Model Curriculum

QP Name: Retailer

QP Code: RAS/Q0202

QP Version: 3.0

NSQF Level: 4.5

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 Business
Occupation	Consumer Sales
Country	India
NSQF Level	4.5
Aligned to NCO/ISCO/ISIC Code	NCO-2015/ 1120.2000
Minimum Educational Qualification and Experience	• UG Certificate or Equivalent with 1- year relevant experience • 3-year diploma after 10th with 1-year of relevant experience • 12th with 2 years of relevant experience • Previous relevant Qualification of NSQF Level 4 with 1.5-year relevant experience • Previous relevant Qualification of NSQF Level 3.5 with 3 years relevant experience
Pre-Requisite License or Training	No licensing or statutory approvals required for the training
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	12/12/2023
Model Curriculum Valid Up to Date	29/04/2027
Model Curriculum Version	1.0

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.

- Implement legal compliances, policies, and procedures.
- Effectively manage finances to accomplish business objectives.
- Conduct market analysis to ensure effective inventory and sales management.
- Manage marketing and sale of goods and services.
- Implement robust business systems to ensure process excellence.
- Maintain health and safety requirements at the place of work.
- Build relationships with vendors/dealers to ensure smooth business operations and increase sales
- Manage customer needs effectively through need identification and strong customer relationship.
- Exhibit business acumen, self-discipline and demonstrate leadership skills.
- Use Social Media to Market Products and Services
- Deliver customer service in online mode
- 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/N0205: Build relationship with vendors / dealers to ensure smooth business operations and increase sales **NSQF Level: 4**	**25:00**	**30:00**	**05:00**		**60:00**
Build relationship with vendors / dealers to ensure smooth business operations and increase sales	25:00	30:00	05:00		60:00
RAS/N0206: Meet health and safety requirements at place of work **NSQF Level: 4**	**12:00**	**16:00**	**02:00**		**30:00**
Meet health and safety requirements at place of work	12:00	16:00	02:00		30:00
RAS/N0207: Manage customer needs effectively through need identification and strong customer relationships **NSQF Level: 4**	**10:00**	**14:00**	**06:00**		**30:00**
Manage customer needs effectively through need identification and strong customer relationships	10:00	14:00	06:00		30:00
RAS/N0209: Implement legal compliances, policies and procedures **NSQF Level: 4.5**	**12:00**	**16:00**	**02:00**		**30:00**
Implement legal compliances, policies and procedures	12:00	16:00	02:00		30:00
RAS/N0210: Plan and manage finances to accomplish business objectives **NSQF Level: 4.5**	**22:00**	**30:00**	**08:00**		**60:00**
Plan and manage finances to accomplish business objectives	22:00	30:00	08:00		60:00
RAS/N0211: Manage inventory and sales **NSQF Level: 4.5**	**24:00**	**30:00**	**06:00**		**60:00**
Manage inventory and sales	24:00	30:00	06:00		60:00
RAS/N0212: Manage marketing and sale of goods and services **NSQF Level: 4.5**	**24:00**	**30:00**	**06:00**		**60:00**

Manage marketing and sale of goods and services	24:00	30:00	06:00		60:00
RAS/N0213: Implement robust business systems to ensure process excellence **NSQF Level: 4.5**	**12:00**	**14:00**	**04:00**		**30:00**
Implement robust business systems to ensure process excellence	12:00	14:00	04:00		30:00
RAS/N0214: Exhibit business acumen, self-discipline and demonstrate leadership skills **NSQF Level: 4.5**	**10:00**	**15:00**	**05:00**		**30:00**
Exhibit business acumen, self-discipline and demonstrate leadership skills	10:00	15:00	05:00		30:00
RAS/N0230: Use Social Media to Market Products and Services **NSQF Level – 4.0**	**10:00**	**10:00**	**10:00**		**30:00**
Use Social Media to Market Products and Services	10:00	10:00	10:00		30:00
RAS/N0231: Deliver customer service in online mode **NSQF Level: 4.5**	20:00	34:00	06:00		60:00
Deliver customer service in online mode	20:00	34:00	06:00		60:00
DGT/VSQ/N0102: Employability Skills **NSQF Level: 4**	**24:00**	**36:00**			**60:00**
Introduction to employability skills	00:30	01:00			01:30
Constitutional values - Citizenship	00:30	01:00			01:30
Become a professional in 21st 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	**205:00**	**275:00**	**60:00**		**540:00**

Module Details

Module 1: Introduction to Retail

Bridge Module

Terminal Outcomes:

- Summarize the features of retail in India.
- Discuss about traditional and modern retailing in India.

