



Model Curriculum

QP Name: Merchant Relationship Executive

QP Code: RAS/Q0301

QP Version: 4.0

NSQF Level: 4

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	E - Commerce
Occupation	Sales operations
Country	India
NSQF Level	4
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5249.0301
Minimum Educational Qualification and Experience	<ul style="list-style-type: none"> • 12th or Equivalent • 10th with 3 years of relevant experience • Previous relevant Qualification of NSQF Level 3.0 with 3 - year relevant experience • Previous relevant Qualification of NSQF Level 3.5 with 1.5-year relevant experience
Pre-Requisite License or Training	NIL
Minimum Job Entry Age	18 years
Last Reviewed On	30/04/24
Next Review Date	29/04/27
NSQC Approval Date	30/04/24
QP Version	4.0
Model Curriculum Creation Date	05/01/2023
Model Curriculum Valid Up to Date	29/04/24
Model Curriculum Version	1.0
Minimum Duration of the Course	450 hours
Maximum Duration of the Course	450 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.

- Conduct profiling and acquisition of sellers based on business requirement
- Update the sellers on product promotions and orient them on operating the technology platform
- Execute daily operational activities to enhance business and improve seller satisfaction
- Build relationships with new sellers and strengthen relationships with existing sellers
- Study the market and competition to improve business performance
- Maintain good interpersonal relationships with all stakeholders
- Comply to grooming, health, and hygiene requirements of the organization
- Use AI to onboard and manage sellers on the e-commerce platform
- 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
Introduction to Retail Sector	00:00	00:00	00:00		00:00
RAS/N0301: Conduct profiling and acquisition of sellers based on business requirement NSQF Level: 4	20:00	30:00	10:00		60:00
Conduct profiling and acquisition of sellers based on business requirement	20:00	30:00	10:00		60:00
RAS/N0302: Update the sellers on product promotions and orient them on operating the technology platform NSQF Level: 4	20:00	30:00	10:00		60:00
Update the sellers on product promotions and orient them on operating the technology platform	20:00	30:00	10:00		60:00
RAS/N0303: Execute daily operational activities to enhance business and improve seller satisfaction NSQF Level: 4	20:00	30:00	10:00		60:00
Execute daily operational activities to enhance business performance and improve seller satisfaction	20:00	30:00	10:00		60:00
RAS/N0304: Build relationships with new sellers and strengthen relationships with existing sellers NSQF Level: 4	20:00	30:00	10:00		60:00
Build relationships with new sellers and strengthen relationships with existing sellers	20:00	30:00	10:00		60:00
RAS/N0305: Study the market and competition to improve business performance NSQF Level: 4	10:00	12:00	08:00		30:00
Study the market and competition to improve business performance	10:00	12:00	08:00		30:00

RAS/N0306: Maintain good interpersonal relationships with all stakeholders NSQF Level: 4	12:00	14:00	04:00		30:00
Maintain good interpersonal relationships with all stakeholders	12:00	14:00	04:00		30:00
RAS/N0307: Comply to grooming, health and hygiene requirements of the organization NSQF Level: 4	10:00	18:00	02:00		30:00
Comply to grooming, health and hygiene requirements of the organization	10:00	18:00	02:00		30:00
RAS/N0314: Use AI to onboard and manage sellers on the e-commerce platform NSQF Level: 4	20:00	34:00	06:00		60:00
Use AI to onboard and manage sellers on the e-commerce platform	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 21 st century	01:00	01:30			02:30
Basic English skills	04:00	06:00			10:00
Career Development and Goal settings	01:00	01:00			02:00
Communication Skills	02:00	03:00			05:00
Diversity and inclusion	01:00	01:30			02:30
Financial and legal literacy	02:00	03:00			05:00
Essential Digital skills	04:00	06:00			10:00
Entrepreneurship	03:00	04:00			07:00
Customer Service	02:00	03:00			05:00
Getting Ready for apprenticeship and jobs	03:00	05:00			08:00
Total Duration	156:00	234:00	60:00		450:00

Module Details

Module 1: Introduction to Retail (Self Study)

Bridge Module

Terminal Outcomes:

- Define E-commerce.
- Discuss the role of e-commerce websites in promoting e-commerce.
- Describe the role of Seller Activation Executives.
- Outline the career progression of Seller Activation Executive.

