Qualification Pack

Digital Cataloguer

QP Code: RAS/Q0302

Version: 3.0

NSQF Level: 4.5

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Contents

RAS/Q0302: Digital Cataloguer

Brief Job Description

The individual is responsible for aiding in creation of an attractive digital catalogue and other digital pages with respect to the look and feel of the product and product description. Thus, the accuracy of the information and the correctness of placing products as per buyers directive will be his/her job.

Personal Attributes

The individual needs to demonstrate creativity, innovation and enthusiasm in his/her role. He/she needs to be physically fit and mentally balanced to carry out his/her duties efficiently.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. RAS/N0308: List products and map SKUs accurately to cater to category and customer needs

2. RAS/N0309: Adhere to quality standards for creating and maintaining catalogues and digital pages

3. RAS/N0310: Adhere to company policies and statutory regulations related to sales and service

4. RAS/N0311: Update self on basics of category management

5. RAS/N0312: Liaise with internal and external stakeholders for listing

6. RAS/N0313: Smart Digital Asset Management

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

Qualification Pack (QP) Parameters

Sector	Retail
Sub-Sector	E-commerce
Occupation	Sales Operations
Country	India
NSQF Level	4.5
Credits	16

Aligned to NCO/ISCO/ISIC Code	NCO-2015/1222.0102
Minimum Educational Qualification & Experience	Completed 3 year diploma after 10th (Digital Marketing) OR 12th grade Pass with 1.5 years of experience OR 10th grade pass with 4.5 years of experience OR Previous relevant Qualification of NSQF Level (3.5) with 3 Years of experience OR Previous relevant Qualification of NSQF Level (4) with 1.5 years of experience
Minimum Level of Education for Training in School	Not Applicable
Pre-Requisite License or Training	No licencing or statutory approvals 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	3.0
Reference code on NQR	QG-4.5-OR-02433-2024-V2-RASCI
NQR Version	2.0

RAS/N0308: List products and map SKUs accurately to cater to category and customer needs

Description

This unit deals in sub tasks that lead to accurate product listing, increased ease of navigation and improved SKU mapping thereby leading to enhanced sales conversion.

Scope

The scope covers the following :

- Listing of products as per customer and category need
- Mapping of listed products/SKUs to listed vendors

Elements and Performance Criteria

Listing of products as per customer and category need

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

PC1. study online customer attitudes towards the merchandise / brands

PC2. understand customer needs with respect to merchandise category

PC3. suggest methods to communicate the merchandise in an online platform

PC4. update self on comparative features and benefits of merchandise from other e-commerce players

PC5. update self on competitors online product presentations

PC6. coordinate with teams to ensure development of accurate product descriptions as per category norms

PC7. list and map the products in a manner that improves ease of navigation and search

PC8. maintain accuracy of products against uploaded images in pages/leaves created

PC9. periodic updates to existing product listings for prices, offers, quantity etc.

Mapping of listed products/SKUs to listed vendors

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

PC10. correct mapping of listed products/SKUs to listed vendors

PC11. mapping additional SKUs to listed products

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. categories of products being sold

KU2. industry and market information about products being sold

KU3. marketing plans and promotions within the organization

KU4. possible errors in listing of products and how to prevent them

KU5. consumer attitudes towards online navigation and online shopping

KU6. best practices in digital cataloguing

KU7. creation of a new document in MS Word and how to modify, format and append the same

KU8. most commonly used photo-editing softwares

Generic Skills (GS)

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

GS1. collate simple data when required

GS2. populate documents related to listing of products

GS3. populate documents indicating status with respect to exchange of catalogue related data within the organization

GS4. populate documents indicating status with respect to exchange of catalogue related data with sellers /vendors

GS5. read documents related to listing of products

GS6. read documents indicating status with respect to exchange of catalogue related data within the organization

GS7. read documents with respect to exchange of catalogue related data with sellers /vendors

GS8. follow instructions accurately

GS9. explain organization and technical requirements to vendors with respect to catalogue related data