Duration: 00:00	Duration: 00:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Outline the current scenario of the retailing sector in India. - List the factors that lead to growth of retailing sector in India. - Compare traditional and modern retail sector in India. - Discuss the roles and responsibilities of Retailer. - Illustrate different retail formats. - Describe the role of departments and their functions in a modern retailing operation.	
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: Build relationship with vendors / dealers to ensure smooth business operations and increase sales

Mapped to RAS/N0205

Terminal Outcomes:

- Explain various ways to build and manage networks with vendors and dealers.
- Discuss how to establish trust and confidence in vendors and partners.

Duration: 25:00	*Duration: 30:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Explain the importance of identifying where to get help and information from. - Explain the importance of identifying needs of specific vendors. - Describe the process of proper contracting with vendors. - Discuss the best practices followed to maintain cordial relationships. - Discuss the measures taken to minimize possible risks and losses in vendor relationships. - State the impact of expressing needs clearly to get into workable relationships with vendors. - Explain the importance of displaying effective negotiation skills to get better deals.	- Roleplay a situation on communicating clearly in the required local language if and when required. - Demonstrate articulating the needs clearly and coherently to the vendor to get into workable relationships. - Roleplay a situation to negotiate with vendors for a better deal. - Show how to minimise possible risks and losses in vendor relationship.
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	
Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras & Mobiles); Danglers; Coupons & Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables & Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Dummy Billing & Invoicing Software; Dummy Multi-store POS software, Dummy Multistore software for Inventory Control, Stock management, Accounting, HRMIS, Reporting; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting cards; Company Brochure; Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans	

Module 3: Meet health and safety requirements at place of work

Mapped to RAS/N0206

Terminal Outcomes:

- Demonstrate overall basic hygiene factors and emergency related procedures.
- Explain the waste disposal process.
- Describe various precautionary measures to avoid work hazards.
- List the following standard safety procedure.

Duration: 12:00	*Duration: 16:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Explain the importance of being presentable and well-groomed to service customers. - State ways to prevent development of unauthorized waste dump yards, in coordination with co-vendors. - Describe ways and means to handle emergency situations like fire, robbery, riots etc. - Describe ways and means to mitigate risks to people and property during emergencies. - Explain the importance of locating the vending carts in a clean and Hygienic area. - Discuss the need for maintaining the workplace area clean and hygienic. - List various work hazards. - List the causes of accidents at the workplace and identify measures to prevent such accidents. - Explain ways to adhere to safety standards and ensure no material damage. - Describe the process to check and review the storage areas frequently.	- Demonstrate personal hygiene guidelines at all times. - Show how to keep the cleaning aids dry and clean. - Demonstrate safe disposal of waste at the nearest disposal station. - Verify that all the wastewater is drained-off in closed drains or in a designated way. - Demonstrate necessary steps to eliminate or minimize hazards. - Demonstrate how to take preventive measures to avoid risk of burns and other injuries. - Demonstrate the process to stack items in an organized way by using safe lifting techniques. - Demonstrate how to follow health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies. - Dramatize a situation on displaying safety signs at places where necessary for people to be cautious.
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	
Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras & Mobiles); Danglers; Coupons & Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables & Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Billing Dummy Software; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting card;	

Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans; Company brochure

Module 4: Manage customer needs effectively through need identification and strong customer relationships

Mapped to RAS/N0207

Terminal Outcomes:

- Explain the steps in enhancing customer satisfaction by identifying and catering to their needs and desires.
- Describe how to build strong relationships and network.

