Merchant Relationship Executive

QP Code: RAS/Q0301

Version: 4.0

NSQF Level: 4

Contents

Qualification Pack

RAS/Q0301: Merchant Relationship Executive

Brief Job Description

This individual acts as a bridge between the e-commerce marketplace and the seller fraternity. He/she is responsible for profiling, interacting, and acquiring new sellers in the market and thereafter, onboarding them to the e-commerce marketplace. In addition, he/she is also responsible for managing the already on boarded/existing sellers through query resolution and/or any other issues they may face.

Personal Attributes

The individual should possess strong communication skills and the ability to build and maintain relationships with sellers. They must be good at problem-solving and analytical thinking, able to study the market and competition to enhance business performance. He/she should be able to adapt themselves to the technology and AI tools for onboarding and managing sellers is essential. to be physically fit to fulfill jobs efficiently and mentally balanced to motivate himself/herself to deal with unexpected situations, if any. He/she should have service orientation and strong interpersonal skills.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. RAS/N0301: Conduct profiling and acquisition of sellers based on business requirement

2. RAS/N0302: Update the sellers on product promotions and orient them on operating the technology platform

3. RAS/N0303: Execute daily operational activities to enhance business and improve seller satisfaction

4. RAS/N0304: Build relationships with new sellers and strengthen relationships with existing sellers

5. RAS/N0305: Study the market and competition to improve business performance

6. RAS/N0306: Maintain good interpersonal relationships with all stakeholders

7. RAS/N0307: Comply to grooming, health and hygiene requirements of the organization

8. RAS/N0314: Use AI to onboard and manage sellers on the e-commerce platform

9. DGT/VSQ/N0102: Employability Skills (60 Hours)

Qualification Pack (QP) Parameters

Sector	Retail
Sub-Sector	E-commerce
Occupation	Sales Operations
Country	India
NSQF Level	4
Credits	15
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5249.0301
Minimum Educational Qualification & Experience	12th grade Pass OR 10th grade pass with 3 Years of experience OR Previous relevant Qualification of NSQF Level (3) with 3 Years of experience OR Previous relevant Qualification of NSQF Level (3.5) with 1.5-year relevant experience
Minimum Level of Education for Training in School	10th Class
Pre-Requisite License or Training	No license is required for the training
Minimum Job Entry Age	18 Years
Last Reviewed On	NA
Next Review Date	30/04/2027
NSQC Approval Date	30/04/2024
Version	4.0
Reference code on NQR	QG-04-OR-02429-2024-V2-RASCI
NQR Version	2.0

RAS/N0301: Conduct profiling and acquisition of sellers based on business requirement

Description

This unit deals in sub tasks that list knowledge and skills required in order to be able to profile and acquire sellers effectively.

Scope

The scope covers the following :

- Profiling and identifying sellers
- Pitching business proposition to sellers
- Registration of sellers on the portal and getting the documentation process successfully completed
- New and improved selling tactics with an eye on market trends

Elements and Performance Criteria

Profiling and identifying sellers

To be competent, the user/individual on the job must be able to:

PC1.   study the market to be able to identify new sellers

PC2.   study the prospective seller base based on product categories in the marketplace

Pitching business proposition to sellers

To be competent, the user/individual on the job must be able to:

PC3.   set targets to approach, explain and register sellers

PC4.   communicate advantages and benefits about the online platform to sellers

PC5.   match offer proposition with prospective clients (sellers)

PC6.   create relevant proposals entailing all required details about business

Registration of sellers on the portal and getting the documentation process successfully completed

To be competent, the user/individual on the job must be able to:

PC7.   identify prospective sellers for the organization

PC8.   identify critical elements of seller registration

PC9.   follow the process and documentation required for registration as per the company standards

PC10. list down key elements of knowledge to be passed on to the sellers

PC11. explain the documentation requirement and registration process to seller for undertaking business

PC12. ensure accurate and timely completion of documentation process

New and improved selling tactics with an eye on market trends

To be competent, the user/individual on the job must be able to:

PC13. keep abreast of international operating standards for benchmarking

PC14. know about success stories of comparative organizations

PC15. work on self to get better at business development, selling skills, negotiation skills and customer service orientation

PC16. attend regular training programs to keep self updated on technology platform enhancements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. offers from the organization

KU2. processes of the organization

KU3. advantages and benefits that can be offered to the sellers

KU4. knowledge of processes involved in the business

KU5. showcasing positives of the business proposition while pitching to the sellers

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. create proposals for registration

GS2. collate simple data when required

GS3. read and understand registration process documents

GS4. read and understand information on the technology platform / portal

GS5. follow instructions accurately

GS6. communicate with internal and external customers to complete seller acquisition

GS7. use gestures or simple words to communicate where language barriers exist

GS8. display courteous behaviour at all times

GS9. make appropriate decisions within the purview of responsibilities of the job role

GS10. prepare a beat plan to visit targeted sellers

GS11. plan and oraganize seller meetings through weekly calendaring

GS12. build customer (seller) relationships and use customer centric approach

GS13. identify problems immediately and take up solutions quickly to resolve delays

GS14. think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)