GS10. communicate with internal teams to explain and understand relevant information to ensure an efficient and aesthetically appealing online catalogue/digital pages

GS11. use gestures or simple words to communicate where language barriers exist

GS12. display courteous behavior at all times

GS13. make appropriate decisions regarding the responsibilities of the job role

GS14. organize product images to be mapped accurately to the right products

GS15. prepare a catalogue/digital page keeping in mind customer convenience and ease of navigation

GS16. identify problems immediately and take up solutions quickly to resolve delays

GS17. think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)

GS18. interpret and infer data

GS19. analyze relevant portals/leaves and corresponding data to identify consumer behaviour with respect to logic adopted for the layout

GS20. apply, analyze, and evaluate the information gathered from competitors through 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
Listing of products as per customer and category need	**41**	**41**	-	-
PC1. study online customer attitudes towards the merchandise / brands	5	5	-	-
PC2. understand customer needs with respect to merchandise category	4.5	4.5	-	-
PC3. suggest methods to communicate the merchandise in an online platform	4.5	4.5	-	-
PC4. update self on comparative features and benefits of merchandise from other e-commerce players	4.5	4.5	-	-
PC5. update self on competitors online product presentations	4.5	4.5	-	-
PC6. coordinate with teams to ensure development of accurate product descriptions as per category norms	4.5	4.5	-	-
PC7. list and map the products in a manner that improves ease of navigation and search	4.5	4.5	-	-
PC8. maintain accuracy of products against uploaded images in pages/leaves created	4.5	4.5	-	-
PC9. periodic updates to existing product listings for prices, offers, quantity etc.	4.5	4.5	-	-
Mapping of listed products/SKUs to listed vendors	**9**	**9**	-	-
PC10. correct mapping of listed products/SKUs to listed vendors	4.5	4.5	-	-
PC11. mapping additional SKUs to listed products	4.5	4.5	-	-
NOS Total	**50**	**50**	-	-

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0308
NOS Name	List products and map SKUs accurately to cater to category and customer needs
Sector	Retail
Sub-Sector	E-commerce
Occupation	Sales Operations
NSQF Level	4.5
Credits	3
Version	3.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	30/04/2024

RAS/N0309: Adhere to quality standards for creating and maintaining catalogues and digital pages

Description

This unit deals in sub tasks that ensure the desired quality of the catalogue and digital pages is maintained.

Scope

The scope covers the following :

- Relevance, accuracy and quality of description and photograph of relevant products

Elements and Performance Criteria

Relevance, accuracy and quality of description and photograph of relevant products

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

PC1. ensure correct mapping of products and product descriptions to the photographs being showcased/displayed

PC2. explain photographic nuances that enhance the aesthetic aspects of the merchandise and increase impact and movement on the page

PC3. recommend usage of editing softwares that impacts photo quality

PC4. work closely with category teams to conform to brand and sales requirements

PC5. explain the concepts of visual communication being used in the catalogue/digital pages

PC6. conduct timely product audit on the digital marketplace

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. categories of products being sold

KU2. concept of digital visual communication

KU3. availability of content and digital capabilities within the organization

KU4. quality parameters involved in digital cataloguing

KU5. possible errors in listing of products and how to prevent the same

KU6. consumer behaviour towards merchandise categories

KU7. photo editing softwares used to enhance information being shared by vendors

KU8. elements of visual communication and application of the same

KU9. process of mapping listed products

KU10. proficiency in excel, word and digital softwares

Generic Skills (GS)

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

GS1. collate simple data when required

GS2. populate documents related to listing of products

GS3. draft reports related to quality and impact of catalogue on the page/leaf

GS4. read documents related to listing of products

GS5. read documents related to brand/product requirements and specifications

GS6. communicate with internal teams to explain and understand relevant information to ensure an efficient and aesthetically appealing online catalogue/digital pages

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

GS8. display courteous behavior at all times

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

GS10. organize and upload product images in an accurate manner relevant to the product description

GS11. design and develop a visual communication keeping the customer buying behaviour in mind

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. analyse relevant portals/leaves and corresponding data to identify consumer behavior with respect to logic adopted for the layout