<i>Duration: 00:00</i>	<i>Duration: 00:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Outline the evolution of e-commerce in India. • Discuss the role of popular e-commerce websites in promoting e-commerce businesses in India. • Discuss the roles and responsibilities of Seller Activation Executive. • Explain the career progression of seller activation Executive. 	
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: Conduct profiling and acquisition of sellers based on business requirement

Mapped to RAS/N0301

Terminal Outcomes:

- Discuss various methods for Profiling and identifying sellers.
- Explain the guidelines to pitch business proposition to sellers.
- Demonstrate the registration and documentation process for sellers on the portal.
- Illustrate new and improved selling tactics with an eye on market trends.

<i>Duration: 20:00</i>	<i>Duration: 30:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the significance of identifying market potential and study the sellers through market analysis. • Explain the importance of new and prospective sellers in the business market. • Discuss the Role of pitching business proposition to the sellers. • Describe the different types of Customer Value Propositions and identify your target customers. • Explain the documentation requirement and registration process to seller for undertaking business. • Discuss new and improved selling tactics with an eye on market trends. • Describe various ways of self-improvement to get better at business development, selling skills, negotiation skills and customer service orientation. • Explain the need for updating self on technology platform enhancements by attending regular training programs. 	<ul style="list-style-type: none"> • Demonstrate a scenario on conducting market study to be able to identify new sellers. • Demonstrate a scenario on conducting market study on the prospective seller base based on product categories in the marketplace. • Roleplay a situation of communicating advantages and benefits about the online platform to sellers. • Demonstrate how to create relevant proposals entailing all required details about business. • Demonstrate the documentation process for registration as per the company standards by ensuring it's on time completion.
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	
Hi-speed internet connection, Computer/Laptop/Tab/Smart phone with built in camera and software - MS office & Ecommerce Website with Registration form (Online)	

Module 3: Update the sellers on product promotions and orient them on operating the technology platform

Mapped to RAS/N0302

Terminal Outcomes:

- Explain the process to orient sellers on the technology platform/portal.
- Discuss the process to evaluate and update sellers on promotions.

<i>Duration: 20:00</i>	<i>Duration: 30:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • State the critical aspects of the online portal. • Explain the sellers on the elements of the portal operations and seller panel. • Discuss ways to keep abreast about existing promotions. • Explain the need for updating self about upcoming promotions and technology applications. • Discuss the importance of giving promotional offers on high-end brands and bulk offers on small brands. • Explain the process of assisting new sellers on growing their business online as per the business information received. 	<ul style="list-style-type: none"> • Demonstrate the process of orienting and training sellers on the elements of portal operations and seller panel. • Demonstrate the process to troubleshoot simple issues that sellers face while operating the technology platform. • Role-play a situation to help and guide seller in uploading new products. • Demonstrate the process to evaluate promotions and advise the advantages that sellers can derive from the promotions. • Dramatize a situation to suggest and guide new sellers about how to grow business online.
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	
Hi-speed internet connection, Computer/Laptop/Tab/Smart phone with built in camera and software - MS office & Ecommerce Website with Registration form (Online)	

Module 4: Execute daily operational activities to enhance business performance and improve seller satisfaction

Mapped to RAS/N0303

Terminal Outcomes:

- Discuss the daily operational activities of a seller activation executive for ease of business.

<i>Duration: 20:00</i>	<i>Duration: 30:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the significance of ensuring complete tracking of seller listing on the portal. • Discuss the importance of giving complete training to sellers on processes, guidelines, and panels to targeted sellers. • Explain various ways to monitor and achieve targets in terms of seller registration. • Discuss ways to manage the payment cycle for sellers. • List the essential factors on conducting webinars and exhibitions for sellers. 	<ul style="list-style-type: none"> • Role-play a situation to address seller queries and resolve concerns/issues, if any. • Dramatize a situation of collecting, collating and sharing seller feedback with management. • Demonstrate how to use MIS reporting. • Roleplay a situation on managing the payment cycle for sellers.
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	
Hi-speed internet connection, Computer/Laptop/Tab/Smart phone with built in camera and software - MS office & Ecommerce Website with Registration form (Online)	

Module 5: Build relationships with new sellers and strengthen relationships with existing sellers

Mapped to RAS/N0304

Terminal Outcomes:

- Discuss smooth and error-free processing of seller registration documents.
- Identify the need for inducting new sellers to the organization.
- Discuss post sales services for existing sellers in the organization.