GS15. interpret and infer data

GS16. break down complex problems into single and manageable components within his/her area of work

GS17. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Profiling and identifying sellers	**7**	**7**	-	-
PC1. study the market to be able to identify new sellers	3.5	3.5	-	-
PC2. study the prospective seller base based on product categories in the marketplace	3.5	3.5	-	-
Pitching business proposition to sellers	**14**	**14**	-	-
PC3. set targets to approach, explain and register sellers	3.5	3.5	-	-
PC4. communicate advantages and benefits about the online platform to sellers	3.5	3.5	-	-
PC5. match offer proposition with prospective clients (sellers)	3.5	3.5	-	-
PC6. create relevant proposals entailing all required details about business	3.5	3.5	-	-
Registration of sellers on the portal and getting the documentation process successfully completed	**20.5**	**20.5**	-	-
PC7. identify prospective sellers for the organization	3.5	3.5	-	-
PC8. identify critical elements of seller registration	3.5	3.5	-	-
PC9. follow the process and documentation required for registration as per the company standards	3.5	3.5	-	-
PC10. list down key elements of knowledge to be passed on to the sellers	3.5	3.5	-	-
PC11. explain the documentation requirement and registration process to seller for undertaking business	3.5	3.5	-	-
PC12. ensure accurate and timely completion of documentation process	3	3	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
New and improved selling tactics with an eye on market trends	8.5	8.5	-	-
PC13. keep abreast of international operating standards for benchmarking	3	3	-	-
PC14. know about success stories of comparative organizations	3	3	-	-
PC15. work on self to get better at business development, selling skills, negotiation skills and customer service orientation	2.5	2.5	-	-
PC16. attend regular training programs to keep self updated on technology platform enhancements	-	-	-	-
NOS Total	50	50	-	-

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0301
NOS Name	Conduct profiling and acquisition of sellers based on business requirement
Sector	Retail
Sub-Sector	E-commerce
Occupation	Sales Operations
NSQF Level	4
Credits	2
Version	3.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	30/04/2024

RAS/N0302: Update the sellers on product promotions and orient them on operating the technology platform

Description

This unit is about understanding the products and processes that are critical for successful seller activations

Scope

The scope covers the following :

- Orienting the sellers on operating the technology platform / portal
- Evaluating and updating sellers on promotions

Elements and Performance Criteria

Orienting the sellers on operating the technology platform / portal

To be competent, the user/individual on the job must be able to:

PC1.   know and understand the critical aspects of the online portal

PC2.   orient and train sellers on the elements of portal operation and seller panel

PC3.   troubleshoot simple issues that sellers face while operating the technology platform

PC4.   help and guide seller in uploading new products

PC5.   assist sellers in order processing, packaging and shipping procedures

Evaluating and updating sellers on promotions

To be competent, the user/individual on the job must be able to:

PC6.   keep abreast about existing promotions

PC7.   evaluate promotions and advise the advantages that sellers can derive from the promotions

PC8.   ensure seller receives advantages and dues as per contract

PC9.   update self about upcoming promotions and technology applications

PC10. help seller plan his work as per business information received

PC11. suggest and guide new sellers about how to grow business online

PC12. give promotional offers on high-end brands and bulk offers on small brands

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. basic portal operations

KU2. promotions being offered

KU3. contractual norms with sellers

KU4. basic mathematical skills

KU5. evaluation of advantages and benefits of the promotions and business opportunity

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. document advantages and benefits of promotions

GS2. collate simple data when required

GS3. read and understand information on the technology platform / portal

GS4. follow instructions accurately

GS5. communicate with sellers to orient them on the technology platform

GS6. communicate with sellers to educate them about promotions

GS7. use gestures or simple words to communicate where language barriers exist

GS8. display courteous behaviour at all times

GS9. make appropriate decisions within the purview of responsibilities of the job role

GS10. make a beat plan to visit targeted sellers

GS11. plan and organize seller meetings through weekly calendaring

GS12. prepare work plans for the seller

GS13. build customer (seller) relationships and use customer centric approach

GS14. identify problems immediately and take up solutions quickly to resolve delays

GS15. think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)

GS16. interpret and infer data

GS17. break down complex problems into single and manageable components within his/her area of work

GS18. apply, analyze, and evaluate the information gathered from observation, experience, reasoning or communication, as a guide to thought and action

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Orienting the sellers on operating the technology platform / portal	**21**	**21**	-	-
PC1. know and understand the critical aspects of the online portal	4	4	-	-
PC2. orient and train sellers on the elements of portal operation and seller panel	5	5	-	-
PC3. troubleshoot simple issues that sellers face while operating the technology platform	4	4	-	-
PC4. help and guide seller in uploading new products	4	4	-	-
PC5. assist sellers in order processing, packaging and shipping procedures	4	4	-	-
Evaluating and updating sellers on promotions	29	29	-	-
PC6. keep abreast about existing promotions	4	4	-	-
PC7. evaluate promotions and advise the advantages that sellers can derive from the promotions	5	5	-	-
PC8. ensure seller receives advantages and dues as per contract	4	4	-	-
PC9. update self about upcoming promotions and technology applications	4	4	-	-
PC10. help seller plan his work as per business information received	4	4	-	-
PC11. suggest and guide new sellers about how to grow business online	4	4	-	-
PC12. give promotional offers on high-end brands and bulk offers on small brands	4	4	-	-
NOS Total	**50**	**50**	-	-

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0302
NOS Name	Update the sellers on product promotions and orient them on operating the technology platform
Sector	Retail
Sub-Sector	E-commerce
Occupation	Sales Operations
NSQF Level	4
Credits	2
Version	2.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	30/04/2024

RAS/N0303: Execute daily operational activities to enhance business and improve seller satisfaction

Description

This unit is about planning and executing daily operational activities to enhance business performance and improve seller satisfaction.