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
Relevance, accuracy and quality of description and photograph of relevant products	**50**	**50**	-	-
PC1. ensure correct mapping of products and product descriptions to the photographs being showcased/displayed	9	9	-	-
PC2. explain photographic nuances that enhance the aesthetic aspects of the merchandise and increase impact and movement on the page	9	9	-	-
PC3. recommend usage of editing softwares that impacts photo quality	8	8	-	-
PC4. work closely with category teams to conform to brand and sales requirements	8	8	-	-
PC5. explain the concepts of visual communication being used in the catalogue/digital pages	8	8	-	-
PC6. conduct timely product audit on the digital marketplace	8	8	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0309
NOS Name	Adhere to quality standards for creating and maintaining catalogues and digital pages
Sector	Retail
Sub-Sector	E-commerce
Occupation	Sales Operations
NSQF Level	4.5
Credits	3
Version	2.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	30/04/2024

RAS/N0310: Adhere to company policies and statutory regulations related to sales and service

Description

This unit deals in sub tasks that leads to conformation with company policies and statutory regulations related to sales and service.

Scope

The scope covers the following :

- Company policies and statutory regulations related to sales and service

Elements and Performance Criteria

Validating catalogue content with buyer and category manager to ensure accuracy of information and adherence to company policies

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

PC1. collect desired layout of products and relevant descriptions as required by buyer and category manager

PC2. share photographs, descriptions and other relevant information with respect to products as received from sellers/ vendors

PC3. validate photographs, descriptions and other relevant information with respect to company and brand policies

PC4. validate the updated information with concerned stake holders and get the same uploaded on the website

PC5. seek approval from concerned stake holders on digital pages as well as pages/leaves in the online catalogue

PC6. collect feedback in an accurate manner and get the same addressed by all concerned

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. categories of products being sold

KU2. policies with respect to data transfer to and from business partners

KU3. availability of content and digital capabilities within the organization

KU4. page/leave creation/product listing on the website

KU5. business policies with respect to listing/adding vendors

KU6. specifications with respect to product images

KU7. photo editing softwares used to enhance information being shared by vendors

KU8. process of mapping SKUs to listed products

KU9. computer proficiency in excel and word

Generic Skills (GS)

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

GS1. populate documents related to listing of products

GS2. prepare necessary documentation related to uploads for validation from stakeholders

GS3. read documents related to listing of products

GS4. read documents with respect to guidelines for exchange of catalogue related data within the organization

GS5. read documents with respect to guidelines status with respect to exchange of catalogue related data with sellers /vendors

GS6. explain organization and technical requirements to vendors with respect to catalogue related data

GS7. communicate with internal teams to explain and understand relevant information to ensure an efficient and aesthetically appealing on-line catalogue/digital pages

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

GS9. display courteous behavior at all times

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

GS11. organize documentation such as product descriptions, photographs for the purpose of validation

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. analyse relevant portals/leaves and corresponding data to identify consumer behavior with respect to logic adopted for the layout

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
Validating catalogue content with buyer and category manager to ensure accuracy of information and adherence to company policies	**50**	**50**	-	-
PC1. collect desired layout of products and relevant descriptions as required by buyer and category manager	8	8	-	-
PC2. share photographs, descriptions and other relevant information with respect to products as received from sellers/ vendors	8	8	-	-
PC3. validate photographs, descriptions and other relevant information with respect to company and brand policies	9	9	-	-
PC4. validate the updated information with concerned stake holders and get the same uploaded on the website	9	9	-	-
PC5. seek approval from concerned stake holders on digital pages as well as pages/leaves in the online catalogue	8	8	-	-
PC6. collect feedback in an accurate manner and get the same addressed by all concerned	8	8	-	-
NOS Total	**50**	**50**	-	-

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0310
NOS Name	Adhere to company policies and statutory regulations related to sales and service
Sector	Retail
Sub-Sector	E-commerce
Occupation	Sales Operations
NSQF Level	4.5
Credits	3
Version	2.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	30/04/2024

RAS/N0311: Update self on basics of category management

Description

This unit deals in sub tasks that ensure that the digital catalogue is in-keeping with the category norms and sales theories.