Duration: 10:00	*Duration: 14:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Explain the importance of identifying target customers. - Discuss the need to understand and assess target customers need and desire. - List possible options to satisfy customer need - Explain the importance of establishing rapport with customers and express genuine interest to clarify customer requirements and enhance outcomes. - Outline the methods to maximize sales opportunities by use of add-on and complementary sales techniques. - State the impact of building effective relationships with customers to generate referrals. - Explain ways to manage on time delivery. - Explain ways to implement customer loyalty programs like vouchers, promotions. - Illustrate the process of planning and implementing sales presentations.	- Roleplay a situation on presenting options in an attractive manner that are mutually beneficial in nature. - Dramatize a scenario of providing detailed information to the customer about the product/service. - Demonstrate the process of collecting feedback to improvise and increase business returns and reach. - Demonstrate how to display appropriate behavior, attitude, and communication standards with customers of different gender, age, and culture. - Identify problems immediately and take up solutions quickly to resolve delays.
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	
Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras & Mobiles); Danglers; Coupons & Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables & Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Dummy Billing & Invoicing Software; Dummy Multi-store POS software, Dummy Multistore software for Inventory Control, Stock management, Accounting, HRMIS, Reporting; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets; Product	

Catalogue/Product detailer; Sample visiting cards; Company Brochure; Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans

Module 5: Implement legal compliances, policies, and procedures.

Mapped to RAS/N0209

Terminal Outcomes:

- Explain how to build strong connection with local corporations and government bodies for smooth conduct of business.
- Discuss about updating self and team on legal compliance, different forms of contracts and agreements, legal aspects of financial transactions, quality norms and legal requirements with regards to sale of products and services.
- Implement policies and procedures to ensure safe handling of goods.

Duration: 12:00	Duration: 16:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- List the local corporations and government bodies that have a bearing on the particular business. - Identify the contact persons of the particular corporations and government bodies. - Explain the importance of building and maintaining relationship with the key person to ensure smooth functioning of the business. - Describe the key elements of major legal oversight systems affecting business operations and follow relevant rules and policies. - Compare various issues affecting different forms of contract and agreements within business operations. - Discuss ways to ensure team conformance to the relevant rules and policies for smooth functioning of business. - Describe the concept of minimizing losses and maximizing gains. - Describe the legal aspects of financial transactions within business operations. - Describe legal requirements for the sale of products and services. - Describe various methods of regulating patents and trademarks in local business environment. - Discuss the importance of adhering to the policies and procedures of safe handling and transporting of goods.	- Roleplay a situation on building rapport effectively in order to maintain relationships with the key persons to ensure smooth functioning of business. - Verify security checks and balances to prevent hazards and risks involved in the business process. - Demonstrate the process to record, store and transfer information according to legislative and business requirements. - Compare various issues affecting different forms of contract and agreements within business operations based on a given case study.

• Describe ways and means to handle emergencies and mitigate risks.	

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

Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras & Mobiles); Danglers; Coupons & Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables & Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Dummy Billing & Invoicing Software; Dummy Multi-store POS software, Dummy Multistore software for Inventory Control, Stock management, Accounting, HRMIS, Reporting; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting cards; Company Brochure; Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans

Module 6: Plan and manage finances to accomplish business objectives

Mapped to RAS/N0210

Terminal Outcomes:

- Illustrate the process to maintain Profit & Loss Accounts.
- Discuss how to negotiate and generate credit from vendors/suppliers.
- Show how to plan, monitor, and record the cash flow.
- Discuss the importance of implementing security procedures with respect to monetary transactions.