Scope

The scope covers the following :

- Daily operational activities of a seller activation executive

Elements and Performance Criteria

Daily operational activities of a seller activation executive

To be competent, the user/individual on the job must be able to:

PC1. ensure complete tracking of seller listing on the portal

PC2. complete seller training about processes, guidelines and panels to targeted sellers

PC3. address seller queries and resolve concerns/issues, if any

PC4. monitor and achieve targets in terms of seller registration

PC5. collect, collate and share seller feedback with management

PC6. use MIS reporting

PC7. conduct webinars and exhibitions for sellers

PC8. manage the payment cycle for sellers

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. work processes

KU2. products/services/promotions

KU3. individual sales targets

KU4. MIS formats for reporting

KU5. tracking sales on portals

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. write MIS reports intelligibly

GS2. collate simple data when required

GS3. read and understand process documents

GS4. read and understand information on the technology platform / portal

GS5. read and interpret sales targets

GS6. follow instructions accurately

GS7. communicate with internal and external stakeholders to execute operational activities

GS8. gestures or simple words to communicate where language barriers exist

GS9. display courteous behaviour at all times

GS10. resolve customer queries and concerns

GS11. make appropriate decisions within the purview of responsibilities of the job role

GS12. make a plan to achieve set targets

GS13. plan and oraganize seller meetings through weekly calendaring

GS14. build customer (seller) relationships and use customer centric approach

GS15. identify problems immediately and take up solutions quickly to resolve delays

GS16. think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)

GS17. interpret and infer data

GS18. break down complex problems into single and manageable components within his/her area of work

GS19. collect, collate and share customer (seller) feedback

GS20. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Daily operational activities of a seller activation executive	50	50	-	-
PC1. ensure complete tracking of seller listing on the portal	6	6	-	-
PC2. complete seller training about processes, guidelines and panels to targeted sellers	8	8	-	-
PC3. address seller queries and resolve concerns/issues, if any	6	6	-	-
PC4. monitor and achieve targets in terms of seller registration	6	6	-	-
PC5. collect, collate and share seller feedback with management	6	6	-	-
PC6. use MIS reporting	6	6	-	-
PC7. conduct webinars and exhibitions for sellers	6	6	-	-
PC8. manage the payment cycle for sellers	6	6	-	-
NOS Total	50	50	-	-

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0303
NOS Name	Execute daily operational activities to enhance business and improve seller satisfaction
Sector	Retail
Sub-Sector	E-commerce
Occupation	Sales Operations
NSQF Level	4
Credits	2
Version	3.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	30/04/2024

RAS/N0304: Build relationships with new sellers and strengthen relationships with existing sellers

Description

This unit deals in sub tasks that explain how to build and maintain relationship with customers to enhance profitability of the organization.

Scope

The scope covers the following :

- Smooth and error-free processing of seller registration documents
- Induction of new sellers to the organization
- Post sales services for existing sellers in the organization

Elements and Performance Criteria

Smooth and error-free processing of seller registration documents

To be competent, the user/individual on the job must be able to:

PC1. complete all required processes from registration to onboarding to ensure smooth and complete handover of the seller to account manager

PC2. help build healthy relationships between seller and account manager

Induction of new sellers to the organization

To be competent, the user/individual on the job must be able to:

PC3. ensure induction material is complete in all respects

PC4. take feedback on the material and incorporate the same

PC5. train and orient sellers about the processes, guidelines, and panels

PC6. address all seller queries and resolving concerns and issues, if any

PC7. suggest and guide sellers about how to grow their business online

PC8. train sellers on all documentation and reporting processes as per company policy

Post sales services for existing sellers in the organization

To be competent, the user/individual on the job must be able to:

PC9. identify the list of existing sellers who have come from different mediums

PC10. understand the background of the seller accounts

PC11. understand and interpret seller queries

PC12. suggest solutions to address the identified queries

PC13. help manage and grow their businesses

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. products and processes

KU2. sellers and ways to connect with them

KU3. key account management

KU4. local language

KU5. basic offerings by sellers elsewhere

KU6. induction programs what, how and why of the induction program

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. complete all registration related documents

GS2. document feedback from the sellers

GS3. collate simple data when required

GS4. read and understand process documents, training manuals

GS5. read and understand information on the technology platform / portal

GS6. follow instructions accurately

GS7. communicate with customers to effectively understand and address their queries