Scope

The scope covers the following :

- Basics of catergory management

Elements and Performance Criteria

Awareness about category specifications

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

PC1. understand category specifications with respect to grouping and sub grouping of products

PC2. group products correctly as per their sub-categories and hierarchies

Awareness of features, advantages and benefits of products

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

PC3. explain the features, advantages and benefits of products

PC4. identify the importance of features, advantages and benefits in customer buying decision

PC5. relate to strategies of comparative brands with respect to catalogues/page designs and site lay-out

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. concept of category management

KU2. categories of products being sold

KU3. industry and market information about products being sold

KU4. policies with respect to data transfer to and from business partners

KU5. availability of content and digital capabilities within the organization

KU6. computer proficiency in excel and word

KU7. categories and subcategories of products

KU8. features, advantages and benefits of products

Generic Skills (GS)

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

GS1. collate simple data when required

GS2. populate documents related to listing of products

GS3. read documents related to categories of products being sold

GS4. read information on products with respect to their features, advantages and benefits

GS5. communicate with internal teams to explain and understand relevant information to ensure an efficient and aesthetically appealing online catalogue/digital pages

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

GS7. display courteous behavior at all times

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

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

GS10. position the products and the importance of features, advantages and benefits so as to impact customer buying decision

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. interpret and infer data

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

GS15. analyses of relevant portals/leaves and corresponding data to identify consumer behavior with respect to logic adopted for the layout

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
Awareness about category specifications	**20**	**20**	**-**	**-**
PC1. understand category specifications with respect to grouping and sub grouping of products	10	10	-	-
PC2. group products correctly as per their sub-categories and hierarchies	10	10	-	-
Awareness of features, advantages and benefits of products	**30**	**30**	**-**	**-**
PC3. explain the features, advantages and benefits of products	10	10	-	-
PC4. identify the importance of features, advantages and benefits in customer buying decision	10	10	-	-
PC5. relate to strategies of comparative brands with respect to catalogues/page designs and site lay-out	10	10	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0311
NOS Name	Update self on basics of category management
Sector	Retail
Sub-Sector	E-commerce
Occupation	Sales Operations
NSQF Level	4.5
Credits	2
Version	2.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	30/04/2024

RAS/N0312: Liaise with internal and external stakeholders for listing

Description

This unit deals in inter departmental coordination that leads to listing of products.

Scope

The scope covers the following :

- Coordinating with stakeholders within the company to ensure product listings
- Coordinating with vendors for products, product descriptions and supportings

Elements and Performance Criteria

Coordinating with stakeholders within the company to ensure product listings

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

PC1. interact with category managers to understand specified listing structure

PC2. interact with category managers to identify products to be displayed as per specified structure

PC3. identify internal processes that need to be followed for listings to go live

PC4. interact with various internal departments to ensure product listings go live

Coordinating with vendors for products, product descriptions and supportings

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

PC5. co-ordinate with vendors to ensure information is available in the desired form and in accurate formats

PC6. co-ordinate with vendors for products, product descriptions and supporting documents

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. categories of products being sold

KU2. marketing plans and promotions within the organization

KU3. possible errors in listing of products and how to prevent the same

KU4. policies with respect to data transfer to and from business partners

KU5. availability of content and digital capabilities within the organization

KU6. page/leaf creation/product listing on the site

KU7. business policies with respect to listing/adding vendors

KU8. process of mapping vendors to listed products

KU9. process of adding new vendors to listed products

KU10. computer proficiency in excel and word

Generic Skills (GS)

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

GS1. collate simple data when required

GS2. populate documents related to listing of products

GS3. populate documents indicating status with respect to exchange of catalogue related data within the organization

GS4. populate documents indicating status with respect to echange of catalogue related data with sellers /vendors

GS5. read documents related to listing of products

GS6. read documents indicating status with respect to exchange of catalogue related data within the organization