Duration: 22:00	Duration: 30:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Describe elements of basic financial accounting. - Discuss the importance of training team on conducting basic accounting tasks. - Describe sources of profits and causes of losses as reflected in the reports. - Discuss the importance of instructing team members to actively control costs in their areas of responsibility. - Illustrate the business cycle from accounting point of view. - Define vendor credit cycle to ensure smooth borrowing process. - Identify credit sources for borrowing of funds. - Explain the terms and conditions of sources offering credit. - Illustrate the process to raise additional funds for business expansion. - List possible fraudulent activities in monetary and financial transactions.	- Show how to create and maintain accounting reports. - Demonstrate the process to calculate break-even point and payment schedules. - Demonstrate the process to calculate credit amount and credit period required in order to break even. - Roleplay a scenario on negotiating with vendor and finalise credit cycle. - Demonstrate the process to compare, analyse, document and report budget and actual sales revenue and expenditure figures, according to budget targets. - Assess the risks involved in borrowing / raising of funds. - Use a sample case study to select suitable credit source after evaluation of creditors. - Demonstrate the procedure in regard to preparation of budget or target figures. - Demonstrate the procedures involved in preventing monetary losses due to fraudulent activities.
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	
Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras & Mobiles); Danglers; Coupons & Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables & Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter;	

Dummy Billing & Invoicing Software; Dummy Multi-store POS software, Dummy Multistore software for Inventory Control, Stock management, Accounting, HRMIS, Reporting; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting cards; Company Brochure; Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans

Module 7: Manage inventory and sales

Mapped to RAS/N0211

Terminal Outcomes:

- Demonstrate the process to conduct market analysis to identify customer and plan product assortment/stocks accordingly.
- Explain how to ensure effective management of Inventory and Sales.

Duration: 24:00	Duration: 30:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Explain the meaning of target audience/consumer profile. - Discuss the buying patterns and analyse sales data to define assortments and modify them as per trends observed. - Describe the importance for monitoring market trends and technology changes as part of managing inventory demands. - Describe inventory/procuring capacity as per demand. - Define targets for self and team to achieve business gains. - Discuss the importance to match logistics of delivery to inventory supply requirements. - Illustrate the steps to prevent inventory losses. - Explain the need to have plan for contingencies in case of stockout.	- Analyse the competitors, other players and substitute products. - Show how to monitor stock levels and maintain stock at required levels. - Demonstrate how to coordinate stocktake or cyclical count. - Calculate the inventory/procuring capacity as per demand based on the given case study. - Show how to analyse the operational costs based on a given case study. - Show how to calculate profits and margins based on given case study. - Demonstrate the steps involved in preventing inventory losses. - Prepare a plan for contingencies in case of stockout on give case study.
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	
Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras & Mobiles); Danglers; Coupons & Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables & Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Billing Dummy Software; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets	

Module 8: Manage marketing and sale of goods and services

Mapped to RAS/N0212

Terminal Outcomes:

- Discuss how to establish customer requirements.
- Explain how to develop, implement and monitor marketing strategy.
- Demonstrate selling of products and services.

Duration: 24:00	Duration: 30:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Explain the importance of engaging with existing and potential customers to establish demand. - Discuss the need to devise marketing strategy to optimise sales and profit, according to customer requirements, market position, logistical capacity and business resources and forecasts relating to demand. - Describe segmentation, targeting and positioning of a product. - Define resource requirements for implementation of marketing plans. - Explain the process to decide cost of promotional activities to reach identified and potential customers. - Explain the method to allocate resources required to implement marketing strategy. - Outline the benefits of establishing systems for regularly monitoring marketing activities and evaluating marketing strategies. - Explain the need to identify target customer, initiate customer contact, and approach the customer. - Explain ways to solve customer objections related to price, quality, delivery or any other by applying a problem-solving technique.	- Demonstrate the process to record customer requirements and preferences in relation to business products or services and factor into marketing strategy. - Demonstrate how to develop and impart product knowledge to the team. - Dramatize the process to record information by applying questioning techniques, sound listening and interpretation of non-verbal cues. - Dramatize the process of selling the product by highlighting its features, benefits or any other additional offers/complementary products. - Roleplay a scenario on closing sale by encouraging customers to make the purchase decision.
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	
Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras & Mobiles); Danglers; Coupons & Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables	

& Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Billing Dummy Software; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting card; Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans; Company brochure

Module 9: Implement robust business systems to ensure process excellence

Mapped to RAS/N0213

Terminal Outcomes:

- Illustrate the process of learning and updating product/service information relevant to business.
- Demonstrate the process of operating relevant equipment required for daily operations.
- Describe how to source, supply, package, and market products/services.