GS8. use gestures or simple words to communicate where language barriers exist

GS9. display courteous behaviour at all times

GS10. make appropriate decisions within the purview of responsibilities of the job role

GS11. plan smooth induction of new sellers

GS12. to plan and oraganize seller meetings through weekly calendaring

GS13. build customer (seller) relationships and use customer centric approach

GS14. identify problems immediately and take up solutions quickly to resolve delays

GS15. think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)

GS16. provide timely solutions to sellers queries and concerns

GS17. interpret and infer seller data

GS18. break down complex problems into single and manageable components within his/her area of work

GS19. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Smooth and error-free processing of seller registration documents	**8**	**8**	-	-
PC1. complete all required processes from registration to onboarding to ensure smooth and complete handover of the seller to account manager	4	4	-	-
PC2. help build healthy relationships between seller and account manager	4	4	-	-
Induction of new sellers to the organization	**24**	**24**	-	-
PC3. ensure induction material is complete in all respects	4	4	-	-
PC4. take feedback on the material and incorporate the same	4	4	-	-
PC5. train and orient sellers about the processes, guidelines, and panels	4	4	-	-
PC6. address all seller queries and resolving concerns and issues, if any	4	4	-	-
PC7. suggest and guide sellers about how to grow their business online	4	4	-	-
PC8. train sellers on all documentation and reporting processes as per company policy	4	4	-	-
Post sales services for existing sellers in the organization	**18**	**18**	-	-
PC9. identify the list of existing sellers who have come from different mediums	4	4	-	-
PC10. understand the background of the seller accounts	3	3	-	-
PC11. understand and interpret seller queries	3	3	-	-
PC12. suggest solutions to address the identified queries	4	4	-	-
PC13. help manage and grow their businesses	4	4	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
NOS Total	**50**	**50**	-	-

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0304
NOS Name	Build relationships with new sellers and strengthen relationships with existing sellers
Sector	Retail
Sub-Sector	E-commerce
Occupation	Sales Operations
NSQF Level	4
Credits	2
Version	2.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	30/04/2024

RAS/N0305: Study the market and competition to improve business performance

Description

This unit deals in studying and having up-to-date market and competition information to increase seller acquisition.

Scope

The scope covers the following :

- Study services being offered by competitors
- Collect and feed data on market and competition information to improve business performance

Elements and Performance Criteria

Study services being offered by competitors

To be competent, the user/individual on the job must be able to:

PC1. study competitors services and their work in the area of seller activation

PC2. seek information about their market share, sales and revenue figures

PC3. seek information on their strengths and weaknesses

PC4. seek information on any new strategies/service offerings provided by competitors

Collect and feed data on market and competition information to improve business performance

To be competent, the user/individual on the job must be able to:

PC5. identify offers/schemes that work, based on competitor study

PC6. work in tandem with marketing team to help create new schemes for acquisition and maintenance of sellers

PC7. collect seller feedback and provide valuable inputs to reporting manager/ business partners

PC8. identify live sellers on other websites and pitch to them

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. other competitor firms/companies in the market

KU2. offers/schemes of his/her organization

KU3. offers/schemes of competitor firms/companies

KU4. competitor websites

KU5. performance of offers/schemes

KU6. operating websites to identify business partners

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1.   collate simple data when required

GS2.   read and understand market and competitor information

GS3.   follow instructions accurately

GS4.   communicate with internal and external customers to seek required information

GS5.   use gestures or simple words to communicate where language barriers exist

GS6.   display courteous behaviour at all times

GS7.   make appropriate decisions within the purview of responsibilities of the job role

GS8.   plan on ways to seek information from market and competition

GS9.   plan and organize meetings with concerned stakeholders to derive necessary information

GS10. record seller feedback on processes and suggest improvements in case of gaps

GS11. identify problems immediately and take up solutions quickly to resolve delays

GS12. think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)

GS13. analyse, interpret and infer data

GS14. break down complex problems into single and manageable components within his/her area of work

GS15. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Study services being offered by competitors	25	25	-	-
PC1. study competitors services and their work in the area of seller activation	7	7	-	-
PC2. seek information about their market share, sales and revenue figures	6	6	-	-
PC3. seek information on their strengths and weaknesses	6	6	-	-
PC4. seek information on any new strategies/service offerings provided by competitors	6	6	-	-
Collect and feed data on market and competition information to improve business performance	25	25	-	-
PC5. identify offers/schemes that work, based on competitor study	7	7	-	-
PC6. work in tandem with marketing team to help create new schemes for acquisition and maintenance of sellers	6	6	-	-
PC7. collect seller feedback and provide valuable inputs to reporting manager/ business partners	6	6	-	-
PC8. identify live sellers on other websites and pitch to them	6	6	-	-
NOS Total	50	50	-	-

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0305
NOS Name	Study the market and competition to improve business performance
Sector	Retail
Sub-Sector	E-commerce
Occupation	Sales Operations
NSQF Level	4
Credits	1
Version	2.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	30/04/2024

RAS/N0306: Maintain good interpersonal relationships with all stakeholders

Description

This unit deals in building relationships with people who the executive interacts with during daily operations.