<i>Duration: 20:00</i>	<i>Duration: 30:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss why is it essential to build healthy relationships between seller and account manager. • Explain the importance of completing the registration to on boarding process in a error free manner. • State the importance of addressing queries and resolving concerns of all the sellers. • List the existing sellers who have come from different mediums. • Explain the importance of understanding and interpreting seller queries. 	<ul style="list-style-type: none"> • Demonstrate the complete process from registration to onboarding and by giving complete handover of the seller to account manager. • Verify the induction material is complete in all aspects. • Verify the background of the seller's account. • Demonstrate the process of training and orientating the sellers about the processes, guidelines, and panels. • Roleplay a situation on training sellers on all documentation and reporting processes as per company policy. • Dramatize a scenario of suggesting solutions to address or identified queries.
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	
Hi-speed internet connection, Computer/Laptop/Tab/Smart phone with built in camera and software - MS office & Ecommerce Website with Registration form (Online)	

Module 6: Study the market and competition to improve business performance

Mapped to RAS/N0305

Terminal Outcomes:

- Conduct a market study on services being offered by competitors.
- Demonstrate the process to collect and feed data on market and competition information to improve business performance.

<i>Duration: 10:00</i>	<i>Duration: 12:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss why it's essential to conduct market study on competitors services and their work in the area of seller activation. • Describe various ways to seek information about their market share, sales, and revenue figures. • Explain the need to identify competitor's strengths and weaknesses. • Discuss way to identify new strategies/service offerings provided by competitors. • Discuss on the offers/schemes that work, based on competitor study. • Explain ways to identify live sellers on other websites and pitch to them. 	<ul style="list-style-type: none"> • Demonstrate on ways to work in tandem with marketing team to help create new schemes for acquisition and maintenance of sellers. • Role-play a scenerio to collect seller feedback and provide valuable inputs to reporting manager/ business partners.
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	
Hi-speed internet connection, Computer/Laptop/Tab/Smart phone with built in camera and software - MS office & Ecommerce Website with Registration form (Online)	

Module 7: Maintain good interpersonal relationships with all stakeholders

Mapped to RAS/N0306

Terminal Outcomes:

- Discuss the importance of understanding internal and external customers.
- Discuss the importance of developing sales/acquisition techniques.
- Explain the need for building and managing network with sellers.
- List the essential factors for effective interpersonal communication.
- Discuss the guidelines to handle conflicts smoothly.

<i>Duration: 12:00</i>	<i>Duration: 14:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Distinguish between internal and external customers. • Discuss the importance of understanding expectations as per relationship with individual/group. • Explain the importance of selling/activation function in business-to-business processes. • State the importance of attending training programs when required. • Discuss various ways to build network of sellers through various sources as per company policy. • Discuss the need to manage network of sellers by being in continuous contact with them. • Discuss the significance of establishing trust and confidence with sellers by communicating the need, expectations, and shareable information with them. • Discuss the importance of treating all stakeholders with respect and dignity 	<ul style="list-style-type: none"> • Roleplay a scenario of treating stakeholders with respect and dignity by using appropriate medium of communication. • Role-play a situation to seek feedback and guidance from immediate manager or team members to improve activation capabilities. • Dramatize a situation of communicating clearly in local language where its required. • Role-play a situation to articulate clearly and coherently and respond appropriately. • Dramatize a situation on handling interpersonal conflict/disputes according to company policy/procedures. • Dramatize a situation to consult supervisor if the seriousness of conflict is beyond scope of responsibility. • Demonstrate the process to concisely and accurately record details of the conflict and report to concerned authority.
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	
Hi-speed internet connection, Computer/Laptop/Tab/Smart phone with built in camera and software - MS office & Ecommerce Website with Registration form (Online)	

Module 8: Comply to grooming, health and hygiene requirements of the organization

Mapped to RAS/N0307

Terminal Outcomes:

- Discuss the importance of maintaining personal hygiene at workplace.
- Discuss personal grooming guidelines for workplace.
- Explain the need for taking precautionary health measures.

