthorized access and cyber threats. **Antivirus Software:** For detecting and removing malware from computers and IoT devices. **Encryption Tools:** To encrypt sensitive data transmitted between IoT devices and the cloud.

Physical Store Setup - Mock Store Layout: A simulated retail environment with shelves, product displays, and checkout counters. **Mock-Products:** Simulated or sample products for practicing inventory management, merchandising, and customer interactions.

Module 12: Reduction for Sustainability

Mapped to RAS/N0161

Terminal Outcomes:

- Reduce usage of materials during day-to-day operations by optimizing processes
- Reduce usage of resources like water, energy by raising awareness with team members
- Reduce wastage by looking at need or reusing material & resources

Duration: 05:00	Duration: 02:00
Theory–Key Learning Outcomes	Practical–Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the environmental impact from use of various material and methods on how to reduce usage of material. • Describe the depletion of natural resources and how to save the same. • Research the environment and financial impact of waste material & resources and methods on how to reduce waste. 	<ul style="list-style-type: none"> • Produce a report on the various materials currently used in business operations, their impact and solutions on how to reduce the usage. • Explain with a report the depletion of natural resources over the last 5 decades and how one can reduce / save the same. • Outline the environmental and financial impact of waste material & resources and suggest how to reduce this wastage.
Classroom Aids:	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
Tools, Equipment and Other Requirements	
Card sheets, Sketch pens / Marker pens, Case Study, Feasibility Analysis Report Template	

Module 13: Waste Management

Mapped to RAS/N0161

Terminal Outcomes:

- Recycle all waste material by raising awareness and engaging team members to follow the processes setup for recycling.
- Reuse material to maximum usage and then recycle the same.
- Dispose waste responsibly.

Duration: 05:00	Duration: 02:00
Theory–Key Learning Outcomes	Practical–Key Learning Outcomes
<ul style="list-style-type: none"> • Describe the process of recycling different types of waste and identifying the partners available who can support the same • Discuss the various methods for reusing material maximum times and then ensuring they are recycled • Define the different types of waste generated, how to segregate the same and the process used for disposal of bio-degradable waste • Research the vendors who manage wet-waste in the vicinity to arrange for pickup of the same 	<ul style="list-style-type: none"> • Prepare a report how on how different type of waste is recycled and the importance of recycling • Explain the various methods and benefit of reusing material to its maximum life and only then to be recycled • Explain the different types of waste that are generated and the process for recycling / disposal • Identify and list the vendors who manage wet-waste in the vicinity of operations
Classroom Aids:	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
Tools, Equipment and Other Requirements	
Card sheets, Sketch pens / Marker pens, Case Study , Feasibility Analysis Report Template	

Module 14: Initiatives to promote Sustainability

Mapped to RAS/N0161

Terminal Outcomes:

- Engage team members and promote all marketing collateral to promote sustainability initiatives to customers like product exchange programmes, product rental options, recycling, and collection centers.
- Encourage volunteering activities related to protecting the environment.
- Increase advocacy on global awareness days related to protecting the environment.

Duration: 04:00	Duration: 02:00
Theory–Key Learning Outcomes	Practical–Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the internal initiatives to promote sustainability and the processes setup to support these initiatives. • Describe the value of trees to the environment, benefits of recycling and research the partners who can support initiatives. • Discuss the background of global awareness days i.e. what is the purpose, when and where did it start, how to participate/celebrate, how to engage teams. 	<ul style="list-style-type: none"> • Name the various initiatives that are taken to promote sustainability. • Prepare a report to show the tangible value of the initiatives taken. • Identify and list the partners who can support in the initiatives. • Prepare a list of global awareness days, their origins, purposes and impact and how they can be used to drive employee engagement and generate customer goodwill.
Classroom Aids:	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
Tools, Equipment and Other Requirements	
Card sheets, Sketch pens / Marker pens, Case Study , Feasibility Analysis Report Template	

Module 15: Compliance

Mapped to RAS/N0161

Terminal Outcomes:

- All compliances are met in every area of operations.

<i>Duration: 03:00</i>	<i>Duration: 02:00</i>
Theory–Key Learning Outcomes	Practical–Key Learning Outcomes
<ul style="list-style-type: none"> Determine the various compliances needed as listed by the concerned authorities in respective fields. 	<ul style="list-style-type: none"> Create a comprehensive list of all statutory compliances that are needed by different authorities and setup a tracker to remind about expiry dates for each document.
Classroom Aids:	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
Tools, Equipment and Other Requirements	
Card sheets, Sketch pens / Marker pens, Case Study, Reporting Format template	

Module 16: Monitoring & Reporting

Mapped to RAS/N0161

Terminal Outcomes:

- Establish the key performance indicators (KPIs) and evaluation parameters related to environment sustainability during process of manufacturing products.