GS7. read documents indicating status with respect to exchange of catalogue related data with sellers /vendors

GS8. explain organization and technical requirements to vendors with respect to catalogue related data

GS9. communicate with internal teams to explain and understand relevant information to ensure an efficient and aesthetically appealing online catalogue

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

GS11. organize necessary work processes for smooth integration to digital platform

GS12. keep customer needs, preferences and interest in mind while co-ordinating with stakeholders for product listings

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. analyses relevant portals/leaves and corresponding data to identify consumer behavior with respect to logic adopted for the layout

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
Coordinating with stakeholders within the company to ensure product listings	**33**	**33**	**-**	**-**
PC1. interact with category managers to understand specified listing structure	8	8	-	-
PC2. interact with category managers to identify products to be displayed as per specified structure	9	9	-	-
PC3. identify internal processes that need to be followed for listings to go live	8	8	-	-
PC4. interact with various internal departments to ensure product listings go live	8	8	-	-
Coordinating with vendors for products, product descriptions and supportings	**17**	**17**	**-**	**-**
PC5. co-ordinate with vendors to ensure information is available in the desired form and in accurate formats	9	9	-	-
PC6. co-ordinate with vendors for products, product descriptions and supporting documents	8	8	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0312
NOS Name	Liaise with internal and external stakeholders for listing
Sector	Retail
Sub-Sector	E-commerce
Occupation	Sales Operations
NSQF Level	4.5
Credits	2
Version	3.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	30/04/2024

RAS/N0313: Smart Digital Asset Management

Description

This OS describes the skills and knowledge required to develop an effective digital asset management system that enables AI and machine learning algorithms to automate the tagging, cataloguing, and categorization of digital assets.

Scope

The scope covers the following :

- Develop a robust Digital assest management system

Elements and Performance Criteria

Automate Tagging and Cataloguing

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

PC1. Utilize AI and machine learning algorithms to automate the tagging and categorization of digital assets.

PC2. Ensure efficient and accurate organization based on content, context, and metadata.

PC3. Implement and oversee the deployment of image and text recognition algorithms to identify and categorize multimedia content within digital assets.

PC4. Maintain an intelligent search system incorporating natural language processing and machine learning.

PC5. Enable rapid and precise retrieval of digital assets based on user queries.

PC6. Establish systems that dynamically adjust catalogue structures based on user behaviour and usage patterns.

PC7. Ensure the catalogue evolves to meet the changing needs of users over time.

Analyse and Enrich Data

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

PC8. Apply machine learning techniques to analyse user behaviour, historical data, and trends, enabling the prediction of popular or in-demand digital assets.

PC9. Use insights to guide cataloguing priorities and content updates.

PC10. Implement IoT devices for real-time tracking of physical assets and seamlessly link them to their digital counterparts in the catalogue.

PC11. Ensure accurate representation and accessibility of physical assets.

PC12. Extract information from external sources and updating fields for improved catalogue organization.

PC13. Employ AI algorithms to automatically enrich metadata associated with digital assets.

Assure Quality Control

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

PC14. Identifying issues such as image resolution, file format compliance, or broken links to maintain a high standard of asset quality.

PC15. Utilize AI algorithms to conduct quality control checks on digital assets.

Engage Users and Ensure Security

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

PC16. Implement AI-driven analysis of user preferences and behaviours to deliver personalized content recommendations.

PC17. Enhance user engagement and satisfaction with the digital asset catalogue.

PC18. Employ anomaly detection and user behaviour analysis to ensure robust access control mechanisms.

PC19. Integrate AI-based security measures to detect and prevent unauthorized access to sensitive digital assets.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Basic Principles and concept of Artificial intelligence, Machine learning and their applications

KU2. Fundamentals of the Internet of Things (IoT) and its applications.

KU3. Fundamentals and applications of image recognition algorithms.

KU4. Basics of natural language processing (NLP) and its role in digital asset management.

KU5. Role of user behaviour and usage patterns in influencing catalogue evolution.

KU6. Principles of AI-driven analysis of user preferences and behaviours.