Scope

The scope covers the following :

- Understand internal and external customers
- Develop sales /acquisition techniques
- Build and manage network with sellers
- Effective interpersonal communication
- Handle conflicts smoothly

Elements and Performance Criteria

Understand internal and external customers

To be competent, the user/individual on the job must be able to:

PC1. differentiate between external and internal customers

PC2. understand expectations as per relationship with individual/group

PC3. adopt appropriate medium of communication

Develop sales /acquisition techniques

To be competent, the user/individual on the job must be able to:

PC4. determine importance of selling/activation function in business-to-business processes

PC5. actively seek feedback and guidance from immediate manager or team members to improve activation capabilities

PC6. attend training programs when required

Build and manage network with sellers

To be competent, the user/individual on the job must be able to:

PC7. build network of sellers through various sources as per company policy

PC8. manage network of sellers by being in continuous contact with them

PC9. establish trust and confident with sellers by communicating the need, expectations and shareable information with them

PC10. ensure minimization of possible losses and risks in relationships

Effective interpersonal communication

To be competent, the user/individual on the job must be able to:

PC11. communicate clearly in local language (where required)

PC12. articulate clearly and coherently and respond appropriately

PC13. treat all stakeholders with respect and dignity

Handle conflicts smoothly

To be competent, the user/individual on the job must be able to:

PC14. handle interpersonal conflict / disputes according to company policy / procedures

PC15. consult supervisor if the seriousness of conflict is beyond scope of responsibility

PC16. concisely and accurately record details of the conflict and report to concerned authority

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. internal and external customers for the organization

KU2. ways to build and manage relationships

KU3. ways of handling / resolving conflicts

KU4. modes and methods of communication

KU5. conflict handling procedures

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. collate simple data when required

GS2. read and understand proposals

GS3. read and understand information on the technology platform / portal

GS4. follow instructions accurately

GS5. communicate with external customers to complete seller acquisition through effective selling / acquisition techniques

GS6. use gestures or simple words to communicate where language barriers exist

GS7. display courteous behaviour with internal and external stakeholders at all times

GS8. make appropriate decisions within the purview of responsibilities of the job role

GS9. make a beat plan to visit targeted sellers

GS10. to plan and organize seller meetings through weekly calendaring

GS11. build seller relationships by using a customer centric approach

GS12. identify problems immediately and take up solutions quickly to resolve delays

GS13. think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)

GS14. interpret and infer data

GS15. break down complex problems into single and manageable components within his/her area of work

GS16. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Understand internal and external customers	9	9	-	-
PC1. differentiate between external and internal customers	3	3	-	-
PC2. understand expectations as per relationship with individual/group	3	3	-	-
PC3. adopt appropriate medium of communication	3	3	-	-
Develop sales /acquisition techniques	9	9	-	-
PC4. determine importance of selling/activation function in business-to-business processes	3	3	-	-
PC5. actively seek feedback and guidance from immediate manager or team members to improve activation capabilities	3	3	-	-
PC6. attend training programs when required	3	3	-	-
Build and manage network with sellers	12	12	-	-
PC7. build network of sellers through various sources as per company policy	3	3	-	-
PC8. manage network of sellers by being in continuous contact with them	3	3	-	-
PC9. establish trust and confident with sellers by communicating the need, expectations and shareable information with them	3	3	-	-
PC10. ensure minimization of possible losses and risks in relationships	3	3	-	-
Effective interpersonal communication	9	9	-	-
PC11. communicate clearly in local language (where required)	3	3	-	-
PC12. articulate clearly and coherently and respond appropriately	3	3	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. treat all stakeholders with respect and dignity	3	3	-	-
Handle conflicts smoothly	**11**	**11**	**-**	**-**
PC14. handle interpersonal conflict / disputes according to company policy / procedures	4	4	-	-
PC15. consult supervisor if the seriousness of conflict is beyond scope of responsibility	3	3	-	-
PC16. concisely and accurately record details of the conflict and report to concerned authority	4	4	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0306
NOS Name	Maintain good interpersonal relationships with all stakeholders
Sector	Retail
Sub-Sector	E-commerce
Occupation	Sales Operations
NSQF Level	4
Credits	1
Version	3.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	30/04/2024

RAS/N0307: Comply to grooming, health and hygiene requirements of the organization

Description

This unit is about skills and knowledge required for an individual to ensure overall grooming, health and hygiene as per organizational standards

Scope

The scope covers the following :

- Abide to personal hygiene requirements
- Grooming as per company policies
- Take precautionary health measures

Elements and Performance Criteria

Abide to personal hygiene requirements

To be competent, the user/individual on the job must be able to:

PC1.   ensure personal hygiene while at work

PC2.   avoid use of products that affect personal hygiene adversely

PC3.   identify hygiene conditions that could impact health

PC4.   use products that aid in improving personal hygiene

Grooming as per company policies

To be competent, the user/individual on the job must be able to:

PC5.   demonstrate awareness of company policies with respect to grooming

PC6.   adhere to company policy with respect to personal grooming

PC7.   identify articles required to conform to grooming norms as per company policies