Duration: 03:00	Duration: 02:00
Theory–Key Learning Outcomes	Practical–Key Learning Outcomes
<ul style="list-style-type: none"> Determine the KPIs to report regularly showing the progress and impact of sustainability initiatives taken by the business. 	<ul style="list-style-type: none"> Prepare a comprehensive list of KPIs for sustainability practices for measuring at the store level & overall business level.
Classroom Aids:	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
Tools, Equipment and Other Requirements	
Card sheets, Sketch pens / Marker pens, Case Study , Monitoring Tracker, Reporting Format template	

Module 17: Employability Skills

Mapped to DGT/VSQ/N0103

Key Learning Outcomes

Introduction to Employability Skills

Duration: 3 Hours

After completing this programme, participants will be able to:

1. Outline the importance of Employability Skills for the current job market and future of work
2. List different learning and employability related GOI and private portals and their usage
3. Research and prepare a note on different industries, trends, required skills and the available opportunities

Constitutional values - Citizenship

Duration: 1.5 Hours

4. 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
5. Demonstrate how to practice different environmentally sustainable practices

Becoming a Professional in the 21st Century

Duration: 5 Hours

6. Discuss relevant 21st century skills required for employment
7. Highlight the importance of practicing 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
8. Create a pathway for adopting a continuous learning mindset for personal and professional development

Basic English Skills

Duration: 10 Hours

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

Career Development & Goal Setting

Duration: 4 Hours

12. Create a career development plan
13. Identify well-defined short- and long-term goals

Communication Skills

Duration: 10 Hours

14. Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette
15. Write a brief note/paragraph on a familiar topic
16. Explain the importance of communication etiquette including active listening for effective communication
17. Role play a situation on how to work collaboratively with others in a team

Diversity and Inclusion

Duration: 2.5 Hours

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

Financial and Legal Literacy

Duration: 10 Hours

20. Discuss various financial institutions, products, and services
21. Demonstrate how to conduct offline and online financial transactions, safely and securely and check passbook/statement
22. Explain the common components of salary such as Basic, PF, Allowances (HRA, TA, DA, etc.), tax deductions
23. Calculate income and expenditure for budgeting
24. Discuss the legal rights, laws, and aids

Essential Digital Skills

Duration: 20 Hours

25. Describe the role of digital technology in day-to-day life and the workplace
26. Demonstrate how to operate digital devices and use the associated applications and features, safely and securely
27. Demonstrate how to connect devices securely to internet using different means
28. Follow the dos and don'ts of cyber security to protect against cyber crimes
29. Discuss the significance of displaying responsible online behavior while using various social media platforms
30. Create an e-mail id and follow e-mail etiquette to exchange e-mails
31. Show how to create documents, spreadsheets and presentations using appropriate applications

32. utilize virtual collaboration tools to work effectively

Entrepreneurship

Duration: 7 Hours

33. Explain the types of entrepreneurship and enterprises

34. Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan

35. Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement

36. Create a sample business plan, for the selected business opportunity

Customer Service

Duration: 9 Hours

37. Classify different types of customers

38. Demonstrate how to identify customer needs and respond to them in a professional manner

39. Discuss various tools used to collect customer feedback

40. Discuss the significance of maintaining hygiene and dressing appropriately

Getting ready for apprenticeship & Jobs

Duration: 8 Hours

41. Draft a professional Curriculum Vitae (CV)

42. Use various offline and online job search sources to find and apply for jobs

43. Discuss the significance of maintaining hygiene and dressing appropriately for an interview

44. Role play a mock interview

45. 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
<i>Note: Above Tools & Equipment not required, if Computer LAB is available in the institute.</i>		