KU7. Application of predictive analytics to forecast popular or in-demand digital assets.

KU8. Techniques for extracting information from external sources.

KU9. Explore AI-based security measures to detect and prevent unauthorized access.

Generic Skills (GS)

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

GS1. Technical skills to use AI driven tools and machine learning applications.

GS2. Ability to perform statistical data analysis and interpret data.

GS3. Implement and customize AI algorithm for specific cases.

GS4. Technical skill required to design and maintain Digital Asset management system.

GS5. Implement Strategies for Maintaining Data Consistency and Integrity.

GS6. Technical skills required to detect image resolution issues, file format, compliance and broken links.

GS7. Self-management skill to conduct user research and usability testing.

GS8. Implementing AI based security measures.

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Automate Tagging and Cataloguing	**18**	**18**	**-**	**-**
PC1. Utilize AI and machine learning algorithms to automate the tagging and categorization of digital assets.	3	3	-	-
PC2. Ensure efficient and accurate organization based on content, context, and metadata.	2	2	-	-
PC3. Implement and oversee the deployment of image and text recognition algorithms to identify and categorize multimedia content within digital assets.	3	3	-	-
PC4. Maintain an intelligent search system incorporating natural language processing and machine learning.	2	2	-	-
PC5. Enable rapid and precise retrieval of digital assets based on user queries.	3	3	-	-
PC6. Establish systems that dynamically adjust catalogue structures based on user behaviour and usage patterns.	2	2	-	-
PC7. Ensure the catalogue evolves to meet the changing needs of users over time.	3	3	-	-
Analyse and Enrich Data	**16**	**16**	**-**	**-**
PC8. Apply machine learning techniques to analyse user behaviour, historical data, and trends, enabling the prediction of popular or in-demand digital assets.	3	3	-	-
PC9. Use insights to guide cataloguing priorities and content updates.	3	3	-	-
PC10. Implement IoT devices for real-time tracking of physical assets and seamlessly link them to their digital counterparts in the catalogue.	3	3	-	-
PC11. Ensure accurate representation and accessibility of physical assets.	2	2	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. Extract information from external sources and updating fields for improved catalogue organization.	3	3	-	-
PC13. Employ AI algorithms to automatically enrich metadata associated with digital assets.	2	2	-	-
Assure Quality Control	**6**	**6**	**-**	**-**
PC14. Identifying issues such as image resolution, file format compliance, or broken links to maintain a high standard of asset quality.	3	3	-	-
PC15. Utilize AI algorithms to conduct quality control checks on digital assets.	3	3	-	-
Engage Users and Ensure Security	**10**	**10**	**-**	**-**
PC16. Implement AI-driven analysis of user preferences and behaviours to deliver personalized content recommendations.	3	3	-	-
PC17. Enhance user engagement and satisfaction with the digital asset catalogue.	3	3	-	-
PC18. Employ anomaly detection and user behaviour analysis to ensure robust access control mechanisms.	2	2	-	-
PC19. Integrate AI-based security measures to detect and prevent unauthorized access to sensitive digital assets.	2	2	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0313
NOS Name	Smart Digital Asset Management
Sector	Retail
Sub-Sector	
Occupation	Sales Operations
NSQF Level	4.5
Credits	1
Version	1.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	30/04/2024

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	31/01/2024
Next Review Date	31/01/2027
NSQC Clearance Date	31/01/2024

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

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

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

10. 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/N0308.List products and map SKUs accurately to cater to category and customer needs	50	50	0	0	100	18
RAS/N0309.Adhere to quality standards for creating and maintaining catalogues and digital pages	50	50	0	0	100	18
RAS/N0310.Adhere to company policies and statutory regulations related to sales and service	50	50	0	0	100	18
RAS/N0311.Update self on basics of category management	50	50	0	0	100	15
RAS/N0312.Liaise with internal and external stakeholders for listing	50	50	0	0	100	15
RAS/N0313.Smart Digital Asset Management	50	50	0	0	100	10
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	-	-	50	6

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
Total	320	330	-	-	650	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.