PC8.   highlight absence/damage of articles required to complete grooming as per company policies

PC9.   maintain and ensure products provided by organization as per grooming policies

Take precautionary health measures

To be competent, the user/individual on the job must be able to:

PC10. report on personal health issues related to injury, food, air and infectious diseases

PC11. ensure not to go for work if unwell, to avoid the risk of being spread to other people

PC12. undergo preventive health check-ups at regular intervals

PC13. take prompt treatment from the doctor in case of illness

PC14. have a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. company polices with respect to grooming, health and hygiene

KU2. importance of grooming, health and hygiene on personal and professional well-being

KU3. business standards in grooming

KU4. industry best practices in grooming and hygiene

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. write simple mail/letter to report illness

GS2. read and understand company policies on grooming health and hygiene

GS3. read and understand documentation on emergency procedures

GS4. follow instructions accurately

GS5. communicate with peers / manager to report any health issues or reason for deviation with respect to grooming and hygiene

GS6. make appropriate decisions within the purview of responsibilities of the job role

GS7. make a beat plan to visit targeted sellers

GS8. plan and oraganize seller meetings through weekly calendaring

GS9. build seller relationships by using a customer centric approach

GS10. identify problems immediately and take up solutions quickly to resolve delays

GS11. think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)

GS12. interpret and infer data

GS13. break down complex problems into single and manageable components within his/her area of work

GS14. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Abide to personal hygiene requirements	**14**	**14**	-	-
PC1. ensure personal hygiene while at work	3.5	3.5	-	-
PC2. avoid use of products that affect personal hygiene adversely	3.5	3.5	-	-
PC3. identify hygiene conditions that could impact health	3.5	3.5	-	-
PC4. use products that aid in improving personal hygiene	3.5	3.5	-	-
Grooming as per company policies	**18.5**	**18.5**	-	-
PC5. demonstrate awareness of company policies with respect to grooming	3.5	3.5	-	-
PC6. adhere to company policy with respect to personal grooming	4	4	-	-
PC7. identify articles required to conform to grooming norms as per company policies	3.5	3.5	-	-
PC8. highlight absence/damage of articles required to complete grooming as per company policies	3.5	3.5	-	-
PC9. maintain and ensure products provided by organization as per grooming policies	4	4	-	-
Take precautionary health measures	**17.5**	**17.5**	-	-
PC10. report on personal health issues related to injury, food, air and infectious diseases	3.5	3.5	-	-
PC11. ensure not to go for work if unwell, to avoid the risk of being spread to other people	3.5	3.5	-	-
PC12. undergo preventive health check-ups at regular intervals	3.5	3.5	-	-
PC13. take prompt treatment from the doctor in case of illness	3.5	3.5		-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC14. have a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community	3.5	3.5	-	-
NOS Total	50	50	-	-

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0307
NOS Name	Comply to grooming, health and hygiene requirements of the organization
Sector	Retail
Sub-Sector	E-commerce
Occupation	Sales Operations
NSQF Level	4
Credits	1
Version	3.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	30/04/2024

RAS/N0314: Use AI to onboard and manage sellers on the e-commerce platform

Description

This OS describes the skills and knowledge required to use AI tools effectively for onboarding sellers on Ecommerce platforms and managing relationship with sellers.

Scope

The scope covers the following :

- Use AI Tools for Seller Onboarding process and managing sellers on E-commerce Platforms

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

PC1. Implement AI-driven systems for automating document verification and data entry during the onboarding process.

PC2. Use chatbots or virtual assistants to guide sellers through onboarding steps efficiently

PC3. Apply knowledge of AI algorithms to analyse historical data and predict seller success on the platform

PC4. Use predictive analytics to forecast potential challenges during the activation phase and proactively address them

PC5. Utilize AI-driven systems to tailor training materials and support based on individual seller needs and preferences

PC6. Apply machine learning to analyse seller behaviour and recommend specific training modules or resources for improved effectiveness

PC7. Demonstrate proficiency in integrating IoT devices for real-time tracking of seller performance metrics

PC8. Utilize AI algorithms to analyse IoT data and provide actionable insights into areas where sellers can enhance their performance.

PC9. Implement AI-powered surveys or feedback mechanisms that adapt based on seller interactions

PC10. Apply sentiment analysis on feedback data to identify trends and areas for improvement in the seller activation process

PC11. Utilize AI to analyse communication data and identify key touchpoints for effective engagement with sellers

PC12. Use AI-driven tools for natural language processing to understand and respond to seller inquiries more effectively.

PC13. Apply knowledge of IoT devices to monitor and track compliance with policies, such as tracking goods in the supply chain.

PC14. Utilize AI algorithms to analyse data from IoT devices and identify potential compliance issues proactively.