Duration: 12:00	Duration: 14:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Describe in-depth knowledge of products/services involved in the business. - Describe the features of products/services, their advantages and benefits with respect to comparative and complementary products in the market. - Discuss about the market trends with respect to sales patterns as against comparative and complementary products in the market. - Describe related products/services and possible opportunities with respect to up-selling, cross-selling, expansion of business to the team. - Discuss about the new technologies that can improve efficiencies and reduce risks. - Describe the best sources of materials. - Discuss the importance of negotiating to arrive at the most profitable vendor relationship for the organization. - State the reasons to obtain feedback on products and services received from the customers.	- Dramatize a scenario of operating systems and equipment involved in running daily operations. - Demonstrate how to conduct training of staff on the use of systems and equipment relevant to business. - Demonstrate how to conduct training of staff to handle emergencies that could occur while handling the systems or equipment. - Roleplay a situation on negotiating to arrive at the most profitable vendor relationship for the organization. - Verify the quality of products/services by conforming to statutory quality requirements. - Demonstrate how to solicit and incorporate feedback on products/services received from the customers.
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	
Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras & Mobiles); Danglers; Coupons & Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables & Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Billing Dummy Software; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting card;	

Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans; Company brochure

Module 10: Exhibit business acumen, self-discipline and demonstrate leadership skills

Mapped to RAS/N0214

Terminal Outcomes:

- Describe how to create and validate a strong business plan.
- Discuss how to motivate self to enhance and grow his/her business.
- Display creativity and innovation for sustenance and business growth.
- Explain how to lead and manage a team.

Duration: 10:00	Duration: 15:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Explain about short-term and long-term plans with respect to returns from the business. - Define milestones and break them into achievable targets. - Describe the efforts and resources required for creating a strong business plan. - Describe ways to get buy in from investors and other credit sources. - Discuss about entrepreneurial thinking and perspective. - Describe the process of identifying and getting certifications in related line of business. - Discuss the importance of identifying opportunities and create solutions to face uncertainties. - Discuss the importance of keeping self-updated on to expand business in other fields/line of business as desired. - Outline the benefits of participating in workshops, seminars and engaging with successful business owners. - Explain ways to improvise methods so as to improve efficiencies. - Discuss the impact of motivating team members.	- Demonstrate high personal standards in alignment with business ethics. - Dramatize a situation on to motivate the team members to achieve high standards of performance. - Demonstrate honest, open consultation to facilitate communication with team members. - Demonstrate how to develop clear, accurate and relevant team objectives, including expected performance standards, monitor and course correct performance based on given case study. - Dramatize how to deal with difficult situations fairly, openly, and promptly.
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	
Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas;	

Products for display (Dummy cameras & Mobiles); Danglers; Coupons & Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables & Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Billing Dummy Software; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting card; Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans; Company brochure

Module 11: Use Social Media to Market Products and Services

Mapped to RAS/N0230

Terminal Outcomes:

- Explain the principles of using social media for marketing, branding, and customer communication.
- Use multiple social media and online platforms to create marketing campaign to promote brand, products, and services.

Duration: *10:00 Hours*	Duration: *10:00 Hours*
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
- Explain the importance of knowing the target customer base. - Explain purposes for use of social media and online platforms for marketing products and services. - Discuss the social media guidelines, policies and procedures required to be followed with respect to: o Promotional content, o Providing service to customer o Resolving customer complaints o and privacy. - Discuss the policies and procedures that need to be followed for publishing images and any content of others. - Describe the characteristics of amenable and appealing content on different social media platforms. - Explain the functions of different social media platforms and how to: - Upload different types of files (pdf, images, videos etc) - Insert formatted text - Monitor activities and comments of prospects/ customers. - Use alerts and respond to alerts. - Responding to comments of customers. - Explain the principles of positive and professional online communications that can lead to effective customer communication. - Discuss the approaches to be used when dealing with negativity, complaints, and conflicts on social	- Prepare a shortlist of social media platforms to market products and services. - Prepare and post content for a minimum of two products or services. - Prepare and post content on special offers on two products or services. - Show how to monitor and respond professionally to the responses on the social media posts by preparing a response on two issues of customer complaints and negative comments.

media.