Module 18: On-the-Job Training

Mapped to Retail Store Manager RAS/Q0107

Mandatory Duration: 60:00 hrs.	Recommended Duration: NA
Location: Workplace/ On Site	
Terminal Outcomes <ul style="list-style-type: none"> • Demonstrate the processes of controlling the receipt and dispatch of goods. • Demonstrate how to calculate various stock levels. • Demonstrate purchase procedures. • Demonstrate the steps of calculating the average Inventory Age. • Roleplay a situation on negotiation skills while dealing with the vendors. • Demonstrate how to calculate the credit period offer by vendors. • Demonstrate the process to record costs during stock movements. • Demonstrate the procedure to prevent inventory shrinkage/pilferage. • Demonstrate on how to prepare a plan for an effective stock taking process. • Verify if data are recorded and transmitted accurately at the store. • Demonstrate the process of signing off and honouring contracts. • Demonstrate how to examine the quality of recorded data via regular checks and audits. • Demonstrate the process of operating all store equipment's to check if they are working. • Identify the store equipment in urgent need of repair. • Dramatize a situation on training the team to identify key repeat customers. • Role-play a situation to communicate the sales targets and plans to the team and motivate them to achieve it. • Roleplay a scenario on collecting customer feedback through various channels. • Demonstrate the steps of handling and resolving customer complaints. • Demonstrate how to inspect the display of store merchandise to maximize store profits. • Demonstrate the steps of creating planogram. • Demonstrate how to arrange the display of products as per the updated planogram. • Prepare plans for promotional events in line with guidelines based on given Case study. • Dramatize a scenario to negotiate with vendors on spacing requirements of the store as against the vendor plans. • Dramatize a situation on negotiation skills to arrive at a profitable revenue and understanding with the vendor. • Demonstrate appropriate ways to inform team members of identified hazards and risk control procedures. • Dramatize the procedure of implementing training sessions on emergency handling. • Apply necessary ways to resolve issues raised by staff in alignment with store policies. • Demonstrate the procedure for recording details of safety-related incidents. • Dramatize the process on conducting an awareness drive on the POSH act. (Prevention of Sexual Harassment) and ensure adherence to related policies. 	

- Dramatize a situation on conducting a mock fire and safety drills at regular intervals.
- Perform necessary actions to cooperate with officials in carrying out all audits and checks based on the given case study.
- Demonstrate how to report financial transactions to the concerned authorities.
- Demonstrate how to performs checks to ensure the implementation of store security procedures.
- Dramatize a situation on conducting training on monetary transactions.
- Dramatize a situation on communicating promotions and promotional schemes to the internal team.
- Evaluate team competence for in-store promotions based on given case study.
- Demonstrate the following steps of collecting and preserving promotion-related data for future analysis and working.
- Perform effective implementation of promotion with the available resources based on given cast study.
- Identify problems immediately and take up solutions quickly to resolve delays.
- Dramatize a situation to break down complex problems into single and manageable components within his/her area of work based on given case study.
- Conduct data analysis as required by the concerned authorities and share relevant feedback based on given case study.
- Demonstrate the steps in determining staff recruitment needs and compare with store performance plans based on the given case study.
- Identify cost effective channels of manpower sourcing and interview effectively to recruit quality manpower.
- Identify future manpower requirements based on projected store plans.
- Dramatize a situation on using effective and open communication skills at the store with your team.
- Demonstrate how to implement self-grooming and hygiene practices for self and team.
- Dramatize a situation on resolving intra team conflict.
- Demonstrate the steps of conducting performance appraisals.
- Demonstrate the process of selecting team members for the collection of market information.
- Demonstrate how to conduct training for the team members for critical activities involved in market study.
- Dramatize a scenario on providing inputs to the merchandising /category teams on best prices offered by competitors based on given case study.
- Use the data provided and prepare a data sheet after retaining the relevant data of a sales period for further analysis
- Apply analytical and statistical techniques to analyse the curated data and determine the below:
 - customer behaviour and insights
 - Store business performance
 - Trends of data
 - Impact of internal and external factors on business
- Use the findings to prepare a SWOT report and provide recommendations for improvement
- Roleplay a situation to provide online service to the customers
 - resolve a customer complaint
 - resolve a customer service problem
 - process customer refund
 - facilitate product exchanges
 - make suggestions for improved online customer service standards and procedures.

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 "Trainer (VET and Skills)", mapped to the Qualification Pack: "MEP/2601, V2.0"with minimum score of 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	Prospective ES trainer should: <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)					

Trainer Certification	
Domain Certification	Platform Certification
Certified in 90-hour Employability NOS (2022), with a minimum score of 80% OR Certified in 120-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 peer trainers	Prospective ES Master trainer should: <ul style="list-style-type: none"> • have good communication skills • be well versed in English
Certified Master Trainer	Qualification Pack: Master Trainer (MEP/Q2602)			3	EEE training of Management SSC (MEPSC) (155 hours)	<ul style="list-style-type: none"> • have basic digital skills • 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 90-hour Employability NOS (2022), with a minimum score of 90% . OR Certified in 120-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; Assessor (VET and SKILLS)", mapped to the Qualification Pack "MEP/Q2701, V2.0" with minimum score of 80%

Assessment Strategy

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 the 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 officials 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 the web (online). In case of the 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 must collect a copy of the attendance for the training 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 anyone 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 the trainee's credentials in the enrolment form.

3. The assessor/proctor needs to punch the trainee's roll number on all the evidence.
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 the 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 are 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 solve a problem.
Key Learning Outcome	The 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	The 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