PC15. Apply knowledge of IoT sensors in warehouses to optimize inventory management and ensure sellers have necessary stock levels

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Principles of AI-driven automation for document verification and data entry
KU2. Predictive analytics and its impact on sales
KU3. Machine learning techniques to tailor make seller trainings
KU4. Role of IoT devices for real-time tracking of seller performance metrics
KU5. Role of IoT devices for real-time tracking of seller performance metrics
KU6. IoT devices in monitoring and tracking policy compliance

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. Reading skills to interpret technical terminology relevant to the AI and IOT technologies
GS2. Writing skills to use correct spelling and grammar while interacting with AI based software tools to seek information
GS3. Technology skills to use various customised AI tools for data interpretation and forecasting

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	**50**	**-**	**-**
PC1. Implement AI-driven systems for automating document verification and data entry during the onboarding process.	4	4	-	-
PC2. Use chatbots or virtual assistants to guide sellers through onboarding steps efficiently	4	4	-	-
PC3. Apply knowledge of AI algorithms to analyse historical data and predict seller success on the platform	3	3	-	-
PC4. Use predictive analytics to forecast potential challenges during the activation phase and proactively address them	3	3	-	-
PC5. Utilize AI-driven systems to tailor training materials and support based on individual seller needs and preferences	3	3	-	-
PC6. Apply machine learning to analyse seller behaviour and recommend specific training modules or resources for improved effectiveness	3	3	-	-
PC7. Demonstrate proficiency in integrating IoT devices for real-time tracking of seller performance metrics	4	4	-	-
PC8. Utilize AI algorithms to analyse IoT data and provide actionable insights into areas where sellers can enhance their performance.	3	3	-	-
PC9. Implement AI-powered surveys or feedback mechanisms that adapt based on seller interactions	3	3	-	-
PC10. Apply sentiment analysis on feedback data to identify trends and areas for improvement in the seller activation process	3	3	-	-
PC11. Utilize AI to analyse communication data and identify key touchpoints for effective engagement with sellers	4	4	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. Use AI-driven tools for natural language processing to understand and respond to seller inquiries more effectively.	3	3	-	-
PC13. Apply knowledge of IoT devices to monitor and track compliance with policies, such as tracking goods in the supply chain.	4	4	-	-
PC14. Utilize AI algorithms to analyse data from IoT devices and identify potential compliance issues proactively.	3	3	-	-
PC15. Apply knowledge of IoT sensors in warehouses to optimize inventory management and ensure sellers have necessary stock levels	3	3	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0314
NOS Name	Use AI to onboard and manage sellers on the e-commerce platform
Sector	Retail
Sub-Sector	
Occupation	Sales Operations
NSQF Level	4
Credits	2
Version	1.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	30/04/2024

Qualification Pack

DGT/VSQ/N0102: Employability Skills (60 Hours)

Description

This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and apprenticeship, getting ready for jobs and career development.

Scope

The scope covers the following :

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Career Development & Goal Setting
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs

Elements and Performance Criteria

Introduction to Employability Skills

To be competent, the user/individual on the job must be able to:

PC1.   identify employability skills required for jobs in various industries

PC2.   identify and explore learning and employability portals

Constitutional values – Citizenship

To be competent, the user/individual on the job must be able to:

PC3.   recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.

PC4.   follow environmentally sustainable practices

Becoming a Professional in the 21st Century

To be competent, the user/individual on the job must be able to:

PC5.   recognize the significance of 21st Century Skills for employment

PC6.   practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life

Basic English Skills

To be competent, the user/individual on the job must be able to:

PC7. use basic English for everyday conversation in different contexts, in person and over the telephone

PC8. read and understand routine information, notes, instructions, mails, letters etc. written in English

PC9. write short messages, notes, letters, e-mails etc. in English

Career Development & Goal Setting

To be competent, the user/individual on the job must be able to:

PC10. understand the difference between job and career

PC11. prepare a career development plan with short- and long-term goals, based on aptitude

Communication Skills

To be competent, the user/individual on the job must be able to:

PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings

PC13. work collaboratively with others in a team

Diversity & Inclusion

To be competent, the user/individual on the job must be able to:

PC14. communicate and behave appropriately with all genders and PwD

PC15. escalate any issues related to sexual harassment at workplace according to POSH Act

Financial and Legal Literacy

To be competent, the user/individual on the job must be able to:

PC16. select financial institutions, products and services as per requirement

PC17. carry out offline and online financial transactions, safely and securely

PC18. identify common components of salary and compute income, expenses, taxes, investments etc

PC19. identify relevant rights and laws and use legal aids to fight against legal exploitation

Essential Digital Skills

To be competent, the user/individual on the job must be able to:

PC20. operate digital devices and carry out basic internet operations securely and safely

PC21. use e- mail and social media platforms and virtual collaboration tools to work effectively

PC22. use basic features of word processor, spreadsheets, and presentations

Entrepreneurship

To be competent, the user/individual on the job must be able to:

PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research

PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion

PC25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity

Customer Service

To be competent, the user/individual on the job must be able to:

PC26. identify different types of customers

PC27. identify and respond to customer requests and needs in a professional manner.