Classroom Aids:
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck
Tools, Equipment and Other Requirements
Case study scenarios on aspects of branding, marketing involving customer communication, computers or mobile devices and general software programs used to produce and schedule content, a range of social media and online platforms.

Module 12: Deliver customer service in online mode
Mapped to RAS/N0231

Terminal Outcomes:

- Explain the key elements of providing service to the customers in online mode
- Show how to provide service to the customers in online mode

Duration: 20:00	Duration: 34:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Discuss key the considerations with respect to statutory compliances related to online customer service provisions. - Describe the key aspects of standards followed by organisations in providing online services to customer. - Discuss the characteristics of acceptable online communication styles and techniques related to written communication. - Explain the reasons for customer problems, complaints and dissatisfaction in an online retail environment - Outline the best practices of providing online refunds and product exchanges to the customers. - Discuss the rudiments of techniques used to identify and resolve customer service problems whilst building customer loyalty in online retail environment - Explain the role and impact of customer feedback in an online retail environment.	- 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.
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	
Roleplay briefs, digital tools for online communication: internet connection, smart phone, social media platforms, email, laptop/ desktop computer.	

Module 13: 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

S No.	Name of the Equipment	Quantity
	LIST OF TOOLS & EQUIPMENT FOR EMPLOYABILITY SKILLS	
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 14: On-the-Job Training

Mapped to Retailer RAS/Q0202

Mandatory Duration: 60:00 hrs	*Recommended Duration: NA*
Location: Workplace/ On Site	

Terminal Outcomes

- Roleplay a situation on communicating clearly in the required local language if and when required.
- Demonstrate articulating the needs clearly and coherently to the vendor to get into workable relationships.
- Roleplay a situation to negotiate with vendors for a better deal.
- Show how to minimize possible risks and losses in vendor relationship.
- Demonstrate safe disposal of waste at the nearest disposal station.
- Verify that all the wastewater is drained-off in closed drains or in a designated way.
- Demonstrate necessary steps to eliminate or minimize hazards.
- Demonstrate how to take preventive measures to avoid risk of burns and other injuries.
- Demonstrate the process to stack items in an organized way by using safe lifting techniques.
- Demonstrate how to follow health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies.
- Dramatize a situation on displaying safety signs at places where necessary for people to be cautious.
- Roleplay a situation on presenting options in an attractive manner that are mutually beneficial in nature.
- Dramatize a scenario of providing detailed information to the customer about the product/service.
- Demonstrate the process of collecting feedback to improvise and increase business returns and reach.
- Demonstrate how to display appropriate behavior, attitude, and communication standards with customers of different gender, age, and culture.
- Identify problems immediately and take up solutions quickly to resolve delays.
- Roleplay a situation on building rapport effectively in order to maintain relationships with the key persons to ensure smooth functioning of business.
- Verify security checks and balances to prevent hazards and risks involved in the business process.
- Demonstrate the process to record, store and transfer information according to legislative and business requirements.
- Compare various issues affecting different forms of contract and agreements within business operations.
- Demonstrate the process to calculate break-even point and payment schedules.
- Demonstrate the process to calculate credit amount and credit period required in order to break even.
- Roleplay a scenario on negotiating with vendor and finalise credit cycle.
- Demonstrate the process to compare, analyse, document and report budget and actual sales revenue and expenditure figures, according to budget targets.