<i>Duration: 10:00</i>	<i>Duration: 18:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the importance of personal hygiene while at work. • Explain which of the following should be avoided to maintain personal hygiene. • Discuss the need to conform to grooming norms as per company policies. • Discuss the importance of adhering to company policy with respect to personal grooming. • Explain the importance of reporting any personal health issues and ensure not to go for work to avoid it from transmitting to others. • State the need of taking preventive health checkups at regular intervals. • Explain the importance of having a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community. 	<ul style="list-style-type: none"> • Dramatize a situation on identifying products that aid in improving personal hygiene. • Demonstrate awareness of company policies with respect to grooming. • Dramatize a situation to report on personal health issues related to injury, food, air and infectious diseases.
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	
Hi-speed internet connection, Computer/Laptop/Tab/Smart phone with built in camera and software - MS office & Ecommerce Website with Registration form (Online)	

Module 9: Use AI to onboard and manage sellers on the e-commerce platform

Mapped to RAS/N0314

Terminal Outcomes:

- Explain the principles and the role of AI & IOT in onboarding and managing the relationship with sellers.
- Use AI tools and IOT to onboard sellers on the e-commerce platforms.
- Show how AI and IOT aids personalised training and tracking performance of the sellers.

<i>Duration: 20:00</i>	<i>Duration: 34:00</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes (Case Study)
<ul style="list-style-type: none"> • Explain the principles of AI-driven automation for document verification and data entry. • Explain the concepts of predictive analytics and its relevance to seller success. • Explain the importance of personalized training programs for sellers. • Describe the machine learning techniques that can be applied for tailoring training materials based on individual seller needs. • Discuss the role of IoT devices for real-time tracking of seller performance metrics • Explain the role of AI-powered surveys and feedback mechanisms that adapt to seller interactions. • Explain the characteristics and role of AI tools in analysing communication data to strengthen relationships with sellers. • Explain the role of IoT devices in monitoring and tracking policy compliance. 	<p>Explore a minimum of three case studies of e-commerce companies that have successfully implemented AI in onboarding sellers and relationship management with sellers and prepare a report on –</p> <ul style="list-style-type: none"> • Proficiency achieved in the use of chatbots or virtual assistants for guiding sellers through onboarding. • How AI algorithms are applied to analyse historical data and make predictions for seller performance. • Usage of AI driven systems to provide personalized training programs to sellers. • Application of machine learning techniques to tailor training materials based on individual seller needs. • Usage of IoT devices for real-time tracking of seller performance metrics in a simulated environment. • How AI-powered surveys and feedback mechanisms that adapt to seller interactions are put into use. • How application of sentiment analysis techniques to feedback data can aid in identifying trends and areas for improvement. • How feedback data is used to iterate and enhance the seller activation process continually. • How AI tools are applied for analysing communication data to strengthen relationships with sellers. • Impact of application of natural language processing for effective communication and issue resolution.

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
Hi-speed internet connection, Computer/Laptop/Tab/Smart phone with built in camera and software - MS office & Ecommerce Website with Registration form (Online)

Module 10: Employability Skills

Mapped to: DGT/VSQ/N0102

Key Learning Outcomes:

Introduction to Employability Skills Duration: 1.5 Hours

After completing this programme, participants will be able to:

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

Constitutional values - Citizenship Duration: 1.5 Hours

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

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

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

Basic English Skills Duration: 10 Hours

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

Career Development & Goal Setting Duration: 2 Hours

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

Communication Skills Duration: 5 Hours

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

Diversity & Inclusion Duration: 2.5 Hours

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

Financial and Legal Literacy Duration: 5 Hours

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

20. Discuss the legal rights, laws, and aids

Essential Digital Skills **Duration: 10 Hours**

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

Entrepreneurship **Duration: 7 Hours**

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

Customer Service **Duration: 5 Hours**

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

Getting Ready for apprenticeship & Jobs **Duration: 8 Hours**

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

LIST OF TOOLS & EQUIPMENT FOR EMPLOYABILITY SKILLS		
S No.	Name of the Equipment	Quantity
1.	Computer (PC) with latest configurations – and Internet connection with standard operating system and standard word processor and worksheet software (Licensed) (all software should either be latest version or one/two version below)	As required
2.	UPS	As required
3.	Scanner cum Printer	As required
4.	Computer Tables	As required
5.	Computer Chairs	As required
6.	LCD Projector	As required
7.	White Board 1200mm x 900mm	As required
<i>Note: Above Tools & Equipment not required, if Computer LAB is available in the institute.</i>		