PC28. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

To be competent, the user/individual on the job must be able to:

PC29. create a professional Curriculum vitae (Résumé)

PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively

PC31. apply to identified job openings using offline /online methods as per requirement

PC32. answer questions politely, with clarity and confidence, during recruitment and selection

PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. need for employability skills and different learning and employability related portals

KU2. various constitutional and personal values

KU3. different environmentally sustainable practices and their importance

KU4. Twenty first (21st) century skills and their importance

KU5. how to use English language for effective verbal (face to face and telephonic) and written communication in formal and informal set up

KU6. importance of career development and setting long- and short-term goals

KU7. about effective communication

KU8. POSH Act

KU9. Gender sensitivity and inclusivity

KU10. different types of financial institutes, products, and services

KU11. how to compute income and expenditure

KU12. importance of maintaining safety and security in offline and online financial transactions

KU13. different legal rights and laws

KU14. different types of digital devices and the procedure to operate them safely and securely

KU15. how to create and operate an e- mail account and use applications such as word processors, spreadsheets etc.

KU16. how to identify business opportunities

KU17. types and needs of customers

KU18. how to apply for a job and prepare for an interview

KU19. apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. read and write different types of documents/instructions/correspondence

GS2. communicate effectively using appropriate language in formal and informal settings

GS3. behave politely and appropriately with all

GS4. how to work in a virtual mode

GS5. perform calculations efficiently

GS6. solve problems effectively

GS7. pay attention to details

GS8. manage time efficiently

GS9. maintain hygiene and sanitization to avoid infection

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Employability Skills	1	1	-	-
PC1. identify employability skills required for jobs in various industries	-	-	-	-
PC2. identify and explore learning and employability portals	-	-	-	-
Constitutional values – Citizenship	1	1	-	-
PC3. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-	-	-
PC4. follow environmentally sustainable practices	-	-	-	-
Becoming a Professional in the 21st Century	2	4	-	-
PC5. recognize the significance of 21st Century Skills for employment	-	-	-	-
PC6. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-
Basic English Skills	2	3	-	-
PC7. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-
PC8. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
PC9. write short messages, notes, letters, e-mails etc. in English	-	-	-	-
Career Development & Goal Setting	1	2	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. understand the difference between job and career	-	-	-	-
PC11. prepare a career development plan with short- and long-term goals, based on aptitude	-	-	-	-
Communication Skills	2	2	-	-
PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-	-	-
PC13. work collaboratively with others in a team	-	-	-	-
Diversity & Inclusion	1	2	-	-
PC14. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC15. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
Financial and Legal Literacy	2	3	-	-
PC16. select financial institutions, products and services as per requirement	-	-	-	-
PC17. carry out offline and online financial transactions, safely and securely	-	-	-	-
PC18. identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
PC19. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
Essential Digital Skills	3	4	-	-
PC20. operate digital devices and carry out basic internet operations securely and safely	-	-	-	-
PC21. use e- mail and social media platforms and virtual collaboration tools to work effectively	-	-	-	-
PC22. use basic features of word processor, spreadsheets, and presentations	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Entrepreneurship	2	3	-	-
PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
PC25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
Customer Service	1	2	-	-
PC26. identify different types of customers	-	-	-	-
PC27. identify and respond to customer requests and needs in a professional manner.	-	-	-	-
PC28. follow appropriate hygiene and grooming standards	-	-	-	-
Getting ready for apprenticeship & Jobs	2	3	-	-
PC29. create a professional Curriculum vitae (Résumé)	-	-	-	-
PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
PC31. apply to identified job openings using offline /online methods as per requirement	-	-	-	-
PC32. answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
NOS Total	20	30	-	-

National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0102
NOS Name	Employability Skills (60 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	4
Credits	2
Version	1.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	30/04/2024

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council.

2. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS.

3. SSC will lay down proportion of marks for Theory and Skills Practical for each Element/ PC.

4. Individual NCVET recognised assessment agencies will prepare the theory and practical question papers

5. The assessments will be conducted by individual NCVET recognised assessment agencies as per the SOP.

6. Every learner/ candidate appearing for the assessment must possess the OJT completion certificate from the employer to undertake the assessments under this qualification.

7. The assessment for the theory and practical will be conducted online on a digital assessment platform with comprehensive auditable trails.

8. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

9. To pass the Qualification Pack assessment, every trainee should score a minimum of 70% aggregate passing percentage recommended at QP Level.

10. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

11. For detailed guidelines SOP on assessments can be referred to on the RASCI website.

Minimum Aggregate Passing % at QP Level : 70

(**Please note**: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0301.Conduct profiling and acquisition of sellers based on business requirement	50	50	-	-	100	16
RAS/N0302.Update the sellers on product promotions and orient them on operating the technology platform	50	50	-	-	100	16
RAS/N0303.Execute daily operational activities to enhance business and improve seller satisfaction	50	50	-	-	100	16
RAS/N0304.Build relationships with new sellers and strengthen relationships with existing sellers	50	50	-	-	100	12
RAS/N0305.Study the market and competition to improve business performance	50	50	-	-	100	9

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0306.Maintain good interpersonal relationships with all stakeholders	50	50	-	-	100	9
RAS/N0307.Comply to grooming, health and hygiene requirements of the organization	50	50	-	-	100	9
RAS/N0314.Use AI to onboard and manage sellers on the e-commerce platform	50	50	-	-	100	7
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	-	-	50	6
Total	420	430	-	-	850	100

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.

Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.