- Use a sample case study to select suitable credit source after evaluation of creditors.
- Demonstrate the procedure in regard to preparation of budget or target figures.
- Demonstrate the procedures involved in preventing monetary losses due to fraudulent activities.
- Show how to monitor stock levels and maintain stock at required levels.
- Demonstrate how to coordinate stocktake or cyclical count.
- Calculate the inventory/procuring capacity as per demand based on the given case study.
- Show how to analyse the operational costs based on a given case study.
- Show how to calculate profits and margins based on given case study.
- Demonstrate the steps involved in preventing inventory losses.
- Prepare a plan for contingencies in case of stockout on give case study.
- Dramatize the process to record information by applying questioning techniques, sound listening and interpretation of non-verbal cues.
- Dramatize the process of selling the product by highlighting its features, benefits or any other additional offers/complementary products.
- Roleplay a scenario on closing sale by encouraging customers to make the purchase decision.
- Dramatize a scenario of operating systems and equipment involved in running daily operations.
- Demonstrate how to conduct training of staff on the use of systems and equipment relevant to business.
- Roleplay a situation on negotiating to arrive at the most profitable vendor relationship for the organization.
- Verify the quality of products/services by conforming to statutory quality requirements.
- Demonstrate how to solicit and incorporate feedback on products/services received from the customers.
- Prepare a shortlist of social media platforms to market products and services.
- Prepare and post content for a minimum of two products or services.
- Prepare and post content on special offers on two products or services.
- Show how to monitor and respond professionally to the responses on the social media posts by preparing a response on two issues of customer complaints and negative comments.
- 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 Requirements for Domain Skills

Trainer Prerequisites						
Minimum Educational Qualification	**Specialization**	**Relevant Industry Experience**		**Training Experience**		**Remarks**
		Years	*Specialization*	*Years*	*Specialization*	
For New Trainers						
12th Standard Pass	-	4	Supervisory experience in store operations/ Retail Business	-	-	-
OR						
12th Standard Pass	-	2	Supervisory experience in store operations/ Retail Business	2	Training for supervisory level in Store Operations/ Retail Business	-
OR						
Graduate/ Diploma (In Retail Management)	-	2	Supervisory experience in store operations/ Retail Business	-	-	-
OR						
Graduate/ Diploma (In Retail Management)	-	1	supervisory experience in store operations/ Retail Business	1	Training for supervisory level in Store Operations/ Retail Business	-

Trainer Certification	
Domain Certification	**Platform Certification**
Omni Channel Retailer QP at NSQF Level 5.5 (RAS/Q0203) 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 Requirements 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: • 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: - have good communication skills - be well versed inEnglish - have basic digital skills - have attention todetail - be adaptable - have willingness tolearn - be able to grasp concepts fast and is creative with teachingpractices and likes sharing back their learning with others
Certified Master Trainer	Qualification Pack:Master Trainer (MEP/Q2602			3	EEE training of Management SSC (MEPSC) (155 hours)	
Master Trainer Certification						
Domain Certification			**Platform Certification**			
Certified in 60-hour Employability NOS (2022), with aminimum score of **90%.** **OR** Certified in 120-, 90-hour Employability NOS (2022),with a minimum score of **90%**			NA			

Assessor Requirements for Domain Skills

<table>
<tr><th colspan="6">Assessors Prerequisites</th></tr>
<tr><th rowspan="2">Minimum Educational Qualification</th><th rowspan="2">Specialization</th><th colspan="2">Relevant Industry Experience</th><th colspan="2">Training Experience</th><th rowspan="2">Remarks</th></tr>
<tr><th>Years</th><th>Specialization</th><th>Years</th><th>Specialization</th></tr>
<tr><td colspan="6">For Assessors</td></tr>
<tr><td>12th Standard Pass</td><td></td><td>5</td><td>Experience at supervisory level in store operations/ Retail Business.</td><td>-</td><td>-</td><td>-</td></tr>
<tr><td colspan="6">OR</td></tr>
<tr><td>Graduate (In any field)/ Diploma in Retail Management</td><td></td><td>3</td><td>Experience at supervisory level in store operations/ Retail Business.</td><td>-</td><td>-</td><td>-</td></tr>
</table>

<table>
<tr><th colspan="2">Assessor Certification</th></tr>
<tr><th>Domain Certification</th><th>Platform Certification</th></tr>
<tr><td>Omni- Channel Retailer QP at NSQF Level 5.5 (RAS/Q0203)
Minimum pass percentage: 80%</td><td>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%</td></tr>
</table>

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 evidences 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