Module 11: On-the-Job Training

Mapped to Merchant Relationship Executive RAS/Q0301

Mandatory Duration: 60:00 hrs	Recommended Duration: NA
Location: Workplace/ On Site	
Terminal Outcomes <ul style="list-style-type: none"> • Demonstrate a scenario on conducting market study to be able to identify new sellers. • Demonstrate a scenario on conducting market study on the prospective seller base based on product categories in the marketplace. • Demonstrate the documentation process for registration as per the company standards by ensuring it's on time completion. • Demonstrate the process of orienting and training sellers on the elements of portal operations and seller panel. • Demonstrate the process to troubleshoot simple issues that sellers face while operating the technology platform. • Role-play a situation to help and guide seller in uploading new products. • Demonstrate the process to evaluate promotions and advise the advantages that sellers can derive from the promotions. • Dramatize a situation to suggest and guide new sellers about how to grow business online. • Role-play a situation to address seller queries and resolve concerns/issues, if any. • Dramatize a situation of collecting, collating and sharing seller feedback with management. • Demonstrate how to use MIS reporting. • Roleplay a situation on managing the payment cycle for sellers. • Demonstrate the complete process from registration to onboarding and by giving complete handover of the seller to account manager. • Demonstrate the process of training and orientating the sellers about the processes, guidelines, and panels. • Dramatize a scenario of suggesting solutions to address or identified queries. • Role-play a scenerio to collect seller feedback and provide valuable inputs to reporting manager/ business partners. • Roleplay a scenario of treating stakeholders with respect and dignity by using appropriate medium of communication. • Role-play a situation to seek feedback and guidance from immediate manager or team members to improve activation capabilities. • Dramatize a situation of communicating clearly in local language where its required. • Role-play a situation to articulate clearly and coherently and respond appropriately. • Dramatize a situation on handling interpersonal conflict/disputes according to company policy/procedures. • Dramatize a situation to consult supervisor if the seriousness of conflict is beyond scope of responsibility. 	

- Demonstrate the process to record details of the conflict and report concisely and accurately to concerned authority.
- Demonstrate proficiency in the use of chatbots or virtual assistants for guiding sellers through onboarding.
- Use AI driven systems to demonstrate a sample personalized training program.
- Apply machine learning techniques to tailor training materials based on individual seller needs.
- Use IoT devices to demonstrate real-time tracking of seller performance metrics in a simulated environment.
- Demonstrate the ability to use AI-powered surveys and feedback mechanisms that adapt to seller interactions.
- Apply sentiment analysis techniques to feedback data to identify trends and areas for improvement.
- Demonstrate Use feedback data to iterate and enhance the seller activation process continually.
- Apply AI tools for analysing communication data to strengthen relationships with sellers.
- Demonstrate the use of natural language processing for effective communication and issue resolution.
- Demonstrate the ability to apply IoT data and AI algorithms to identify and address potential compliance issues.

Annexure

Trainer Requirement for Domain Skills

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
For Trainers						
12th Standard Pass	-	4	Retail Store Operations or Sales	-	-	-
OR						
12th Standard 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 Team Leader QP (RAS/Q0105) NSQF Level 4.5 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)					

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 peer trainers	Prospective ES Master trainer should: <ul style="list-style-type: none"> • have good communication skills • be well versed in English • have basic digital skills
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 attention to detail • be adaptable • have willingness to learn • be able to grasp concepts fast and is creative with teaching practices and likes sharing back their learning with others

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

Assessor Requirements for Domain Skills

Assessors Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
For Assessors						
12th Standard Pass	-	5	Retail Store Operations or Sales	-	-	-
OR						
Graduate (In any field)/ Diploma in Retail Management	-	3	Industry experience in store operations	-	-	-
Assessor Certification						
Domain Certification			Platform Certification			
Retail Team Leader QP (RAS/Q0105) NSQF Level 4.5 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 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 situation based / case based multiple choice questions

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